

# The **INNcentive** Magazine

*Celebrate*  
**St. George's**  
*Day*

**23<sup>rd</sup>  
April  
2025**



**POS  
KITS**



**NOW  
AVAIL**



**POS  
KITS**

**ENGLAND &  
WALES DIRECT  
TELESALES**

**0808 169 8979**



# TRUST INNS IN TRADE

March proved to be an exciting and productive month for Trust Inns as we participated in not one, but TWO trade shows across the UK. Our recruitment and marketing team, along with regional managers, were on the move, representing Trust Inns and engaging with industry professionals at SCOTHOT in Glasgow and the NRB Trade Show in Manchester.



## SO WHAT DID IT INVOLVE?

The first stop on our trade show journey was SCOTHOT in Glasgow, where we joined forces with our Scotland Business Development Manager to connect with potential leads across the region. This event provided a fantastic opportunity to speak with pub owners, operators, and other professionals, all while showcasing the benefits of working with Trust Inns. The following week, we headed to Manchester for the Northern Bar and Restaurant Trade Show, another excellent platform to recruit potential estate leads and find pub owners interested in selling their sites.

Both events proved to be incredibly successful, allowing us to network with key industry figures and explore potential partnerships. In addition to the professional opportunities, the team also had some fun. We tried our hand at darts (with varying levels of success) and attended a marketing presentation by industry experts. Overall, a busy and rewarding month, full of valuable connections and new opportunities to continue growing Trust Inns brand across the UK.





# FRESH ALE

THE NEXT GENERATION OF ALE

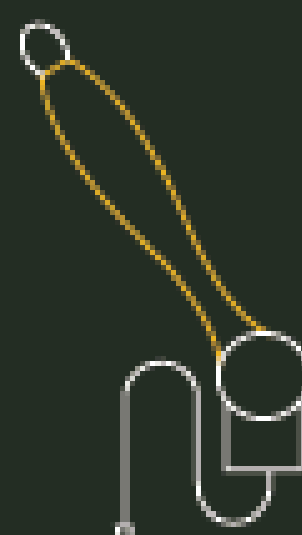
## THE GREATEST INNOVATION IN ALE FOR OVER 100 YEARS



GUARANTEED  
14 DAY  
SHELF-LIFE ALE



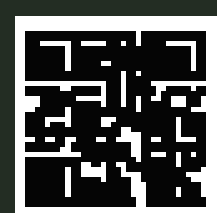
GREAT TASTING  
FROM THE FIRST SIP  
TO LAST DROP



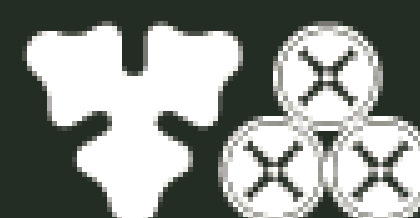
TRADITIONAL &  
AUTHENTIC THEATRE  
OF SERVE



EASY TO MAINTAIN  
WITH SIMPLE  
INSTALLATION



**SAY HELLO** TO THE  
NEXT GENERATION OF ALE



CARLSBERG MARSTON'S  
BREWING COMPANY

**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



**CROWN INN,  
CROOK**



A MASSIVE CONGRATULATIONS TO THE INCREDIBLE GROUP OF REGULARS FROM THE CROWN IN CROOK WHO WALKED 30 MILES ON THE 8TH MARCH TO RAISE MONEY FOR MARIE CURIE AND SSAFA CHARITIES! 🌟

THE LADS SET OFF FROM ALSTON, BRAVING THE STUNNING (BUT SOMETIMES CHALLENGING) FELLS AND WEARDALE. THEY'VE ALREADY RAISED AN AMAZING £2,000 WITH MORE SPONSORSHIP STILL TO COME! THIS IS SUCH AN INSPIRING EFFORT. WELL DONE, GUYS!





