

# The **INNcentive**

## Magazine

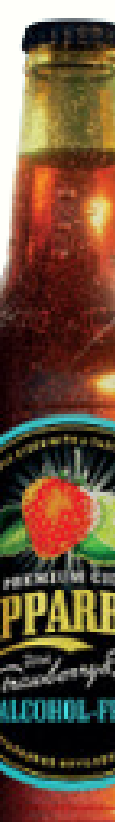
**MONEY  
OFF**



**BUY  
2 GET 1  
FREE**



**BUY  
2 GET 1  
FREE**



**ENGLAND &  
WALES DIRECT  
TELESALES**

**0808 169 8979**



# PRODUCT RECALL

## NEWCASTLE BROWN ALE

### PRESENCE OF GLASS FRAGMENTS



We are recalling all Newcastle Brown Ale 550ml bottles from affected batches due to the potential presence of glass fragments.



**Product Recalled:** Newcastle Brown Ale 550ml glass bottles

**Best Before:** 30 11 25

**Batch Numbers starting with:**

L4321  
L4322  
L4323  
L4324  
L4325  
L4326

You can find this detail in the bottom right hand corner of the back label as shown in the picture.



No other bottles of Newcastle Brown Ale or HEINEKEN UK products are affected.

#### What should you do?

Please do not consume the product. Return the unopened product to where you purchased it for a refund (with or without a receipt). For more information contact [consumercare@heineken.co.uk](mailto:consumercare@heineken.co.uk)



# WOLFPACK ALPHA STOUT 4.2%

AVAILABLE FROM JANUARY UNTIL 16<sup>TH</sup> MARCH

## STOUT IS A MARKET SHARE WINNER

UP 21.4% V LAST YEAR\*

## WOLFPACK CREATED BY A FORMER PROFESSIONAL RUGBY PLAYER IS THE PERFECT STOUT TO SERVE FOR THE SIX NATIONS

Rugby fans boost sales with a third of consumers watching rugby and the average pub selling +72 extra pints with **STOUT SEEING THE BIGGEST UPLIFT** when the Six Nations is showing vs. the average weekend\*.

Maximise your sales by stocking up with Wolfpack in preparation for the high demand matches, use our FREE POS kits to help create a lively atmosphere.

AVAILABLE IN 4.5G PINS

## FREE POS KIT AVAILABLE

Stockists of Alpha Stout can order a visibility kit to help drive consumer awareness and Rate of Sale

1 x Clip & Crowner 100 x Drip Mats  
5m Bunting Fixture Poster



STOCK WOLFPACK ALPHA STOUT FOR YOUR FREE RUGBY-THEMED POS KIT\*\*

\*\*Purchase 1 x 4.5g pin of Wolfpack Alpha Stout between 1st January to 16th March 2025 to qualify. Subject to stock and depot availability. One POS kit available per pub, while stock lasts. Final point of sale & contents may vary to those shown in the above advert. \*Source: CGA OPM Data to P10 2024 (05/10/2024)



# ScotHot

## SEC GLASGOW

26<sup>TH</sup> – 27<sup>TH</sup> FEBRUARY 2025

**STAND: 428**



## WE'RE EXHIBITING AT SCOTLAND'S PREMIER SHOWCASE!

**Scotland's leading showcase for food, drink, hospitality and tourism.**

### Why should you attend?

For those of you running a Trust Inns Pub in the Scotland area, **SCOTHOT** is an ideal event to spark new ideas, discover innovative products, and network as this event is a great way to build new connections and explore business opportunities. If you know someone who's interested in running their own pub, be sure to let them know about our competition at our stand, where they can win a free keg by registering their interest!





