

NEW

SEPTEMBER
2024

Trust Inns
Better Pubs through Better People

The INNcentive Magazine



CASK ALE
- WEEK -

19 - 29 SEP 2024

NEW FEATURES INSIDE:

- MEET YOUR NEW BDMS
- TAKE A LOOK AT ONE OF OUR RECENT REFURBISHMENTS
- CASK ALE WEEK IDEAS
- FREE TRAINING COURSES!
- GOOD NEWS STORIES

£15 OFF

£10 OFF
+ POS

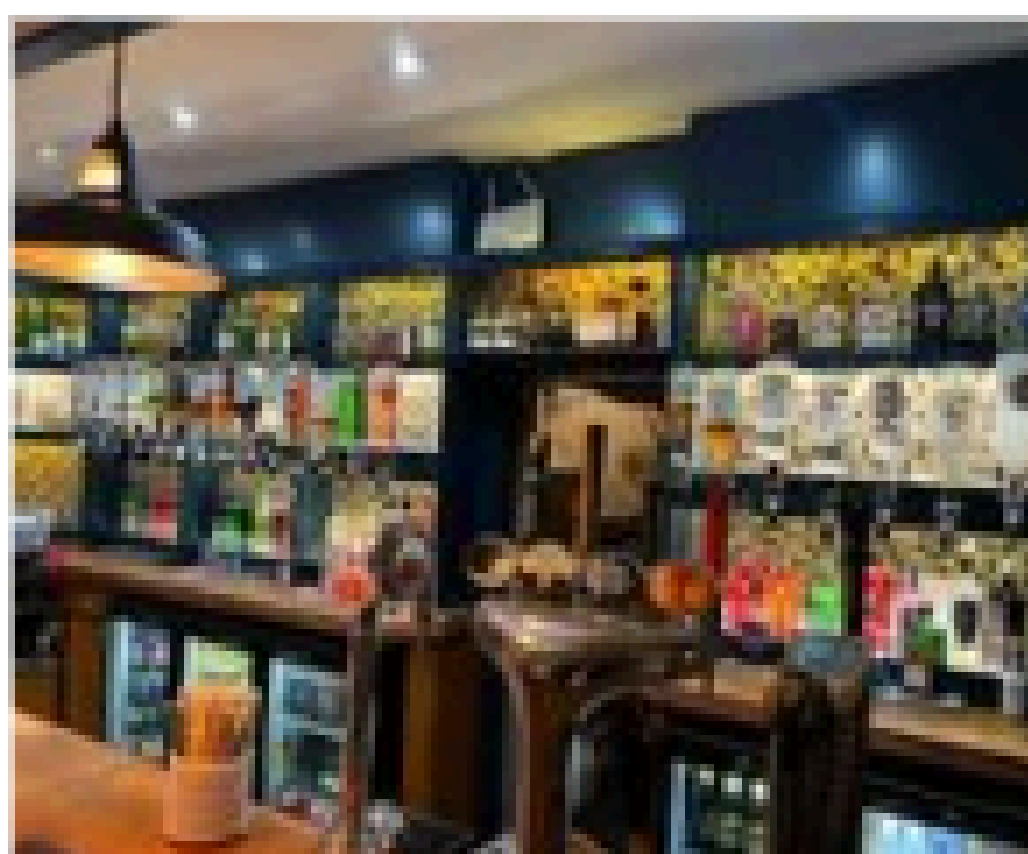
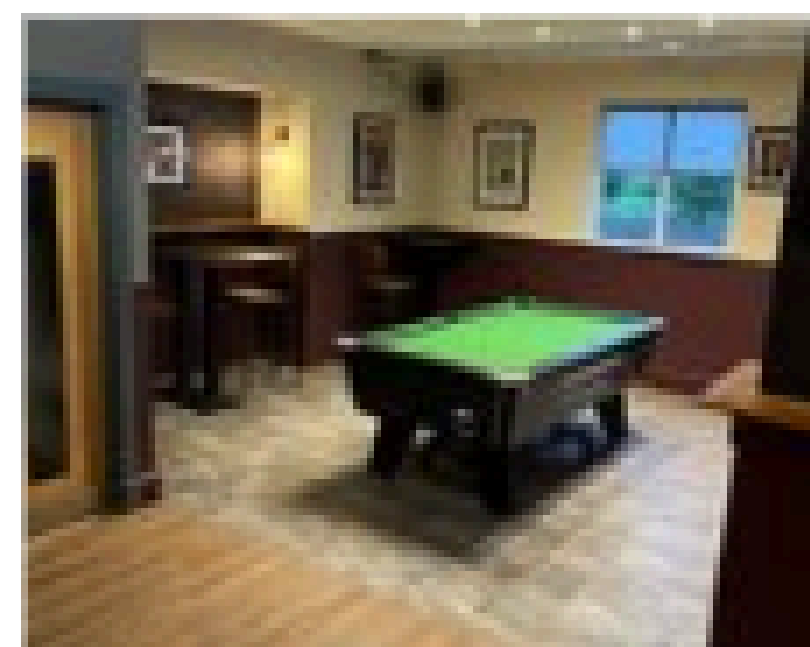
£10 OFF
+ GLASSWARE

