

The **INNcentive** Magazine

WHAT'S INSIDE?

- POCKET WARMING OFFERS
- TAKE A LOOK AT ONE OF OUR RECENT ACQUISITIONS
- BIG BRAND OFFERS
- FREE TRAINING COURSES!
- GOOD NEWS STORIES



**BUY
5 GET 1
FREE**

**BUY
3 GET 1
FREE**

**DIRECT
TELESALES**

0808 169 8979

BUY 3 CASES OF THATCHERS ZERO & GET 1 CASE FREE



Thatchers Zero is the N°1 alcohol free
cider in supermarkets and pubs & bars.



No and low is on the up - 2/3rds of the
population are moderating the way they
drink - either completely abstaining or
alternating their alcoholic favourite with
the non-alcoholic version.



Apple is over 61% of all cider sales -
making a non-alcohol apple cider a
crucial part of any pub range.



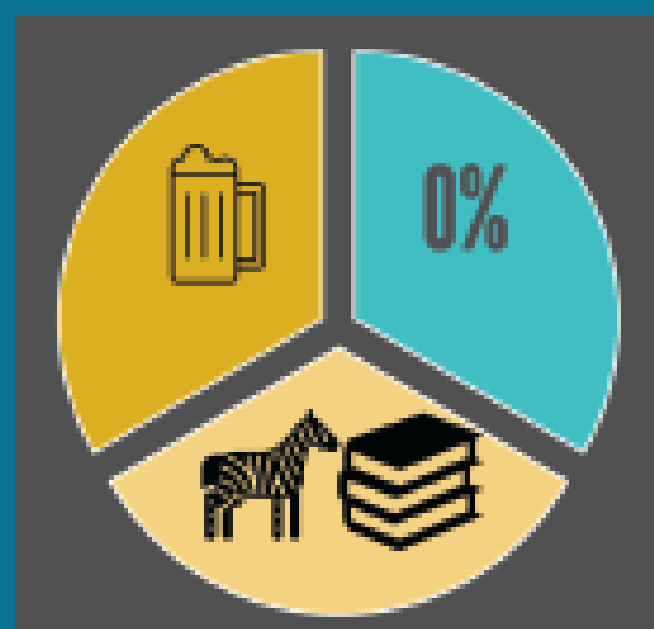
EST. 1904
THATCHERS
— THE FAMILY CIDER MAKERS —

WITH TWO THIRDS OF THE POPULATION MODERATING THE WAY THEY DRINK, IT'S TIME TO STOCK A 0% APPLE CIDER.

Whilst probably a small part of your bar volume, there is no escaping no and low and the importance of stocking a well rounded range that caters to all categories.



Scan the QR
code to watch
our Thatchers
Zero training
video



1/3 of pub visits contain no alcohol as drinkers abstain completely.

1/3 of pub visits contain a blend of alcoholic and non-alcoholic alternatives:

- Zebra striping – alternating non-alcoholic and alcoholic
- Bookending – starting and finishing the visit with non-alcoholic but drinking the alcoholic version in-between.

Stocking a zero cider meets the needs of these cider drinkers looking to moderate AND drives additional cash margin.