# Wainwright

WORTH THE WALK

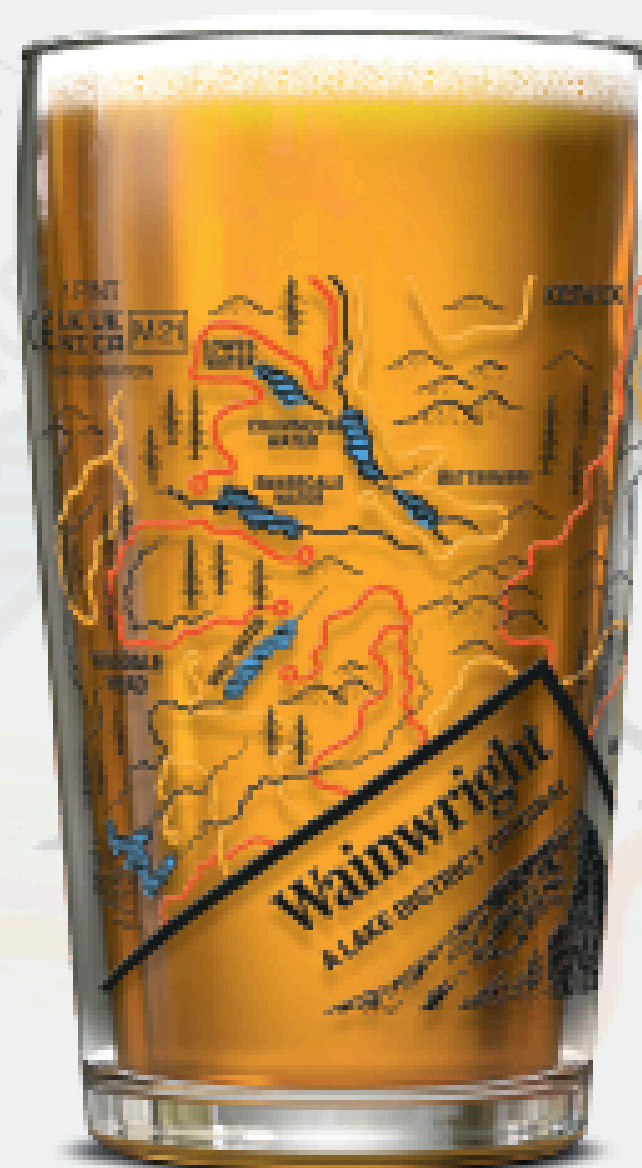
£147.50\*  
+VAT

BUY 2 GET 1  
CASE OF  
GLASSWARE

AVAILABLE  
FROM  
1ST APRIL

## LIMITED EDITION WAINWRIGHT WANDERER

Alfred Wainwright believed there was only one thing more rewarding than a long walk, and that's a fresh beer. Crafted with the finest ingredients to deliver an easy drinking beer. Wainwright Wanderer is perfect beer for the Spring walking season.



Available from 1st April - 30th June 2025, whilst stocks last. Pricing is available on request.

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

\*Before any applicable discount



# SPRING DEAL



**BUY 2 FIRKINS  
OF ABBOT AND/OR GREENE KING IPA  
& RECEIVE YOUR CHOICE OF:**

## GREENE KING IPA POS

1 x Wooden 2m Parasol  
1 x Case of Pint Glasses (12)



**OR**

## ABBOT POS

10 x Lanyards  
1 x Dogs Bowl  
5 x Polo Shirts (mixed sizes)  
1 x Case of Pint Glasses (12)



Promotional offer available from 1st – 30th April 2025. Buy any 2 x 9g Firkins to qualify, choose from an Abbot Ale POS kit consisting of 10 x lanyards, 5 x Abbot Ale branded polo shirts, 1 x dog bowl, 1 x case of 12 Abbot Ale pint glasses or a GK IPA POS kit consisting of 1 x 2m wooden GK IPA branded parasol, 1 x case of 12 GK IPA pint glasses. No limit to the number of qualifying deal per outlet. Subject to stock and availability.

**\*NOT AVAILABLE IN SCOTLAND**





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

Maximum 1 deal per customer

**NEW**



**GET £2.50  
OFF EACH  
CASE OF  
PROPER JOB  
0.5% IPA**

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



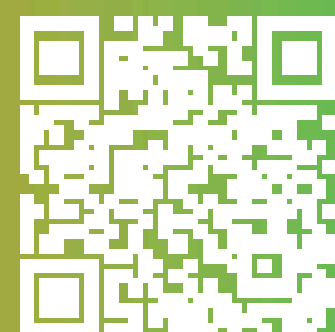
# BUY ANY 5 CASES, GET 1 CASE OF HEINEKEN® 0.0 FREE\*



be [drinkaware.co.uk](https://www.drinkaware.co.uk) Enjoy Heineken® Responsibly

Heineken 0.0 contains no more than 0.05% alcohol. Heineken® Original contains 5% ABV.

\*Available April – May. Buy a combination of 5 cases of 24 x 330ml of Heineken, Heineken 0.0, Birra Moretti, Birra Moretti Zero and Sol & receive a free case of Heineken 0.0. Brewed in the UK. Subject to availability, 150 deals, 1 per customer, whilst stocks last.



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

**\*NOT AVAILABLE IN SCOTLAND**



# A BREAK FROM THE ORDINARY



+ FREE KEG  
ON  
INSTALLATION

£135\*  
+ VAT

6.6g

\*Before any applicable discount





# NEW OLD MOUT FLAVOURWAVE

1 Keg. 1 Line. 3 Fruity Flavours.

FREE  
POS KIT  
WORTH  
£150\*

Berries & Cherries  
draught has grown by

**+19%**

MAT vs LY

6.6g

£145\*

+VAT

OLD  
MOUT  
CIDER

\*Before any applicable discount

ENJOY RESPONSIBLY be [drinkaware.co.uk](http://drinkaware.co.uk)

Source: OGA QPMS GB Value Sales % Chg vs LY MAT P 12 202304

\*Free OLD MOUT point of sale kit worth £150 for every Flavourwave fount installed by a UK on-trade customer prior to 31/03/2025. Limited to one kit per install. No alternative to free kit. Your standard terms of wholesaler purchase and wholesaler privacy terms apply. The promoter is not responsible for any third party acts or omissions. Promoter reserves the right to cancel or amend this promotion due to circumstances beyond its control. Promoter: Heineken UK Limited, Edinburgh, EH2 2HD.