DIRECT
TELESALES

0808 169 8979

SALTERS INN, SALTERS ROAD, DALKEITH, EH22 2DQ

REDISCOVERING THE SALTERS INN

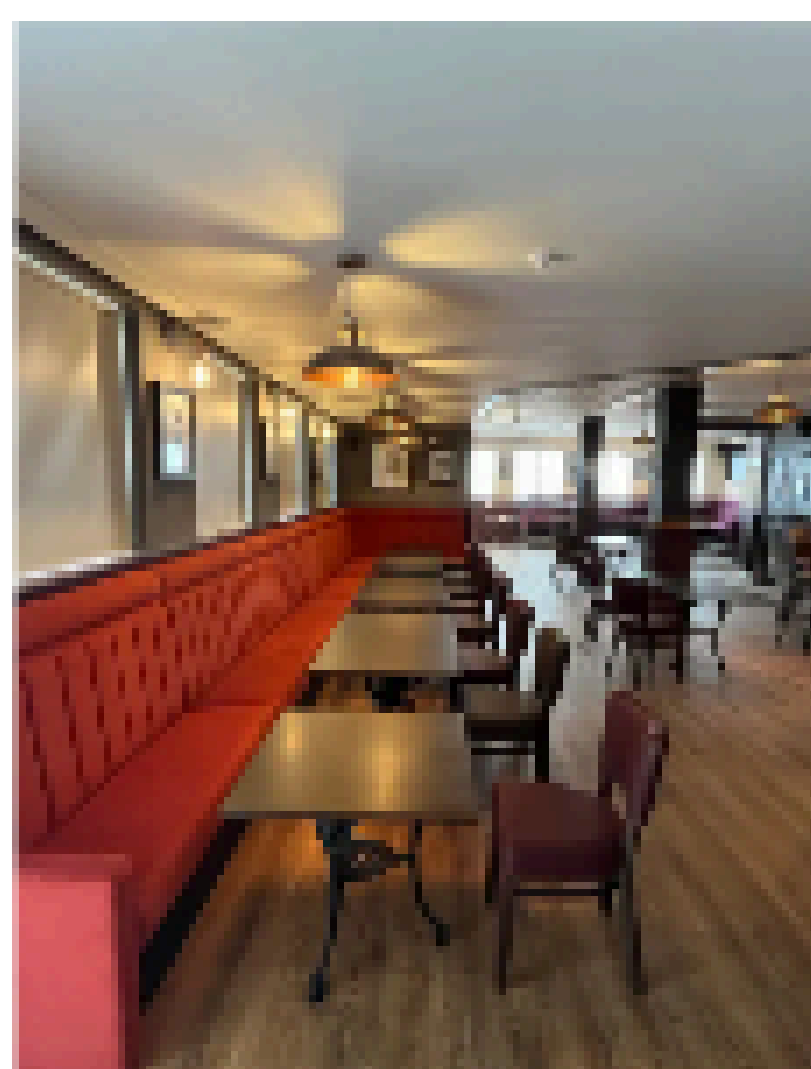
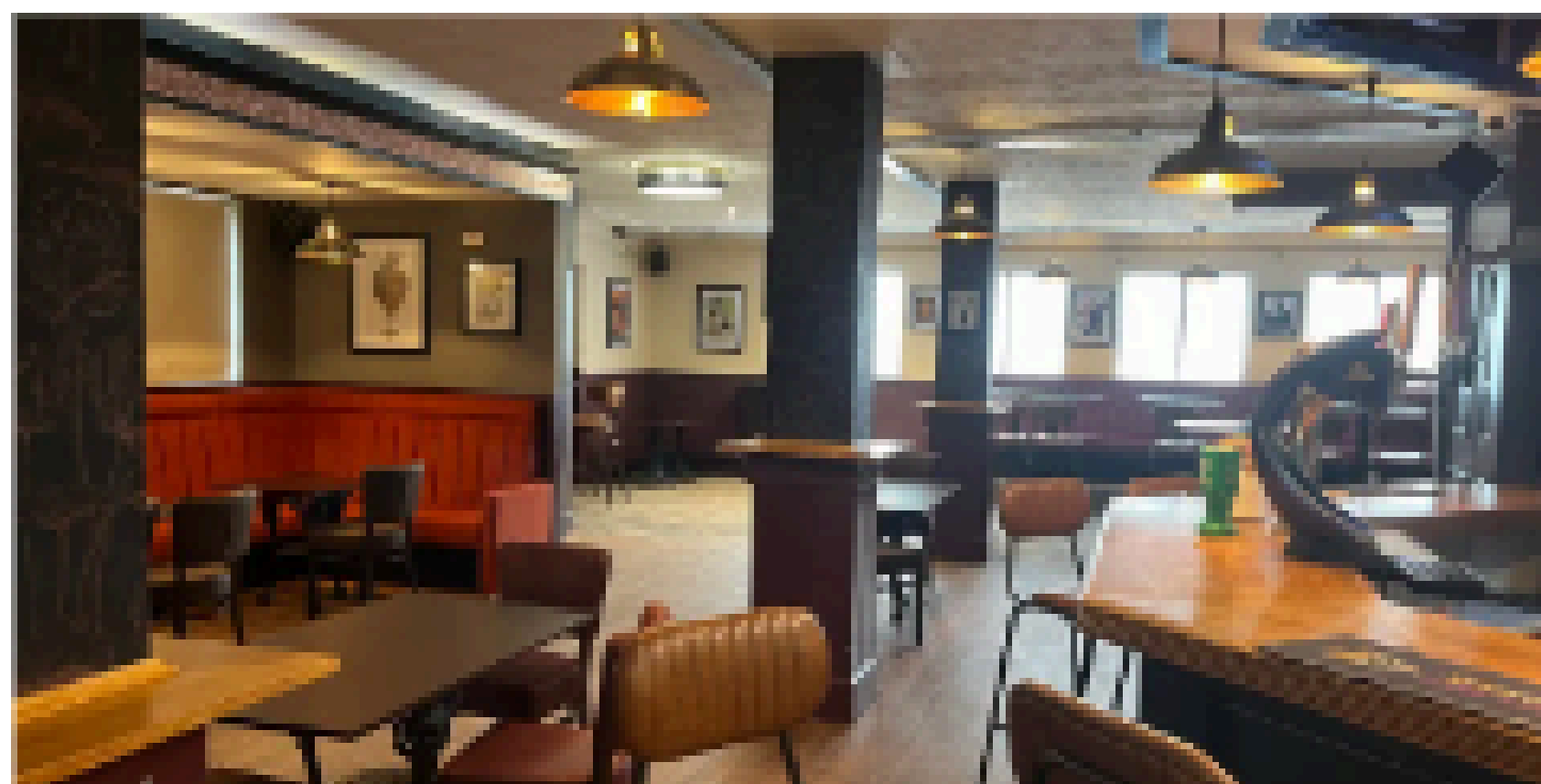


The freshly revamped appearance of the community local bar now exudes a city centre ambiance, seamlessly blending modern features such as a designated gaming area for activities like pool and darts with a private function space suitable for a variety of events, all while maintaining its welcoming community-oriented atmosphere.

With expanded seating areas indoors and in the beer garden, patrons can enjoy casual drinks, cozy moments, or celebratory events with live entertainment. The inn hosts a range of exciting events like live music, themed nights, and charity days, ensuring each visit is unique and memorable.

The Intersection of Modernism and Timeless Elegance

Let us be the first to tell you about the spectacular transformation of The Salters Inn. This beloved pub, nestled in the heart of our community, has undergone an incredible refurbishment that has breathed new life into its traditional local walls while preserving the charm we all adore.

