

NEW

OCTOBER  
2024

**iTrust Inns**  
Better Pubs through Better People

# The **INNcentive** Magazine

## WHAT'S INSIDE:

- HALLOWEEN QUIZ IDEAS
- TAKE A LOOK AT ONE OF OUR RECENT REFURBISHMENTS
- BIG BRAND OFFERS
- FREE TRAINING COURSES!
- GOOD NEWS STORIES



£5  
OFF



£10 OFF  
+ POS



£10 OFF  
+ GLASSWARE

DIRECT  
TELESALES

0808 169 8979





## Conquering the Clouds: The Ultimate Three Peaks Challenge

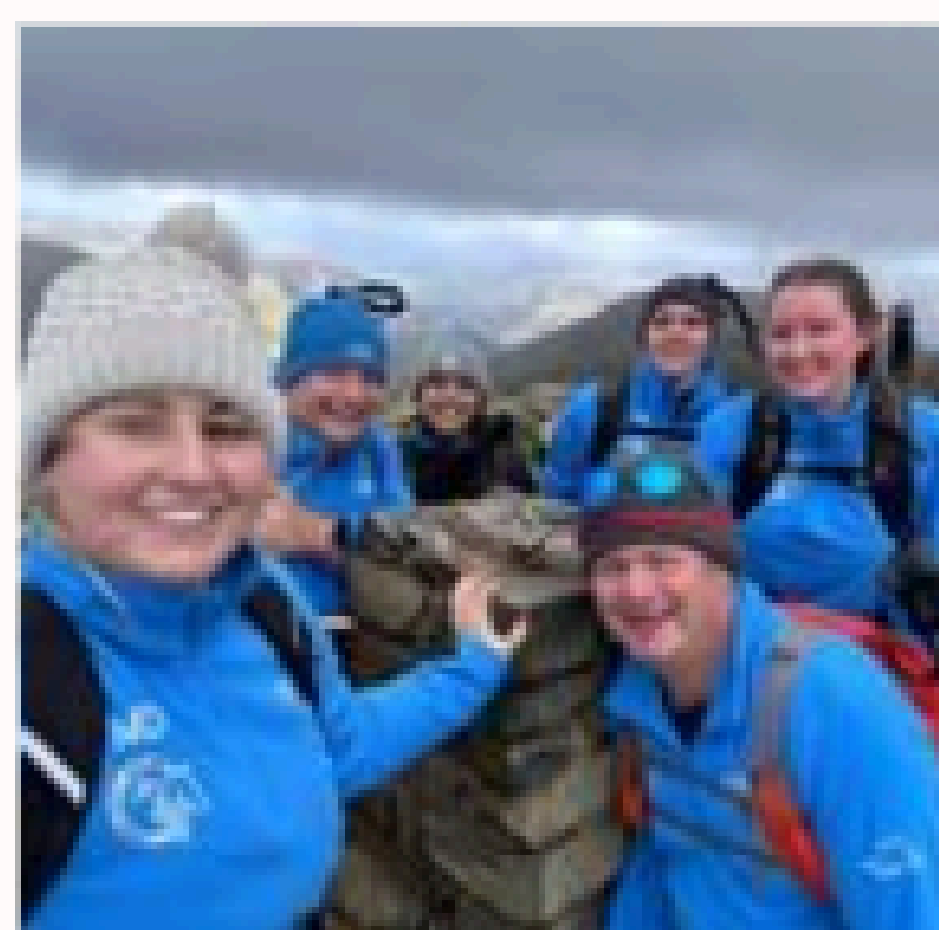
Reaching New Heights for Charity: The team at The White Horse Bar has consistently excelled in their efforts to support charitable causes, raising over £80,000 since 2008. Their latest fundraising endeavor took them to the three highest peaks in the UK—Snowdon, Ben Nevis, and Scafell Pike. Twenty-five dedicated staff members participated in this challenge, with an outstanding group of ten completing all three summits within just 24 hours.