NO.1

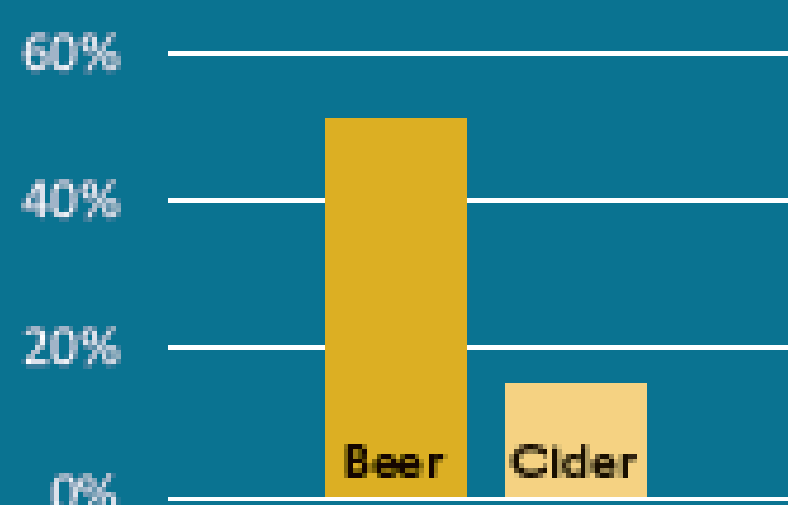
0% APPLE CIDER
IN PUBS, BARS &
SUPERMARKETS



WHAT MAKES THATCHERS ZERO GREAT?

We carefully select fuller flavoured apple varieties to create body and the characteristics that typically come from alcohol – using no natural flavour enhancers.

Thatchers Zero took over 2 years to develop and to ensure quality we use the same techniques used to make our market leading ciders – creating all of the flavour with none of the compromise.



Pub frequenters satisfaction levels with the no and low cider range is currently at only 15% vs the beer category @ 51%



VS.



Why? Our research shows pubs often chose a zero-fruit given fruit is the biggest segment in packaged – but apple is the biggest segment in cider – a missed opportunity to boost revenue and footfall!