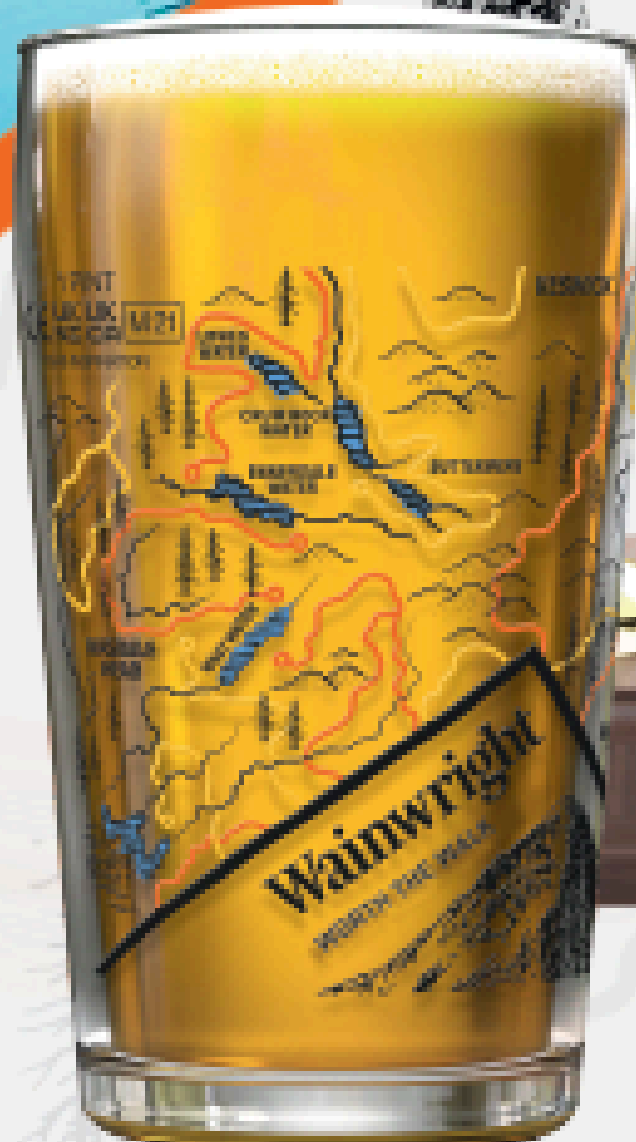


Additionally, The Salters Inn fosters community bonds by organizing pool and dart teams for local leagues, promoting fun, competition, and friendship. As a result, The Salters Inn is poised to become the place to be in Dalkeith!

[WWW.FACEBOOK.COM/THE SALTERS INN](https://www.facebook.com/thesaltersinn)

Wainwright

WORTH THE WALK



**BUY X1 9G OF
GOLD & X1 9G OF
AMBER AND GET
£5 OFF EACH
PLUS A CASE OF GLASSWARE**

*Buy both a 9g of Wainwright Gold and 9g of Wainwright Amber to get £5 off each case. Glassware is Wainwright 12pt pint & subject to availability. Maximum of one deal per pub. Valid for the duration of the in-store promotional period only.

Enjoy responsibly. be.drinkaware.co.uk

**PUB
OPPORTUNITY
OF THE
MONTH!**



ROYAL OAK

High street, Laxfield, Woodbridge, Suffolk, IP13BDH

Nestled in the heart of Laxfield village, the Royal Oak stands as a testament to the area's rich history. This historic building, steeped in tradition, has been thoughtfully restored and transformed into a delightful village pub close to various amenities. With its mix of old-world charm and inviting atmosphere, has become a cherished gathering spot for both locals and visitors, allowing them to savor the warmth and character of this beloved community landmark. The pub features an established kitchen that serves homemade meals daily, offering a taste of comfort and tradition. On weekends, live music enlivens the village, while classic pub games like pool and darts add to the entertainment, making the Royal Oak a true hub of village life.

ONLY TIED ON DRAUGHT PRODUCTS!