### Summits for a Cause: Climbing Mountains, Changing Lives

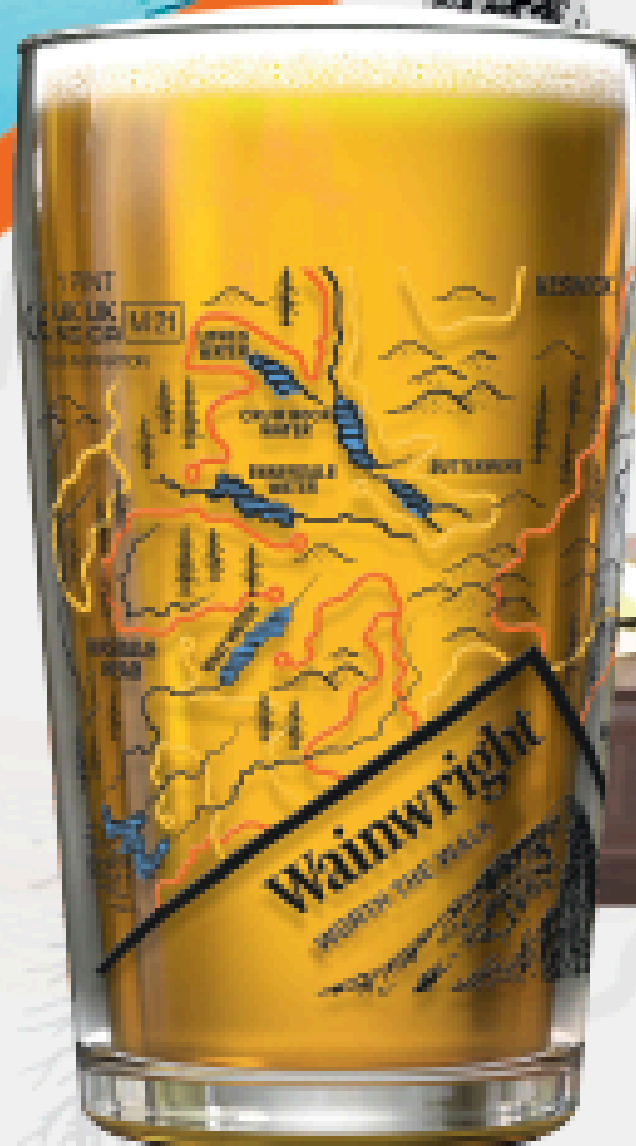
This effort is dedicated to raising essential funds for Jade's Retreat, a local Birstall charity established in memory of Jade, who tragically passed away from cancer at the age of 21. Jade's Retreat is far more than a seaside caravan, it was Jade's heartfelt wish to create a sanctuary for families with children battling cancer or those with special educational needs — two causes deeply important to her. With the annual operating costs now reaching £6,200, they are striving to raise this amount to ensure that Jade's Retreat can continue providing this critical haven for another year.

They have already reached an impressive 50% of their final fundraising goal, with an incredible £3,350 raised so far! If you'd like to help them reach the finish line, head over to the White Hart's Facebook page to learn how you can contribute and make a difference. Every donation counts!



# 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](http://be.drinkaware.co.uk)

# GIVE AWAY!

## BEST DECORATED PUB

Win a FREE keg!

### HOW TO ENTER?

FOLLOW OUR TRUST INNS SOCIAL  
MEDIA, SEE THE COMPETITION POST,  
COMMENT BELOW WITH YOUR  
PICTURES OF YOUR SPOOKILY  
DECORATED TRUST INNS PUB!  
OR EMAIL YOUR PICTURES TO:  
[MARKETING@TRUSTINNS.CO.UK](mailto:MARKETING@TRUSTINNS.CO.UK)



WINNER  
ANNOUNCED  
01.11.24





# BUY 2X FIRKINS OR PINS TO RECEIVE A SPOOKY HEN POINT OF SALE KIT

UPGRADE YOUR OLD SPECKLED HEN TAP FOR HALLOWEEN WITH  
OUR OLD SPOOKY HEN PUMP CLIP AND POS KIT!



**KIT INCLUDES:** POSTERS, DRIPMATS, PUMP CLIP & WOBBLERS, BEER ENGINE RUNNERS AND CUSTOMER ACCESS TO A MICROSITE COMPETITION TO WIN PRIZES.

\*Subject to stock and depot availability. To qualify for the POS kit, 2 x 9g Firkins OR 2 x 4.5g Pins must be purchased. Maximum of one deal per customer. Subject to availability. POS may vary to images shown.



# STONEMALL INN IPA

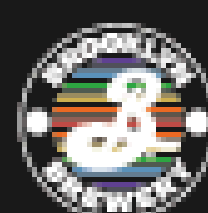


**NEW**

INSTALL AND  
GET A FREE KEG  
& POS PACKAGE  
WORTH £200\*



FRESH. LIVELY. PROUD.



**THIS IS BROOKLYN**





THE  
FASTEST  
GROWING  
ITALIAN LAGER\*

INSTALL BIRRIFICIO  
ANGELO PORETTI AND RECEIVE A

COMPLIMENTARY KEG &  
POS PACKAGE WORTH £200†

Born in Italy, brewed in UK. Enjoy responsibly.

\*Promotion valid for duration of brochure promotional period.

One deal per install per outlet. Available whilst stocks last. Subject to change.

†Source: Total trade On & Off Volume & Value M&LT vs. Peroni, Birra Moretti & Menabrea.  
CGA, OPMs to 15/04/2023 & Nielsen Data to 15/03/23.

Brewed in the UK. Enjoy responsibly.

be **drinkaware**.co.uk



BONJOUR  
À LA NOUVELLE

1664

Stock the  
**2ND LARGEST  
PREMIUM  
LAGER BRAND**  
in the on-trade

Premium price  
point with the potential to  
**ADD AN  
INCREMENTAL  
£300  
PER WEEK**  
to your sales

