

The **INNcentive** Magazine



**BUY
2 GET
POS KIT**



**BUY
4 GET 1
FREE**



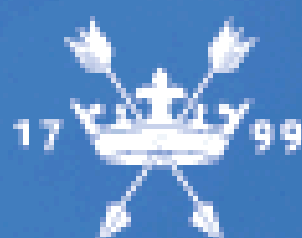
**ENGLAND &
WALES DIRECT
TELESALES**

0808

169

8979

*NOT AVAILABLE IN SCOTLAND



Spring Deal

BUY 2 X 9G FIRKINS AND GET A FREE POS KIT OF YOUR CHOICE



Abbot

AVAILABLE ALL YEAR

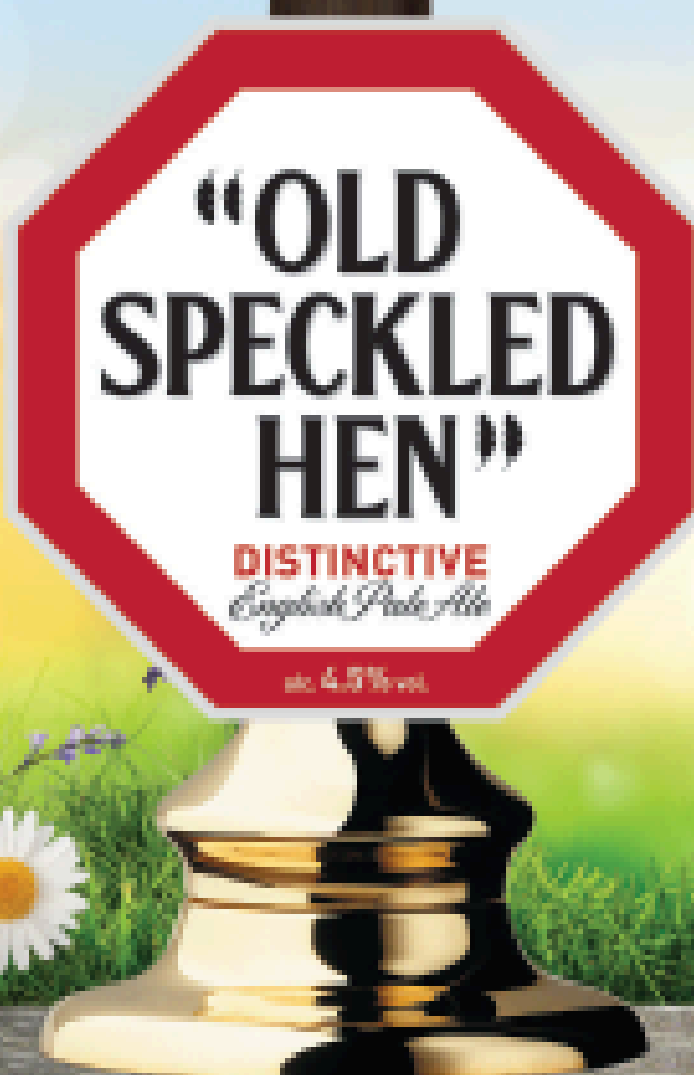
*Premium
Traditional Ale*



Old Speckled Hen

AVAILABLE ALL YEAR

*A classic
favourite.*



Greene King IPA

AVAILABLE ALL YEAR

*A 3.4%
crowd pleaser*



Terms and Conditions: Promotional offer from 1st March – 31st March. Buy any 2 x 9g Firkins to quality, choose from an Abbot, Greene King IPA or Old Speckled Hen POS kit consisting of 24 x pint glasses, 2 x bar runners, pack of 100 drip mats. No limit to the number of deals. Subject to stock and availability.