ENQUIRE NOW



recruitment@trustinn.co.uk

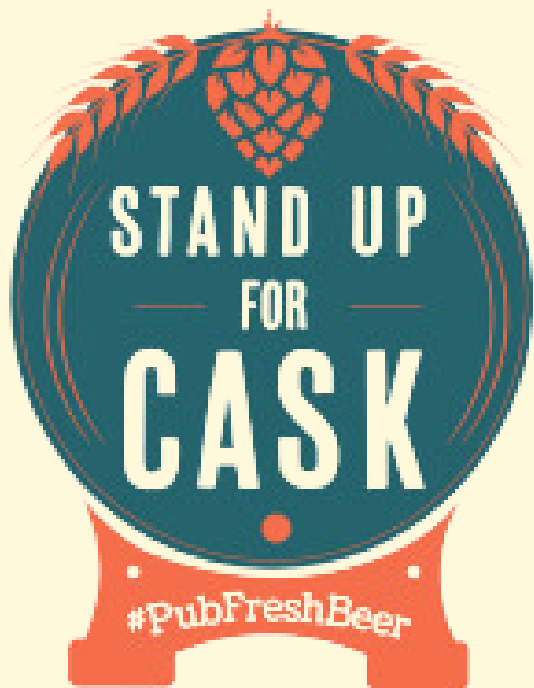


Call on: 07788445787

NEED *Inspo* FOR CASK ALE WEEK



- **Add a Cask Ale quiz question round to your weekly pub quiz - even a cask tasting round!**
- **Dog Friendly pubs: Take a picture with your dog and a pint and award a prize for best picture.**



- **Encourage customers to buy a 1½ pint for their non cask drinking friend to try!**
- **Try a Cask & food pairing evening**
- **Ask your customers to vote for your best cask ale!**

**BUY 1X 9G OF
BEST BITTER
AND RECEIVE**

**£5
OFF**

EACH FIRKIN

**OR BUY 2X 9G AND RECEIVE £10 OFF
AND A FREE POS KIT**

T&C's: Two casks must be taken in one order to receive the POS kit.
POS kit includes 100x drip mats, 1x bar runner and 12x tulip glasses.
One POS kit per customer.



Meet The Newest Additions To The Trust Inns Team!

Tom Jones

BDM- Merseyside & Cheshire

Tom joined the Trust Inns team in June 2024, bringing over 30 years of experience in the hospitality and licensing trade. He is responsible for overseeing and supporting all tenants in the Merseyside and Cheshire area, ensuring they receive the guidance and assistance needed to succeed in their establishments.

Tom Says "I believe that finding the right tenant for the right pub is imperative for success for everyone".



Steve Birkett

BDM- North East

We welcomed Steve to Trust Inns at the end of August. He is excited to take over the North East area. With years of experience in the trade, Steve brings extensive knowledge and expertise.

In his previous role he worked tirelessly to optimise the performance of his area. Steve Says "I have been in the industry since 1998, most recently at Admiral Taverns for 10 years. I simply love pubs and I am passionate about helping to make our tenants businesses the very best they can be."

BONKERS CONKERS BROWN ALE

4.1%

PIN (4.5G) AVAILABLE



COLOUR: **TAWNY**

COMPLEX AUTUMN BEER FULL OF FRUITY AROMAS AND TASTE. BISCUITY MALT ADDS BODY AND WARMTH. FRAGRANT NOTES OF BLACKCURRANT, LEMON AND ORANGE PEEL.

£78.09

Making a SPLASH For Breast Cancer Research!



At Trust Inns, we're passionate about supporting charitable causes, and our Recruitment Manager, along with the BDM of Yorkshire, did just that! They swam 10 miles each throughout July, raising an impressive £2,500 for Breast Cancer Research. They decided to take on this fundraising challenge to combine their love of swimming and the passion for supporting a good cause, everyone has been effected by cancer at some point in their life and why not help to find a cure.



Reflecting on the journey, Delia remarked, "This swim was about more than just raising money. It was about raising awareness and showing that every effort, no matter how small it might seem, can contribute to the fight against breast cancer"



DELIVERED
ONLINE!



TRUST INNS TRAINING COURSES



PROFIT THROUGH QUALITY; BEER & CELLAR COURSE

TUESDAY 10TH
SEPTEMBER @ 10:30AM

Winner of the interactive quiz at the end of the course wins a free 11g keg for their pub!