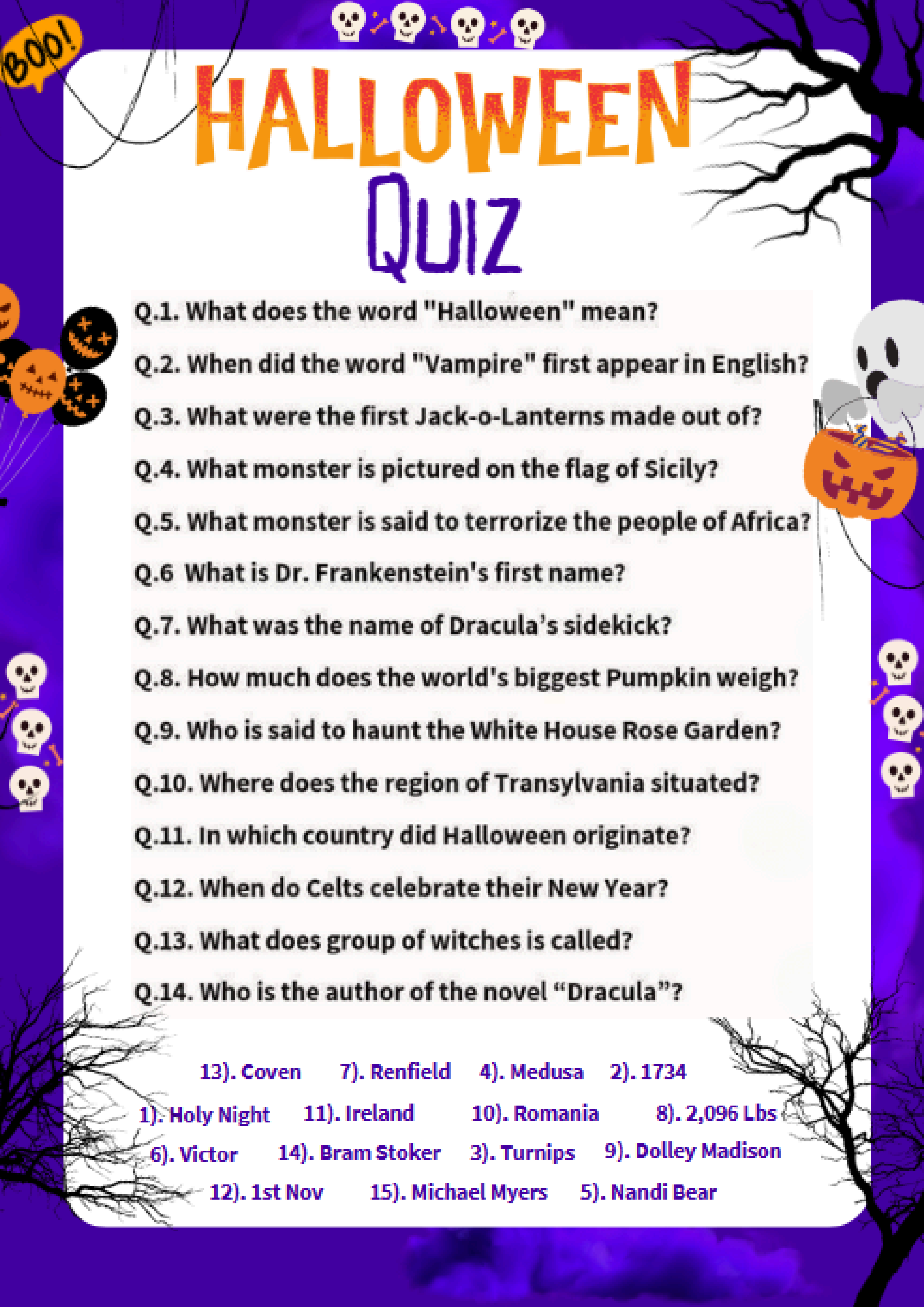


RECEIVE A FREE  
KEG & POS PACKAGE  
WORTH £200

*La première bière française*

*La première bière française*





# HALLOWEEN

## QUIZ

- Q.1. What does the word "Halloween" mean?
- Q.2. When did the word "Vampire" first appear in English?
- Q.3. What were the first Jack-o-Lanterns made out of?
- Q.4. What monster is pictured on the flag of Sicily?
- Q.5. What monster is said to terrorize the people of Africa?
- Q.6. What is Dr. Frankenstein's first name?
- Q.7. What was the name of Dracula's sidekick?
- Q.8. How much does the world's biggest Pumpkin weigh?
- Q.9. Who is said to haunt the White House Rose Garden?
- Q.10. Where does the region of Transylvania situated?
- Q.11. In which country did Halloween originate?
- Q.12. When do Celts celebrate their New Year?
- Q.13. What does group of witches is called?
- Q.14. Who is the author of the novel "Dracula"?

13). Coven    7). Renfield    4). Medusa    2). 1734

1). Holy Night    11). Ireland    10). Romania    8). 2,096 Lbs

6). Victor    14). Bram Stoker    3). Turnips    9). Dolley Madison

12). 1st Nov    15). Michael Myers    5). Nandi Bear





**ST AUSTELL**

EST. BREWERY 1851

**BUY 2x9G OF  
TRIBUTE OR  
PROPER JOB AND  
RECEIVE £5 OFF**

**Terms & Conditions:** 2x9G to be purchased in one order during the promotional period. Available while stocks last.



To help you prepare for November's Autumn Rugby Internationals, we're giving you...

**£10 OFF**

**WHEN YOU BUY 2X  
9G'S OF BEST BITTER**

Unlock our  
Autumn Rugby  
Internationals  
Clip ready for  
November\*



2 Firkins must be taken in order to qualify for the £10 off (£5 per Firkin).

\*One Autumn Rugby Internationals themed clip per customer.