FRESH ALE

THE NEXT GENERATION OF ALE

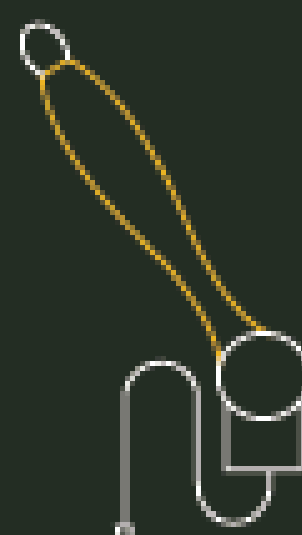
THE GREATEST INNOVATION IN ALE FOR OVER 100 YEARS



GUARANTEED
14 DAY
SHELF-LIFE ALE



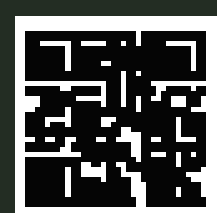
GREAT TASTING
FROM THE FIRST SIP
TO LAST DROP



TRADITIONAL &
AUTHENTIC THEATRE
OF SERVE



EASY TO MAINTAIN
WITH SIMPLE
INSTALLATION



SAY HELLO TO THE
NEXT GENERATION OF ALE



**INSTALL AND GET £200 WORTH OF POS SUPPORT.
AVAILABLE ON WAINWRIGHT GOLD, WAINWRIGHT AMBER AND HOBGOBLIN IPA.**

Promotion valid for duration of brochure promotional period. Available SKUs: Wainwright Gold 30L Keg, Wainwright Amber 30L Keg, Hobgoblin IPA 30L Keg.
One deal per outlet per install. Offer only available to new stockists only. Available whilst stocks last. Deal subject to change.

be**drinkaware**.co.uk



Buy any 2 x 9g and receive a FREE Taylor's golf umbrella

Maximum 1 deal per customer

DELIVERED
ONLINE!

TRUST INNS TRAINING COURSES

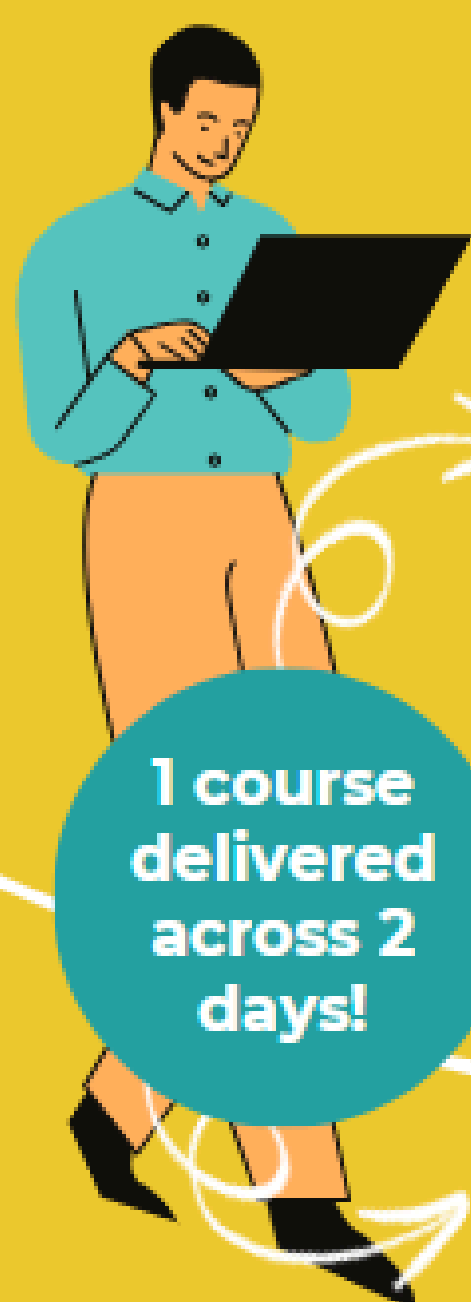
SOCIAL MEDIA TRAINING

SALES THRU SOCIALS

TUESDAY 1ST APRIL

10:00 AM - 12:00 PM

Transform your social media channels into dynamic hubs of customer interaction, fostering a sense of community whilst driving sales.



1 course
delivered
across 2
days!