**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**

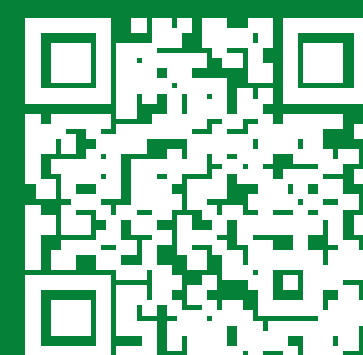


Original price will be quoted through telesales,  
Trust Inns invoice price will reflect promo price

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



# PUB OPPORTUNITIES OF THE MONTH!

## BULL HOTEL COLCHESTER, ESSEX

Colchester in Essex is a thriving, modern destination with first class visitor attractions, and cultural sites, as well as fantastic places to eat, drink and shop. The Bull is famous for its live entertainment in the South East with the renowned soundhouse where famous bands have entertained the locals.

**ENQUIRE NOW**



**CHECK OUT OUR NEW LISTINGS!**



## ROYAL STANDARD BELVEDERE, KENT

Belvedere is located between the excitingly regenerated Abbey Wood for Crossrail and Erith. It is the first Kentish town you come across when leaving London heading eastwards, made up of its own little districts that include Upper Belvedere, Lower Belvedere, Nuxley Village, Bostall Heath and Lesnes Abbey.

**ENQUIRE NOW**





• **PIPERS** •  
- EST. BY FARMERS -

## WHY STOCK OUR AWARD WINNING CRISPS?



## TRUST INNS & PIPERS CRISPS

Trust Inns are please to announce that we have partnered with Pipers Crisps  
the number 1 premium crisp in Pubs & Bars\*

Pipers have a field sales team and over the next few weeks they will be calling on all  
Trust Inn pubs to discuss their offering, which includes stand out POS, other branded  
bar snacks and introductory offer Bundle Deals.

**NO #1**  
PREMIUM CRISP  
IN PUBS & BARS

\*Source: Sales out data, UK  
pubs & bars, premium crisps,  
LS2W 10.08.24

**GUARANTEED**  
MINIMUM  
12 WEEK  
SHELF LIFE

**100%**  
GLUTEN FREE

**7** VEGETARIAN  
FLAVOURS

**5** VEGAN  
FLAVOURS

**DELIVERED  
DIRECT TO  
YOUR DOOR**  
from the factory!



If you would like to get started sooner please contact  
Ashley Scott on 07796 500686 or by email at  
[Ashley.scott2@pepsico.com](mailto:Ashley.scott2@pepsico.com)

Visit our website for more details.  
[WWW.PIPERSCRISPS.COM](http://WWW.PIPERSCRISPS.COM)



Winners of 69 Great Taste  
Awards To Date

# 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



# VALENTINES DRINKS

## I CHERRY-ISH YOU

CHERRY SOURZ/LIQUEUR TOPPED WITH LEMONADE + ICE

## LOVE ON THE ROCKS

GIN/VODKA, CRANBERRY JUICE, LIME JUICE/CORDIAL, ICE

## ROSY SPRITZ

PROSECCO/SPARKLING WINE, SPLASH OF GRENADINE +ICE

## CUPID'S COOLER

VODKA, CRANBERRY JUICE. SODA WATER +ICE

## SPARKLING LOVE PUNCH

PROSECCO/SPARKLING WINE, ORANGE JUICE, GRENADINE +  
ICE

## NON- ALCOHOLIC OPTIONS:

### PINEAPPLE GINGER SPRITZ

PINEAPPLE JUICE, GINGER ALE,LIME JUICE +ICE

### CUPID'S LEMONADE

LEMONADE, GRENADINE, +ICE AND LEMON

*Fancy switching up these ideas for your own pub? Share pics with us of your freestyle cocktails around February, or LOVE themed events in your pub by posting on socials, TAGGING @TrustInns for a chance to be featured in the next issue and on our socials!*



# 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**



# BECOME A FEATURE

IN NEXT MONTHS INNCENTIVE!



We want your stories!