TRY THIS OUT!

# WITCHES BREW COCKTAIL

## INGREDIENTS:

2 SHOTS VODKA

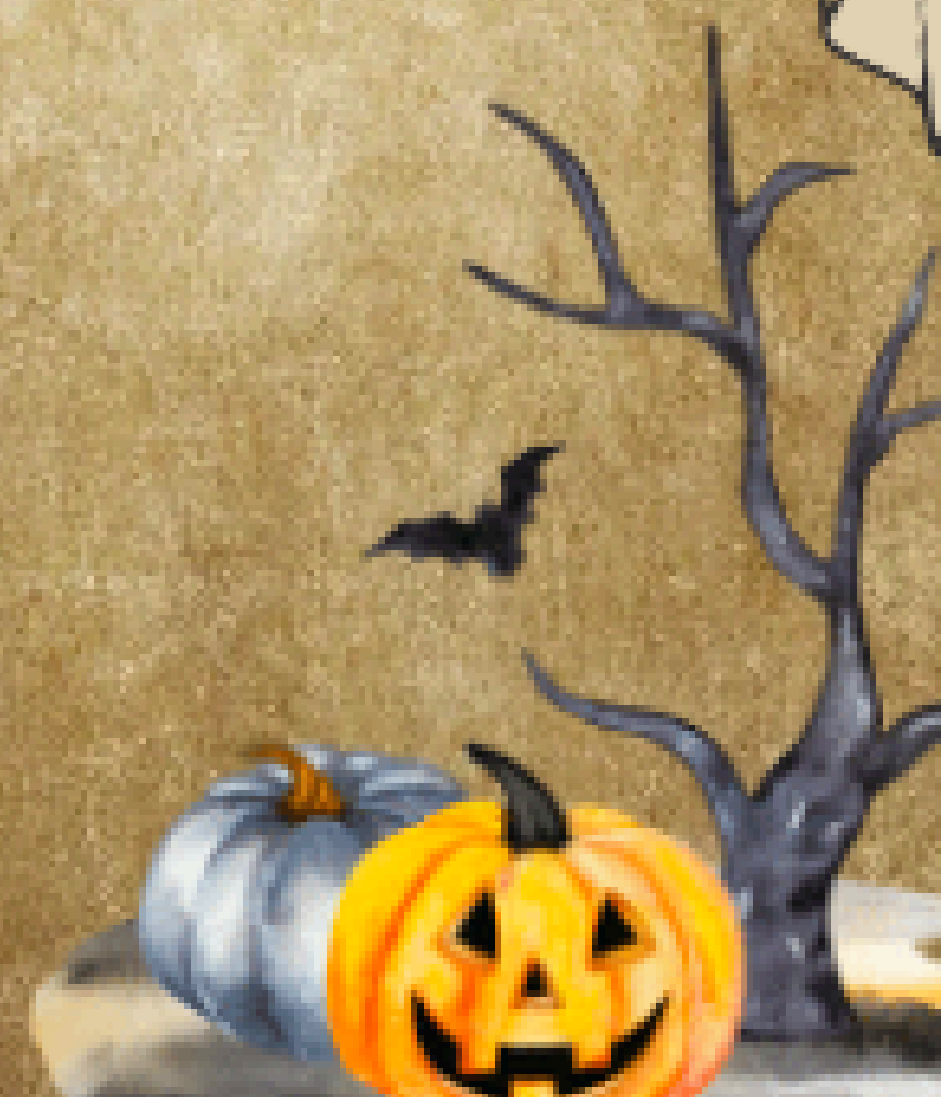
1 SHOT LIME JUICE

1 SHOT GRENADINE (FOR BLOOD EFFECT)

TOPPED WITH LEMONADE

ICE, LIME WEDGE AND GUMMY WORMS FOR  
GARNISH

Fill a glass with ice. Pour in the vodka and lime juice. Add lemonade and stir gently. Slowly pour grenadine over the drink to let it sink, creating a "bloody" effect. Garnish with a lime wedge and gummy worms. Enjoy your spooky Witch's Brew!





# SAVE £5 PER CASK

Available on Atlantic,  
Doom Bar and Sea Fury



Promotion available from  
1st October - 30th November 2024.  
Range includes: Atlantic Pale Ale 9G,  
Doom Bar 9G and Sea Fury 9G.



@SHARPSBREWERY  
[WWW.SHARPSBREWERY.CO.UK](http://WWW.SHARPSBREWERY.CO.UK)  
be **drinkaware**.co.uk