PUB MARKETING & FINANCE

MARKETING

TUES 15TH APRIL

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

WEDS 16TH APRIL

10:00 AM - 12:00 PM

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

**CONTACT YOUR BDM OR EMAIL
MARKETING@TRUSTINNS.CO.UK TO BOOK YOUR
PLACE TODAY!**

Marketing and Recruitment – Day out in the North West

Poachers Inn

01

This month, Stacey and Melissa from the Marketing and Recruitment team, alongside Tom, the local BDM for the North West region (who some of you may know), visited several of our sites. Their first stop was Poachers in Bollington, where they had a great conversation with Paul. It was an excellent opportunity to gather his feedback on his experience with Trust Inns, including the interview and recruitment processes, as well as his journey as a tenant. We discussed how he feels in his role, his vision for improving the pub, and what makes Trust Inns stand out compared to other companies, in his opinion.



02



The Lockkeeper

Next, we visited The Lockkeeper in Chester and spoke with Stuart. It was great to see the improvements he's made since taking over. He shared that meeting Tom and Delia was a positive experience, praising their straightforward, supportive approach. When Stuart first took on the lease, the pub needed significant work, including upholstery and decorating, which required a brief closure. Trust Inns supported him with a rent-free period and gave him time to get the pub back on track. Overall, Stuart feels Trust Inns have been very helpful, especially during challenging times.

Tavern, Widnes

03

Our final stop of the day was The Tavern in Widnes, where we had the opportunity to chat with Neil. He shared how much he values the flexibility and support Trust Inns offers, especially during both good and challenging times. Neil also praised the recruitment process, noting how quick and straightforward it is. Overall, the day was a success, providing valuable content for our recruitment and marketing efforts, as well as the chance to engage in meaningful conversations with tenants. It was fantastic to receive such positive feedback, which reinforces how Trust Inns maintains a supportive and effective partnership with its tenants.



*NOT AVAILABLE IN SCOTLAND

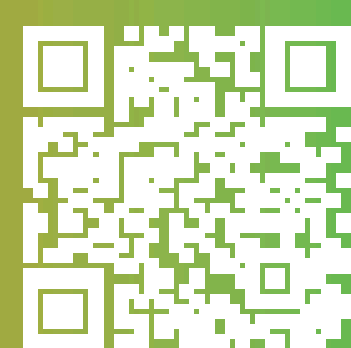
BUY ANY 4 CASES, GET 1 CASE FREE*



ENJOY RESPONSIBLY

BULMERS AND OLD MOUT ARE BREWED IN THE UK.

*Free case being Old Mout Berries & Cherries 0.0%. Buy a combination of cases of Bulmer's Original, Bulmer's Red Berries, Old Mout Berries & Cherries, Old Mout Berries & Cherries 0.0%, Old Mout Pineapple & Raspberry, and Old Mout Kiwi & Lime and where 4 cases in total are purchased receive a free case of Old Mout Berries & Cherries 0.0%. 150 deals, 1 per customer, until stocks last.



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

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

NR & B 25

NORTHERN
RESTAURANT
& BAR

Uber
Eats



WE'RE EXHIBITING AT NRB25 AT MANCHESTER CENTRAL!

NRB25 will bring together over 9,600 visitors and 300+ exhibitors for two days of business, networking, and education.

Why should you attend?

For those of you running a [Trust Inns](#) Pub in the North West or Greater Manchester area, NRB returns to Manchester Central on **11-12 March**. 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!](#)



Visit us at stand: NF34!

VENUE:

Manchester Central Convention Complex, Windmill Street, Manchester, M2 3GX

SHOW TIMES:

Tuesday 11th March 2025 10am-5pm
Wednesday 12th March 10am-4:30pm



BUY 2x9G TO GET £5 OFF EACH CASK DURING MARCH

Terms & Conditions: 9G casks must be purchased in one order during the promotional period to qualify for this offer. Promotion runs from 1st March 2025 to 31st March 2025. Limited number of deals available. Maximum 3 deals per customer. Available while stocks last.

