

JANUARY  
2025



# The INNcentive Magazine

*Happy New Year  
From All at  
Trust Inns!*



£9  
PER CASE



BUY  
2 GET 1  
FREE



BUY  
2 GET 1  
FREE



ENGLAND & WALES  
DIRECT TELESALLES

0808 169 8979



# EQUALITY, DIVERSITY & INCLUSION TRAINING

## TRUST INNS' RECOMMENDS ALL TENANTS COMPLETE THE BELOW COURSE:

This Equality, Diversity and Inclusion course explains what the law expects of individuals in terms of preventing discrimination and harassment based on the nine protected characteristics, but it also empowers you to do the right thing, to give everyone the same opportunities and to ensure everyone has a sense of belonging, whoever and wherever they might be.

## HIGH SPEED TRAINING

VISIT [HTTPS://WWW.HIGHTSPEEDTRAINING.CO.UK/COURSES/BUSINESS-ESSENTIALS/EQUALITY-AND-DIVERSITY-TRAINING-COURSE/](https://www.hightspeedtraining.co.uk/courses/business-essentials/equality-and-diversity-training-course/)  
£31 +VAT

### ABOUT THE COURSE:

- 100% online training
- Access anywhere
- Same day digital certificate
- Printed certificate posted next working day
- Full audio voiceover
- Assessment retakes at no extra cost

- Developed by experts in Equality, Diversity and Inclusion
- Accredited by CPD
- Bulk discount for orders of 10+ courses

**SPEAK TO YOUR  
BDM ABOUT  
THE BENEFITS  
OF TAKING THIS  
TRAINING**



**BERRIES &  
CHERRIES  
OLD MOUT  
ALCOHOL FREE  
£18 PER CASE**

**HEINEKEN 0.0  
£20 PER CASE**

**£3.34  
OFF  
PER CASE**



**£3.58  
OFF  
PER CASE**

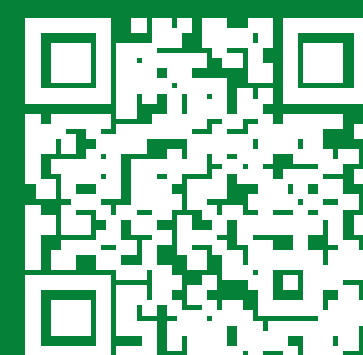


Original price will be quoted through telesales,  
Trust Inns invoice price will reflect promo price

ENJOY RESPONSIBLY

HEINEKEN AND OLD MOUT ARE BREWED IN THE UK.

Brewed in the UK. Subject to availability.



Scan this QR to order  
additional branded print POS  
and digital assets

be**drinkaware**.co.uk



# BUY 2 X FIRKINS OF GREENE KING IPA TO RECEIVE A Lucky Six POS kit

Includes: Limited edition glassware, bunting, posters, table talkers and drip mats.

TRY-TASTIC  
PRIZES  
TO BE WON\*



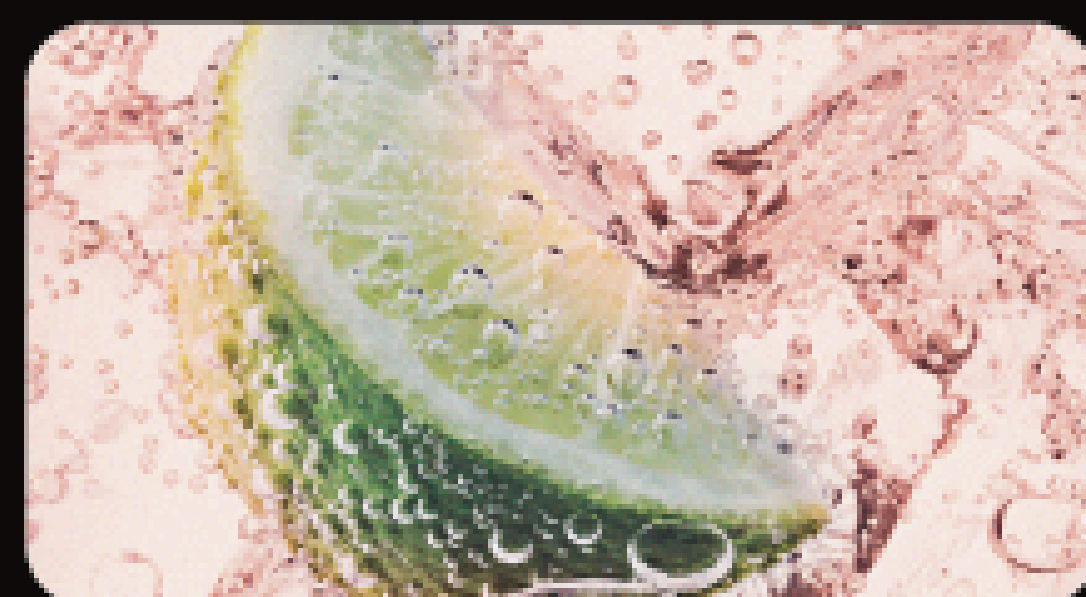
\*Buy 2x firs of Greene King IPA between 1st January and Friday 28th February 2025, whilst stocks last and subject to availability. 2x firs must be delivered in one order. 100 kits available, one kit per customer. Any point of sale shown is for illustrative purposes and items included may change. The consumer promotion allows the drinker to scan a QR code to play the Lucky 6 game and win prizes.