BUY 5 CASES, GET 1 CASE FREE*



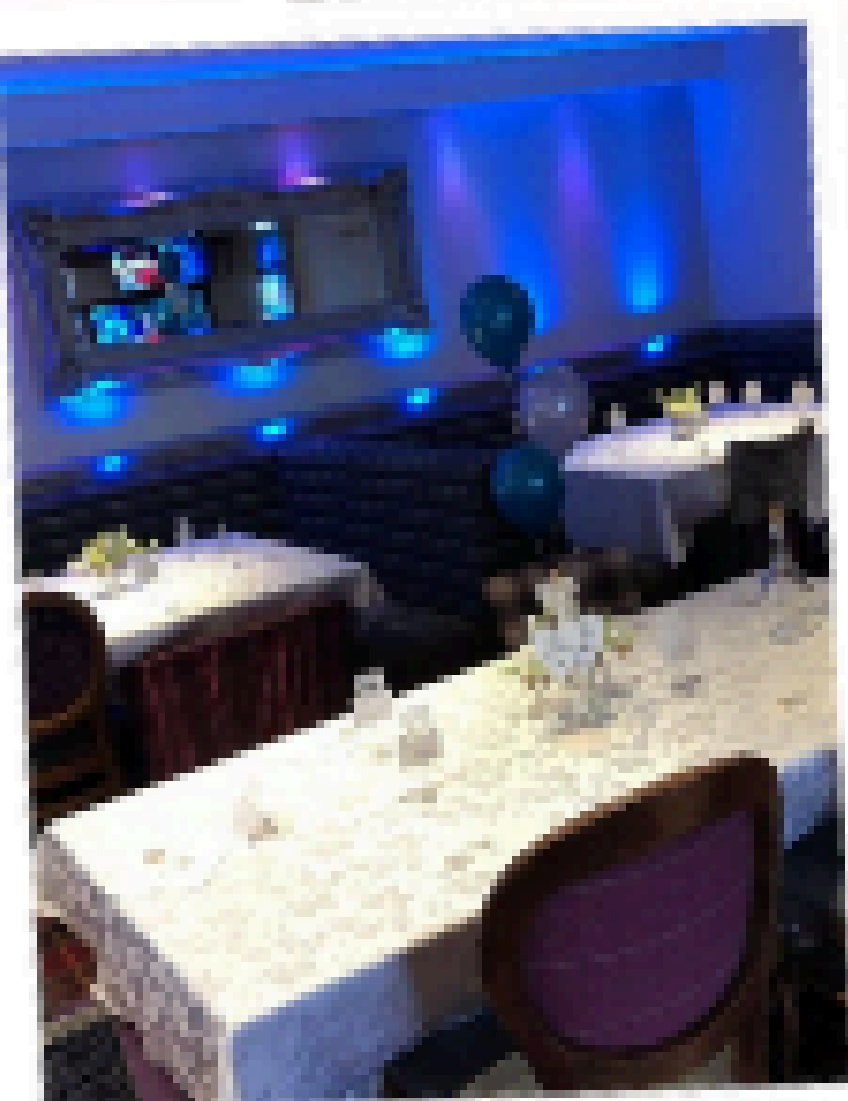
ENJOY RESPONSIBLY

BIRRA MORETTI IS BREWED IN THE UK.

*1 per customer. Whilst stocks last (150 in total). Buy a combination of cases of 24 x 330ml of Heineken, Heineken 0.0, Birra Moretti, Birra Moretti Zero, Desperados and Sol to receive a free case of Heineken 0.0. While stocks last. Brewed in the UK. Subject to availability.

be drinkaware.co.uk

**NEW
Acquisition**



Tavern

288 Upton Ln, Widnes WA8 9AF

Trust Inns' Newest Gem 💎

This beautifully designed pub offers a top-tier experience, blending great food, entertainment, and atmosphere. Inside, the spacious serverly area welcomes guests with a warm, friendly vibe. Whether you're stopping by for a meal or just a drink, you'll find something to enjoy here ❤️

What makes The Tavern stand out?

- 🌟 Weekly entertainment to keep things lively
- 🌟 5-star food that satisfies every craving
- 🌟 An inviting environment perfect for catching up with friends or family



If you're looking for a vibrant new spot to unwind, **The Tavern** is the place to be!

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
be **drinkaware**.co.uk

Trust Inns' Host *Coffee Morning*



FANTASTIC EFFORT FROM THE WHOLE TEAM AND A VERY IMPRESSIVE AMOUNT RAISED!

The team at Trust Inns' head office was proud to participate in the

nationwide Coffee Morning in support of Macmillan Cancer, contributing to this important cause with a successful bake sale on Friday 27th September. A range of impressive homemade treats were showcased, accompanied by games and quizzes, all designed to maximize fundraising efforts! Thanks to the enthusiasm and generosity of our colleagues, ***we raised £431.48***, a fantastic result from our team. It's equally as inspiring to see many of our pubs joining in by hosting their own fundraising events, further supporting this vital charity.





Buy any 2 x 9g and receive a **FREE** case of glassware and a festive pump clip

One offer per outlet - Pump clips given for each brand taken - A case of glassware is 12 glasses

All for that taste of Taylor's



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.



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.

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 its 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



BUTCOMBE
BREWING Co.

**ALL THE TASTE,
NONE OF THE
ALCOHOL**

**NEW
STOCKISTS
ONLY**

POS, Tips & More



Scan me



GUINNESS

**£10 OFF YOUR
FIRST PURCHASE OF
GUINNESS 0.0 CANS***



drinkaware.co.uk for the facts | PLEASE DRINK RESPONSIBLY

*LIMITED NUMBER OF DEALS AVAILABLE

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

SCAN FOR
MORE INFO



SHARE THE CHRISTMAS SPIRIT

SAVE £3
COCA-COLA
ZERO SUGAR
330ML NRGB



£2.00 OFF
A case of J20



Subject to availability and while stocks last, maximum 500 deals.
Promotor: Britvic Soft Drinks, Breakspear Park, Breakspear Way,
Hemel Hempstead, HP2 4TZ.

Save £3.00 per case
on Appletiser 275ml
NRGB 24s



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

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

Save £1.00 per case

on 24 x 200ml Coca-Cola Classic, Coca-Cola Zero Sugar, Diet Coke, Schweppes Mixers and Schweppes Juices NRGB

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SAVE £2

Sprite

24 x 330ml cases of Fanta Orange NRGB or Sprite Zero Sugar NRGB



MyCCEP
my.ccep.com





Direct Telesales Line.
0808 169 8979

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