MARKETING

WEDS 25TH SEPTEMBER
10:00 AM - 12:00 PM

How to market your pub business to your target customer, common errors to avoid and how to drive sales amongst a wider demographic



PUB FINANCE

THURS 26TH SEPTEMBER
10:00 AM - 12:00 PM

Explore the must do's of pub finance & how to utilise this information to make key business decisions.

1 course
delivered
over 2
days!

CONTACT YOUR BDM OR EMAIL [SJACQUES@TRUSTINNS.CO.UK](mailto:sjacques@trustinns.co.uk) TO BOOK YOUR FREE PLACE TODAY!

SPECIAL ON-TRADE OFFER

BUY 2 DIFFERENT BUTCOMBE CASKS AND GET A POS KIT FOC
(1 BOX OF PINTS, 1 PACK BAR TOWELS & 1 PACK OF DRIP MATS)

A true Bristol sunset
in liquid form, worth
it's weight in gold



You can spot a
true original a mile
off. Like our Original
brew. Bristol born and
made to stand out.



A bold, standout beer
that's one of a kind.
A collaboration that
is the result of Adam
Henson's dedication
to sustainable farming
and our passion
for beer



ALL THE TASTE, NONE OF THE ALCOHOL

NEW
STOCKISTS
ONLY

POS, Tips & More



Scan me



GUINNESS

£15 OFF
GUINNESS 0.0%
CANS*



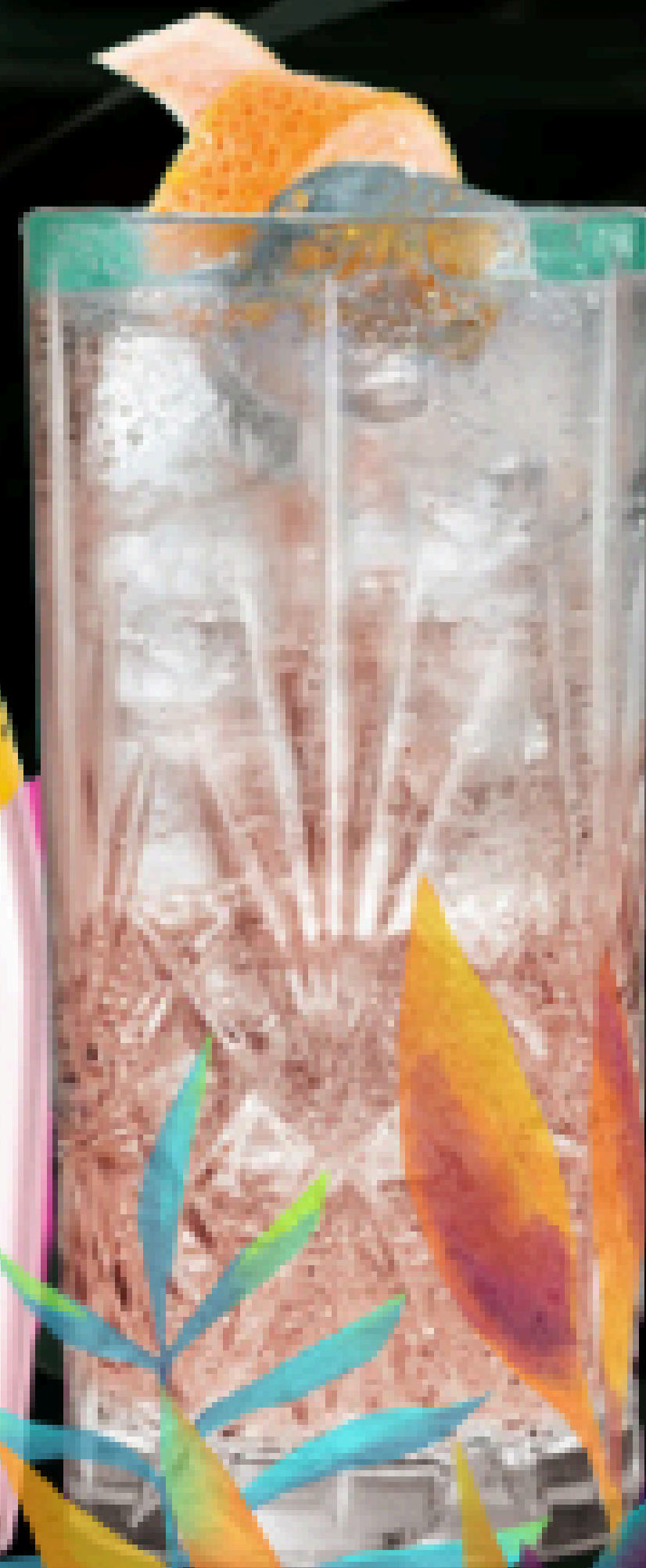
MAKE THE

PINK PALOMA

£16.27

FREE POS KIT WHEN
YOU BUY EITHER
PRODUCT TO MAKE
'PINK PALOMA'
COCKTAIL

£15



POS KIT INCLUDES: TENT CARDS, RECIPE CARD,
MENU CLIPS

£25
INTRODUCTORY
PRICE