**BUY TWO BOTTLES OF AU VODKA**  
**FROM THE RANGE AVAILABLE AND RECEIVE**

**6 X POLYCARB GLASSES FOR FREE**

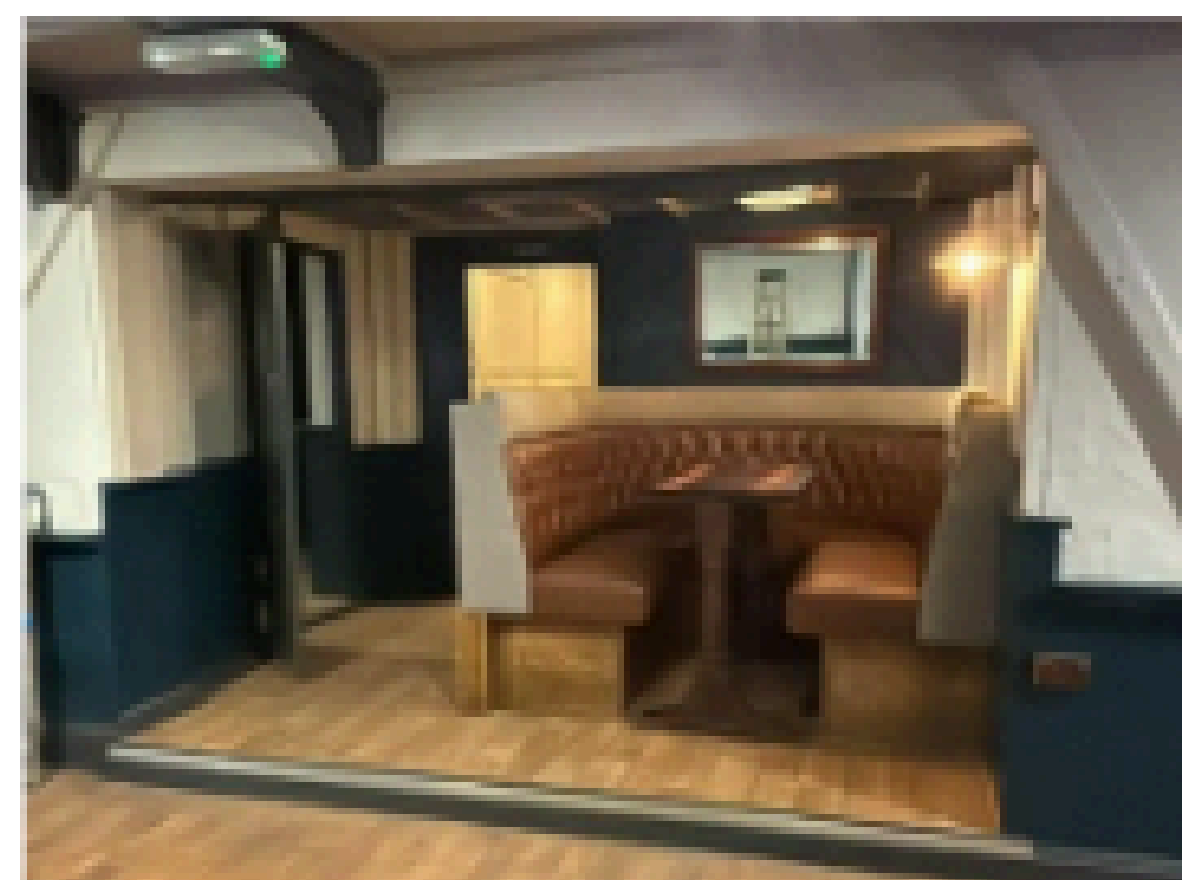
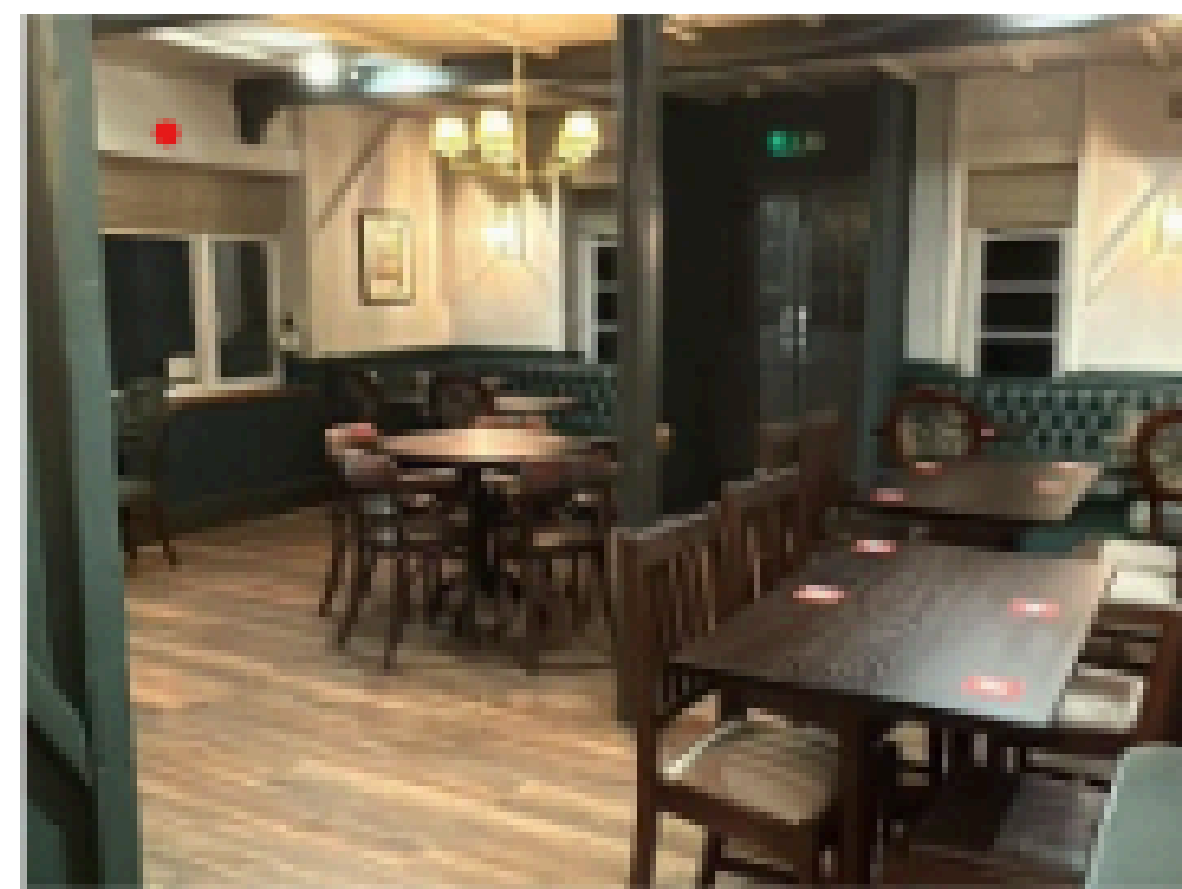