\*NOT AVAILABLE IN SCOTLAND



# Buy 2 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 01.01.2025 and 28.02.2025. To receive 1 case of alcohol-free fruit cider, customers must purchase 2 cases of Kopparberg. Maximum 2 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, EC4A 1EN.

[be.drinkaware.co.uk](https://be.drinkaware.co.uk)

# KOPPARBERG

**\*NOT AVAILABLE IN SCOTLAND**



# BUY 2 CASES OF CORONA GET A FREE CASE OF CORONA CERO



## STOCK UP NOW!



Offer open to AB InBev customers based in the UK. Outlets must purchase 2x cases of Corona before 28.02.2025 to be eligible for 1x free case of Corona Cero. The free case will be sent after the purchase has been completed. The free case is not transferable, exchangeable or redeemable for money. Terms of your stocking agreement continue to apply. Promoter: AB InBev UK Limited, EC4A 1EH.

**\*NOT AVAILABLE IN SCOTLAND**



\*NOT AVAILABLE IN SCOTLAND



Buy any 2 x 9g and receive  
a **FREE** Taylor's scarf

Maximum 1 deal per customer

For sales contact [paul.matthews@timtaylors.co.uk](mailto:paul.matthews@timtaylors.co.uk)

All for that taste of Taylor's

**THATCHERS ZERO £9 PER CASE**  
**BUY 3 CASES & RECEIVE A FREE POS KIT**

Original price will be quoted  
through telesales, Trust Inns  
invoice price will reflect promo  
price

**SAVE  
£1.63  
PER CASE**

**THATCHERS**  
— THE FAMILY CIDER MAKERS —  
EST. 1904

\*Buy three cases of 6x500ml Thatchers Zero 0.0% bottles and get one free bar runner and tap wobbler.



\*NOT AVAILABLE IN SCOTLAND

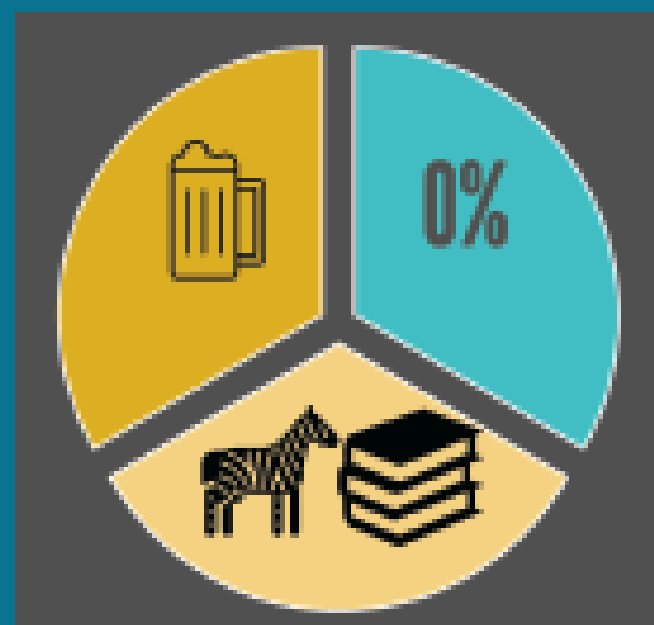


# WITH TWO THIRDS OF THE POPULATION MODERATING THE WAY THEY DRINK, IT'S TIME TO STOCK A 0% APPLE CIDER.

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

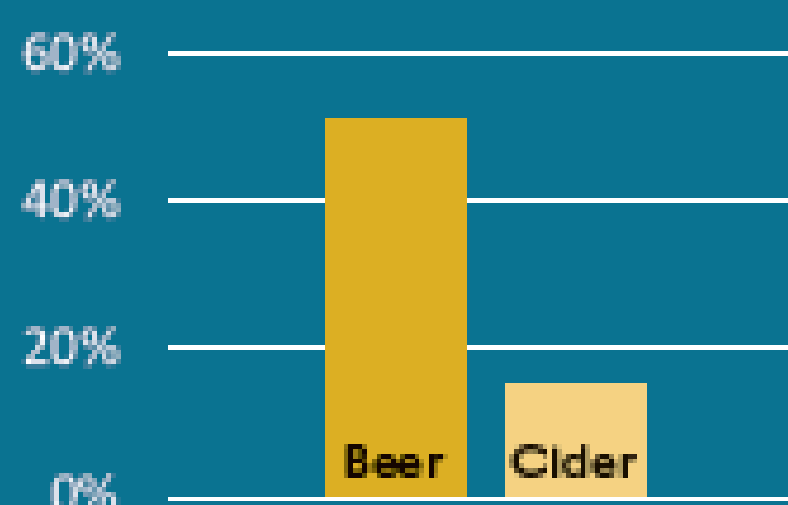
0% APPLE CIDER  
IN PUBS, BARS &  
SUPERMARKETS



## 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!



**NEW**



**BUY 2 CASES OF NEW  
PROPER JOB 0.5% IPA  
AND GET ONE FREE**

**Terms & Conditions:** 2 cases must be purchased in one order during the promotional period.  
Free case of Proper Job 0.5% IPA contains 8x500ml bottles. Available while stocks last.

**\*NOT AVAILABLE IN SCOTLAND**



# 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.



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