6X FREE GLASSES

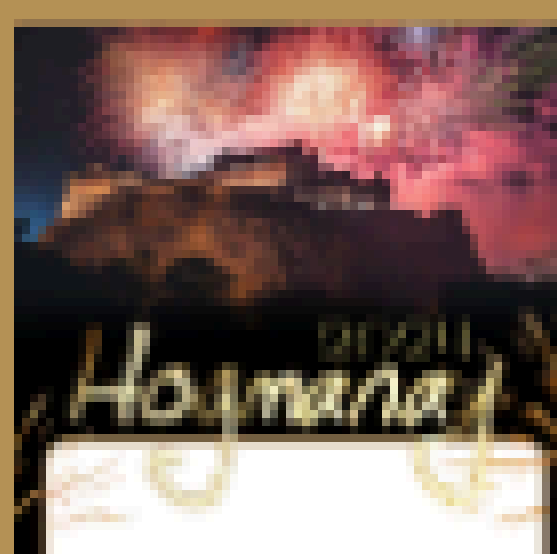
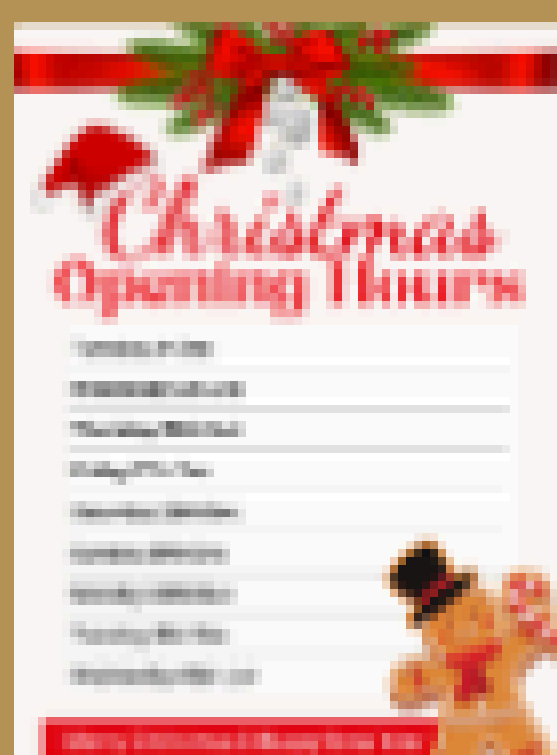
BUY 3 BOTTLES & RECEIVE 6 AU POLYCARBS FOR FREE



Terms & Conditions: Buy any 3 bottles from the range and receive 6 polycarb glasses for free. 100 deals available on a first come, first served basis. POS subject to availability. An alternative item will be issued if no polycarbs available.

Customers can qualify for deal multiple times.

PLAN AHEAD NOW!



YOUR CONTENT IS COMING!



At Trust Inns, we're diligently working behind the scenes to plan the next exciting events on our calendar! As September unfolds, we will be sending out your Halloween and Christmas posters. These will be ready for you to display and inform your patrons about the fantastic festivities you have lined up.

Now is the perfect time if you haven't already to start planning your Christmas parties. Make sure to book your entertainment early, and begin promoting your events to create a buzz in your community.

Let your patrons know about the special celebrations, themed nights, and festive offers. Make your Trust Inns pub the ultimate destination throughout the festive season, ensuring it's the place to be for all social events and gatherings.

If you haven't received your posters by October 1st and your interested please speak to your BDM.