**Terms & Conditions. Buy any 2 bottles from the range and receive 6 polycarb glasses for free. 100 deals available on a first come, first served basis. POS subject to availability. An alternative item will be issued if no polycarbs available. One deal per customer.**



## **WHITE HART, TONGHAM HAS FULL REFURB INSIDE AND OUT!**

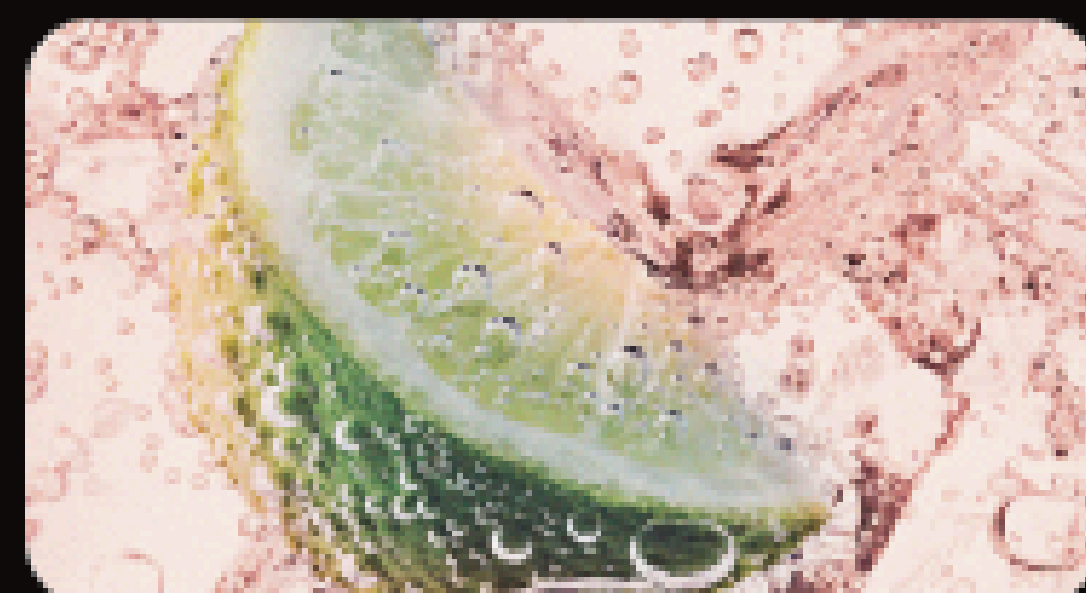
“The White Hart re opened its doors in September to show the customers their stunning transformation! Customers are saying “The pub looks amazing, it looks so inviting and warm”





# Buy 3 cases of Kopparberg and get 1 case of Alcohol-Free Strawberry and Lime FREE

Keep your customers  
refreshed with the  
UK's bestselling fruit  
cider brand



T&Cs: Offer open to AB InBev customers based in the UK. Available between 01.10.2024 and 31.10.2024. To receive 1 case of alcohol-free fruit cider, customers must purchase 3 cases of Kopparberg. Maximum 3 free cases per outlet. The free case will be delivered to the purchaser's account once the purchase has taken place. The Promoter reserves the right to amend, suspend or withdraw the offer at any time without notice. The free case is not transferable, exchangeable or redeemable for money. Terms of your stocking agreement continue to apply. Promoter: AB InBev UK Limited, EQ4A 1EN.

