

INNcentive



JUNE 2023



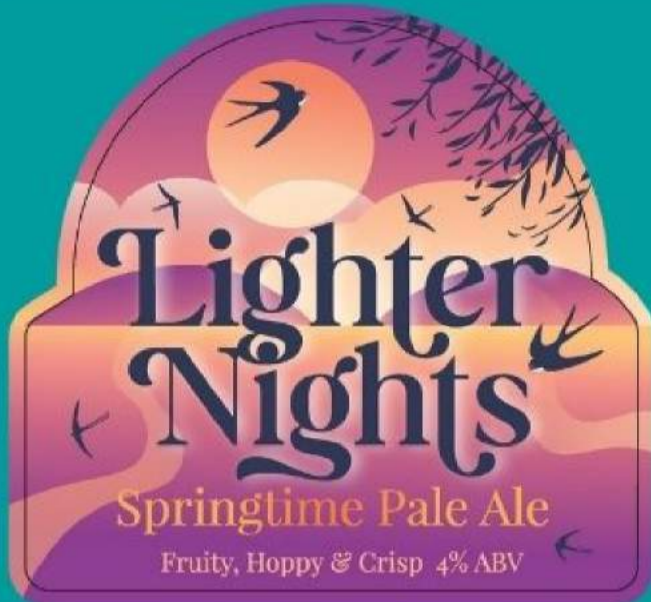
BIG BRAND OFFERS THIS JUNE



Direct Telesales Line: 0808 169 8979

The Cask Club

A guide to what's available May - June 2023



Lighter Nights

4% ABV

A refreshingly fruity, golden pale ale. The perfect guest beer to welcome in Springtime!

£139.57

9G



Timothy Taylor Golden Best Cask

3.5% ABV

The last of the Pennine light miles. A Crisp, amber coloured beer that makes a refreshing session ale.

£159.88

9G



JW Lees Dragons Fire

4% ABV

We take inspiration from all manner of things, some more local than others. Dragons fire is our all-malt ode to one of our favourite places - the beautiful country of Wales. It's name stems from its flaming amber colour and warming citrus aftertaste. Lechyd da.

£155.87

9G



Wadworth 6X

4.1% ABV

This hand crafted ale is a timeless amber-hued beer distinctively full bodied and eminently drinkable. The nose is malty and fruity with a balancing hoppy note. The delicious malt and fruit character emerge even more intensely on the palate with a long, lingering malty finish.

£83.42

4.5G

LOVELY DAY FOR A GUINNESS

BUY 2 X 50L
GUINNESS DRAUGHT,
GET POS KIT*
WITH CONSUMER
PROMOTION TO
WIN A LIMITED
EDITION FATTI BURKE
T-SHIRT



*KIT CONTENTS: 500 COASTERS, 15 TENT CARDS (DOUBLE SIDED),
2 X 50L MUST BE PURCHASED IN ONE TRANSACTION.

for the facts
drinkaware.co.uk
PLEASE DRINK RESPONSIBLY

 **GUINNESS X FATTI BURKE**

Scan me

POS, Tips & More



GUINNESS



STELLA ARTOIS UNFILTERED



NOW AVAILABLE IN 24x330ml

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NEW

SERVE THE REFRESHING TASTE OF SEVILLA

NO.1 DRAUGHT LAGER IN SPAIN*

A REFRESHING 4.4% LAGER WITH
GREAT CHARACTER AND FLAVOUR
AVAILABLE FROM APRIL 2023



TO ARRANGE AN INSTALL, SPEAK TO YOUR SALES CONTACT

ENJOY CRUZCAMPO RESPONSIBLY
BREWED IN THE UK

be [drinkaware.co.uk](https://www.drinkaware.co.uk)
*SOURCE: NIELSEN DATA 2022

67% OF
CONSUMERS PREFER
COCA-COLA
OVER THE NEXT
BIGGEST COMPETITOR*

46% OF
CONSUMERS
ARE WILLING TO
PAY MORE FOR A
COCA-COLA
PRODUCT*

26%
WILLING
TO PAY
11-20p MORE*

FREE STOCK BUNDLE ON INSTALLATION

RETAIL
VALUE OF
OVER
£500!

FREE STOCK BUNDLE INCLUDES;

24 X 330ML GLASS COCA-COLA CLASSIC
24 X 330ML GLASS COCA-COLA ZERO SUGAR
24 X 330ML GLASS DIET COKE
24 X 200ML SCHWEPPE'S TONIC
24 X 200ML SCHWEPPE'S SLIMLINE TONIC
24 X 275ML APPLÉTISER
1 X 7L COCA-COLA ZERO SUGAR BAG IN BOX
COCA-COLA 16OZ GLASSWARE

PLEASE CONTACT
POSTMIXENQUIRIES@CCEP.COM

*Source: One Pulse, 500 Consumers, Dec'22.
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Coca-Cola
Real Magic™

SERVE THE **NO.1 DRAUGHT COLA BRAND** IN THE UK



OVER £1000 FREE STOCK
AT RETAIL VALUE + OUTLET SUPPORT ON INSTALLATION¹

Pepsi Max is the
**NO.1 DRAUGHT
COLA BRAND**
in the UK²

Pepsi Max is the
**FASTEST SELLING
COLA BRAND**
in licensed in
the UK³

**FREE STOCK
INCLUDES** 4 BIBs,
Pepsi Max Ice Bucket,
2 Bar Runners and
Glassware for your
outlet¹



**SCAN THE QR TO REGISTER
YOUR INTEREST TODAY**



Sources: 1. Based on retail value of 4 free BIBs (9238 serves x 4 BIB = 36952 serves) 2. CGA Licence Report to 31.12.22 Total Licenced Data v ZVA total draught volume; volume sales share; value sales share MAT to 31.12.22). 3. CGA Licence report to 31.12.22 Total Licence MAT data v ZVA Average vol weekly sales).



COMING SOON



◀ **SESH IPA 3.8%**
PILSNER 4.4% ▶



FREE KEG ON INSTALL WITH POS KIT AVAILABLE AND A FREE KEG AFTER 12 WEEKS OF STOCKING.

To register your interest, please contact Pete Reynolds: **07812 256 290** | petereynolds@greeneking.co.uk

SHOULD I GET ACCREDITED?

Are you selling great quality cask ale?

Want to be recognised for beer quality?

What happens if I apply?

A qualified assessor will make an appointment to sample your cask ales and carry out a Scores on the Cellar Doors audit.

Why join?

- ± Gain a plaque recognised by 77% of cask ale drinkers
- ± 88% of members have seen sales grow since joining
- ± 98% of accredited licensees would recommend Cask Marque
- ± Be part of the World's Biggest Ale Trail
- ± Receive FREE Point of Sale

Full cost is £195 + VAT. Contact your Trust Inns' BDM to enquire about how they may be able to support you in meeting this cost



www.cask-marque.co.uk



Direct Telesales Line:
0808 169 8979

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