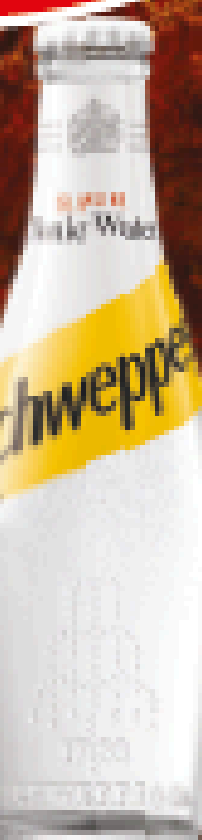
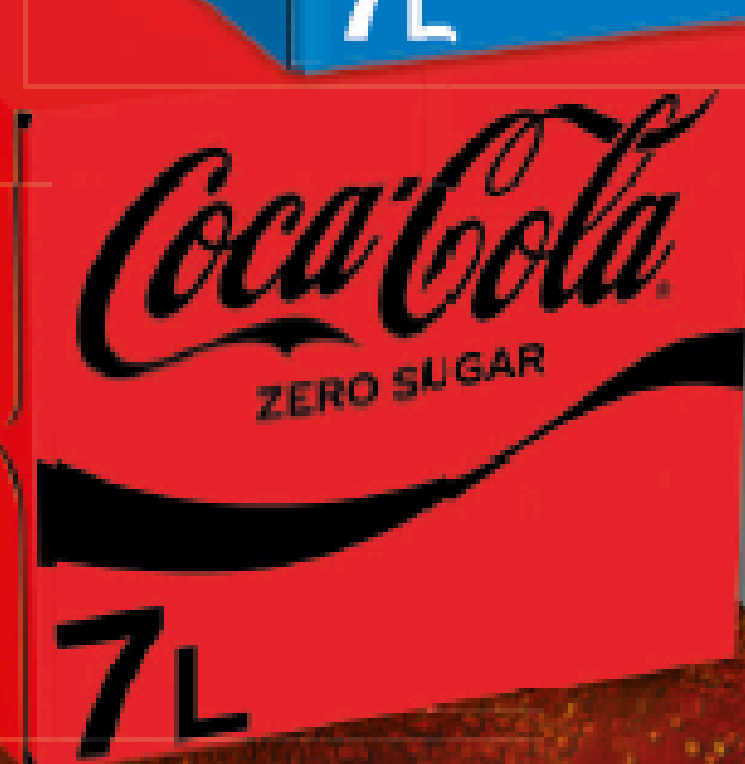
FREE STOCK BUNDLE

ON INSTALL OF
**COCA-COLA
POSTMIX**

RETAIL
VALUE OF OVER
£1000⁺

Coca-Cola

ORIGINAL TASTE IS THE
NUMBER 1
DRAUGHT COLA BRAND
IN GB ON PREMISE
AND GROWING*



Schweppes

IS THE
NUMBER 1
DRAUGHT LEMONADE
BRAND IN GB ON
PREMISE*

FREE STOCK BUNDLE INCLUDES:

- 24X330ML GLASS COCA-COLA CLASSIC
- 24X330ML GLASS COCA-COLA ZERO SUGAR
- 24X330ML GLASS DIET COKE
- 24X200ML GLASS SCHWEPPE'S TONIC
- 24X200ML GLASS SCHWEPPE'S SLIMLINE TONIC
- 24X275ML APPLLETISER
- 1X7L COCA-COLA ZERO SUGAR BAG IN BOX
- 1X7L DIET COKE BAG IN BOX
- 1X7L SCHWEPPE'S LEMONADE BAG IN BOX

Email us on: postmixenquiries@ccep.com

SCAN FOR
MORE INFO



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† Trademark. *Source: CGA Data to P4, 30/04/24, MAT Value- GB On Premise Draught. +Source: CGA Data - On Premise YTD data to P4 30/4/24 - Based on the average retail value of the products in the bundle. Free stock bundle will be delivered after install. Eligibility for Independent Outlets only, not Multi Operating Groups.

BECOME A FEATURE

IN NEXT MONTHS ADDITION

WE WANT YOUR STORIES

- Fundraising events
- Staff/Pub Achievements
- Refurbishment transformations
- Behind the scenes
- Why do customers love your pub

CONTACT US NOW

hcox@trustinns.co.uk

If you have anything you'd like to share or require any extra marketing help let us know.

Direct Telesales Line:
0808 169 8979

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