**FLAVOURWAVE**  
Multi-Fount Technology



**IT'S FRUITY.  
IT'S REFRESHING.  
IT'S STRONGBOW  
STRAWBERRY.**

**TRY IT NOW.**

**£240\***  
+VAT

**11g**

**NEW**



**STRONGBOW™**  
STRAWBERRY CIDER

**\*Before any applicable discount**



NEW

# Premiumise your cider range.

Inch's Riversider is brought to you by  
the **No.1** cider for young people.<sup>1</sup>

**1/2** consumers choose premium apple cider<sup>2</sup>  
and almost half of premium apple cider  
drinkers are under 34.<sup>3</sup>

Premium apple cider is in growth  
and has a higher price per pint.<sup>4</sup>

£132.50\*  
+VAT

6.6g



To arrange an install, speak to your account manager.





# BUY 2 BOTTLES

OF SELECTED FLAVOURS AND RECEIVE



POLYCARBONATE GLASSES

**\*NOT AVAILABLE IN SCOTLAND**





Appletiser 275ml 24 case pack only

1 of  
your 5  
a day per  
150ml  
serving

Bubbles  
done  
*differently*

100%  
Natural  
Apple  
Juice

100% APPLE JUICE  
GENTLY SPARKLING  
no preservatives



Appletiser 275ml glass bottle

DELIVERED  
ONLINE!

## TRUST INNS TRAINING COURSES

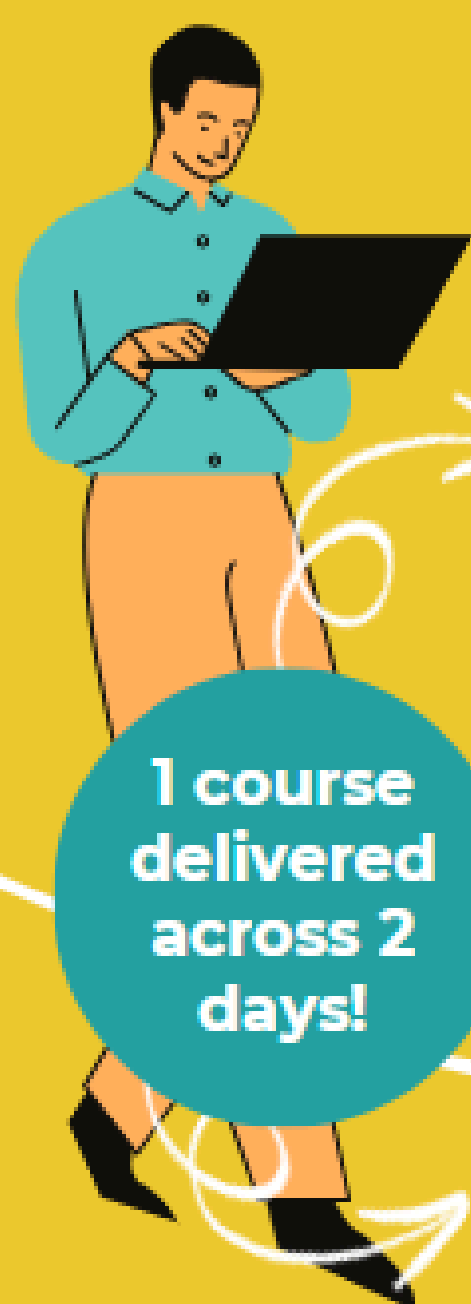
### SOCIAL MEDIA TRAINING

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](mailto:MARKETING@TRUSTINNS.CO.UK) TO BOOK YOUR  
PLACE TODAY!



# Great Taste. Zero Sugar.

**SAVE £3.00**



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

Contact your account manager for more information



**MyCCEP**  
my.ccep.com

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

**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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© 2025 European Refreshments UC. SCHWEPES is a registered trademark of European Refreshments UC. While stocks last.  
\*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





\*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

©2024 European Refreshments. All rights reserved. OASIS is a registered trade mark of European Refreshments.

# 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 SCHWEPPE'S TONIC
- 24 X 200ML GLASS SCHWEPPE'S 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 SCHWEPPE'S LEMONADE BAG IN BOX



PLEASE CONTACT: [POSTMIXENQUIRIES@CCEP.COM](mailto: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.





• **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



# 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**



# 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.





**England & Wales  
Direct Telesales Line:**

**0808 169 8979**

**For Scotland please  
order online:**

**[www.matthewclarklive.com](http://www.matthewclarklive.com)**

Follow Trust Inns