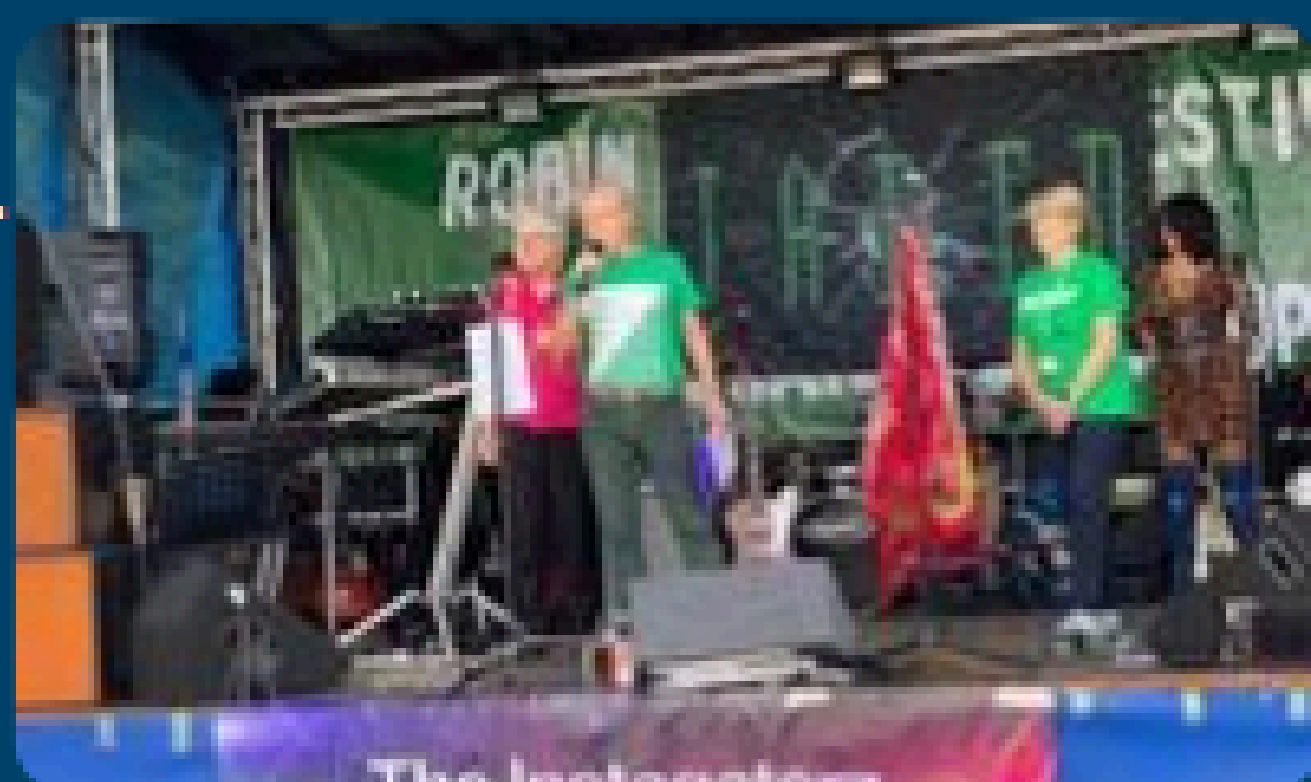
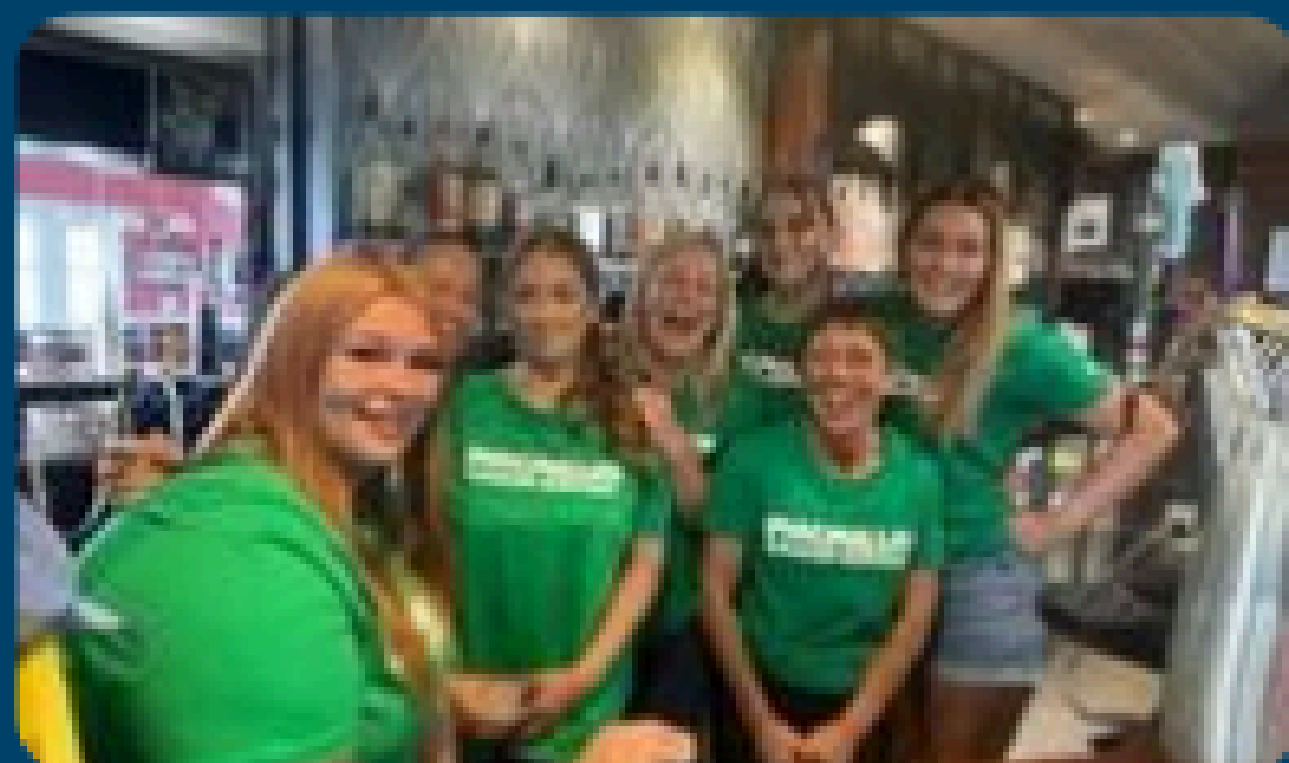
MACMILLAN  
CANCER SUPPORT