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

**TAG US!**



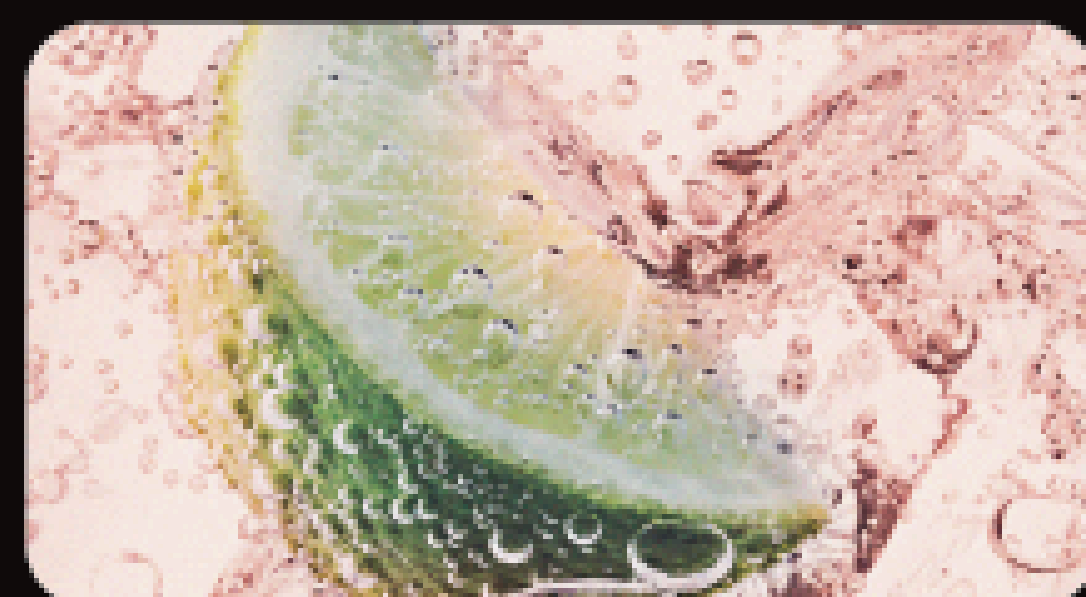
Follow Trust Inns



Tag us on our socials OR Contact us on: [marketing@trustinns.co.uk](mailto:marketing@trustinns.co.uk) if you'd like to share or require any extra marketing help let us know.

# 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**



**\*NOT AVAILABLE IN SCOTLAND**

# INTRODUCING THE NEW OASIS 330ML SLEEK CAN

Unique to the  
On Trade



## £3 OFF PER CASE

Oasis Still Fruit Juice Drink

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## UPCOMING TRAINING COURSES IN FEBRUARY

### Marketing and Pub Finance

4th + 5th February

### Cellar & Profit through quality

11th February

*All courses 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) or contact your BDM!*

# 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**



# 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*

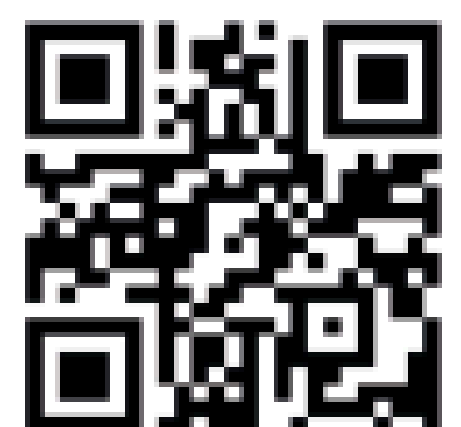
IS THE  
**NUMBER 1**  
DRAUGHT LEMONADE  
BRAND IN GB ON  
PREMISE\*

#### FREE STOCK BUNDLE INCLUDES:

- 24X330ML GLASS COCA-COLA CLASSIC
- 24X330ML GLASS COCA-COLA ZERO SUGAR
- 24X330ML GLASS DIET COKE
- 24X200ML GLASS SCHWEPES TONIC
- 24X200ML GLASS SCHWEPES SLIMLINE TONIC
- 24X275ML APPLTISER
- 1X7L COCA-COLA ZERO SUGAR BAG IN BOX
- 1X7L DIET COKE BAG IN BOX
- 1X7L SCHWEPES 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.

**England & Wales  
Direct Telesales  
Line:**

**0808 169 8979**

**For Scotland please  
order online**

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