***NOT AVAILABLE IN SCOTLAND**

Buy 4 cases x200ml Coke or Schweppes Mixer / Juice and get x1 200ml Classic Mixer FREE

Free case choice: 200ml Schweppes Classic or Slimline Tonic or 200ml Coca-Cola Zero Sugar

Your perfect mix to create perfect moments

Tonic Water
is a favourable
Mixer with
78.35%
value share
of the on-premise
Mixer sector in GB*

Coca-Cola
Zero Sugar is the
fastest growing
Light Cola Brand
in GB Pubs
in value (£)**



Coca-Cola & Schweppes Classic 200ml

Contact your account manager for more information

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*Source: CGA, GB On Premise, Mixer Sector, Value % Share of Mixers, MAT to P8, 31/08/24

**Source: CGA, GB Pubs (Food + Wet Led), Cola Brands, Value Sales and Value % Chg vs. PY, MAT to P8 31/08/24



MyCCEP
my.ccep.com



CROWN INN, AWSWORTH



ON FEBRUARY 22ND, THE CROWN INN, AWSWORTH, HOSTED AN INCREDIBLE 12-HOUR DARTS MARATHON IN SUPPORT OF MACMILLAN CANCER SUPPORT! GUESTS ENJOYED TEA, COFFEE, CAKE, AND A FANTASTIC TOMBOLA, ALL WHILE CHEERING ON THE DEDICATED PLAYERS. THANKS TO THE GENEROSITY OF THEIR COMMUNITY, THEY RAISED AN AMAZING £350.40— THE DONATION BUCKET REMAINED IN PLACE FOR ANOTHER WEEK FOR FURTHER DONATIONS. A HUGE WELL DONE TO EVERYONE WHO TOOK PART AND SUPPORTED! ❤️🎯



MACMILLAN CANCER SUPPORT





• **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,
L52W 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

Visit our website for more details.
WWW.PIPERSCRISPS.COM



Winners of 69 Great Taste
Awards To Date

**NEW
ACQUISITION**

BRICK&TILE



**81 MOORGATE
RETFORD
DN22 6RS**



Why the Brick & Tile?

Ideally located on the main road leading to Gainsborough, just a short walk from Retford town center. Its proximity to local businesses and attractions makes it a convenient choice for contractors and travelers seeking accommodation. It is nearby public transport links, and community-focused environment make it an ideal spot for socialising, relaxing, or enjoying a comfortable stay.

Key Features:

- ✓ **RECENTLY REFURBISHED**
- ✓ **COSY LOUNGE AND SPORTS BAR**
- ✓ **OFF ROAD PARKING**
- ✓ **SPACIOUS BEER GARDEN**



TAKE A LOOK AT OUR VACANCIES NOW

recruitment@trustinns.co.uk

07788445787

www.trustinns.co.uk

*NOT AVAILABLE IN SCOTLAND

INTRODUCING THE NEW OASIS 330ML SLEEK CAN

Unique to the
On Trade

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

£3 OFF PER CASE



Oasis Still Fruit Juice Drink

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FREE STOCK BUNDLE WORTH £1000+

ON INSTALL OF COCA-COLA POSTMIX

FREE STOCK BUNDLE INCLUDES:

- 24 X 330ML GLASS COCA-COLA CLASSIC
- 24 X 330ML GLASS COCA-COLA ZERO SUGAR
- 24 X 330ML GLASS DIET COKE
- 24 X 200ML GLASS SCHWEPES TONIC
- 24 X 200ML GLASS SCHWEPES SLIMLINE TONIC
- 24 X 275ML GLASS APPLETISER
- 24 X 330ML CAN OASIS SUMMER FRUITS
- 24 X 330ML CAN OASIS EXOTIC FRUITS NO ADDED SUGAR
- 7L COCA-COLA ZERO SUGAR BAG IN BOX
- 7L DIET COKE BAG IN BOX
- 7L SCHWEPES LEMONADE BAG IN BOX



PLEASE CONTACT: POSTMIXENQUIRIES@CCEP.COM



MyCCEP
my.ccep.com

*CGA GB on Premise Draught data MAT Value 31.05.24 ** CGA GB on Premise Draught MAT Value 31.05.24 © 2025 All rights reserved. All brands are a registered trademark of their respective owners. While stocks last.

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

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**

**England & Wales
Direct Telesales
Line:**

0808 169 8979

**For Scotland please
order online**

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