# ROBIN HOOD ROCKS!

In July, The Old Halfway House in Leeds hosted a large-scale community fun day in aid of Macmillan Cancer Support, 'Robin Hood Rocks Music Festival'. This annual event successfully raised an impressive **£3,798.72** this year.

The event was a fantastic experience for the entire community, featuring seven live music acts, children's fairground rides, and numerous stalls. The overwhelming support for this worthy cause was truly inspiring.'





# PLUG, POUR, ENJOY

NEW GUINNESS MICRODRAUGHT  
PERFECT GUINNESS POUR  
AND TEMPERATURE EVERYTIME  
FREE CASE OF GLASSWARE ON INSTALL

INSTALL NOW



SCAN HERE  
FOR VIDEO



PLEASE CONTACT YOUR BDM TO AGREE REQUEST, ONLY SUITABLE IN  
OUTLETS WHERE DRAUGHT GUINNESS IS NOT VIABLE.

INSTALL AGREED SUBJECT TO SURVEY.

be **drinkaware**.co.uk PLEASE DRINK RESPONSIBLY

## UPCOMING TRAINING COURSES IN NOVEMBER

**Social Media**  
Monday 11th

**Cellar & Profit through quality**  
Tuesday 19th

**Marketing & Pub Finance**  
Tuesday 26th & Wednesday 27th

All courses are **FREE** and take place online via Teams, if  
you wish to book on or want more information email  
us at: [marketing@trustinns.co.uk](mailto:marketing@trustinns.co.uk)



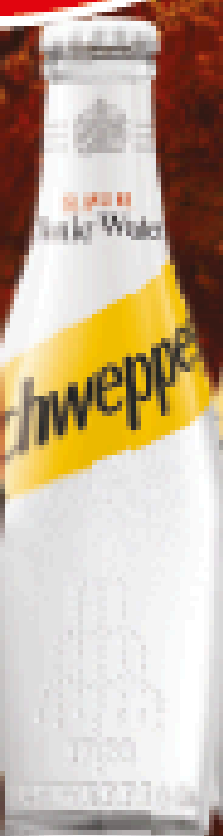
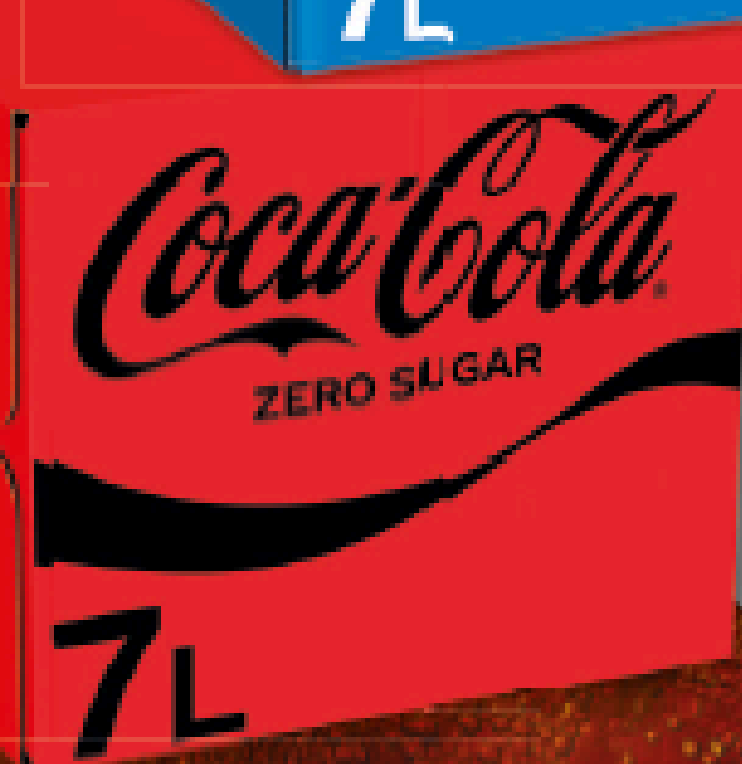
# FREE STOCK BUNDLE

ON INSTALL OF  
**COCA-COLA  
POSTMIX**

RETAIL  
VALUE OF OVER  
**£1000<sup>+</sup>**

*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](mailto: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**

[marketing@trustinns.co.uk](mailto:marketing@trustinns.co.uk)

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



Direct Telesales Line:  
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