

The **INNcentive** Magazine

WHAT'S INSIDE?

- TAKE A LOOK AT ONE OF OUR RECENT REFURBISHMENTS
- BIG BRAND OFFERS
- GOOD NEWS STORIES

**BIG
BRAND
DEALS**



**ENGLAND &
WALES DIRECT
TELESALES**

0808 169 8979

Cruzcampo[®]

SEVILLA

DISCOVER THE TASTE OF SEVILLA



**NOW
AVAILABLE
IN 22G**

**£493.08*
+VAT**

Every time you **purchase a 22g in May and June** you will be entered into a draw to **WIN 1x 22g free of charge!**

***BEFORE ANY APPLICABLE DISCOUNT**

NOT AVAILABLE IN SCOTLAND



THE 13TH ANNUAL SCOTTISH
**Entertainment
AND Hospitality**

AWARDS



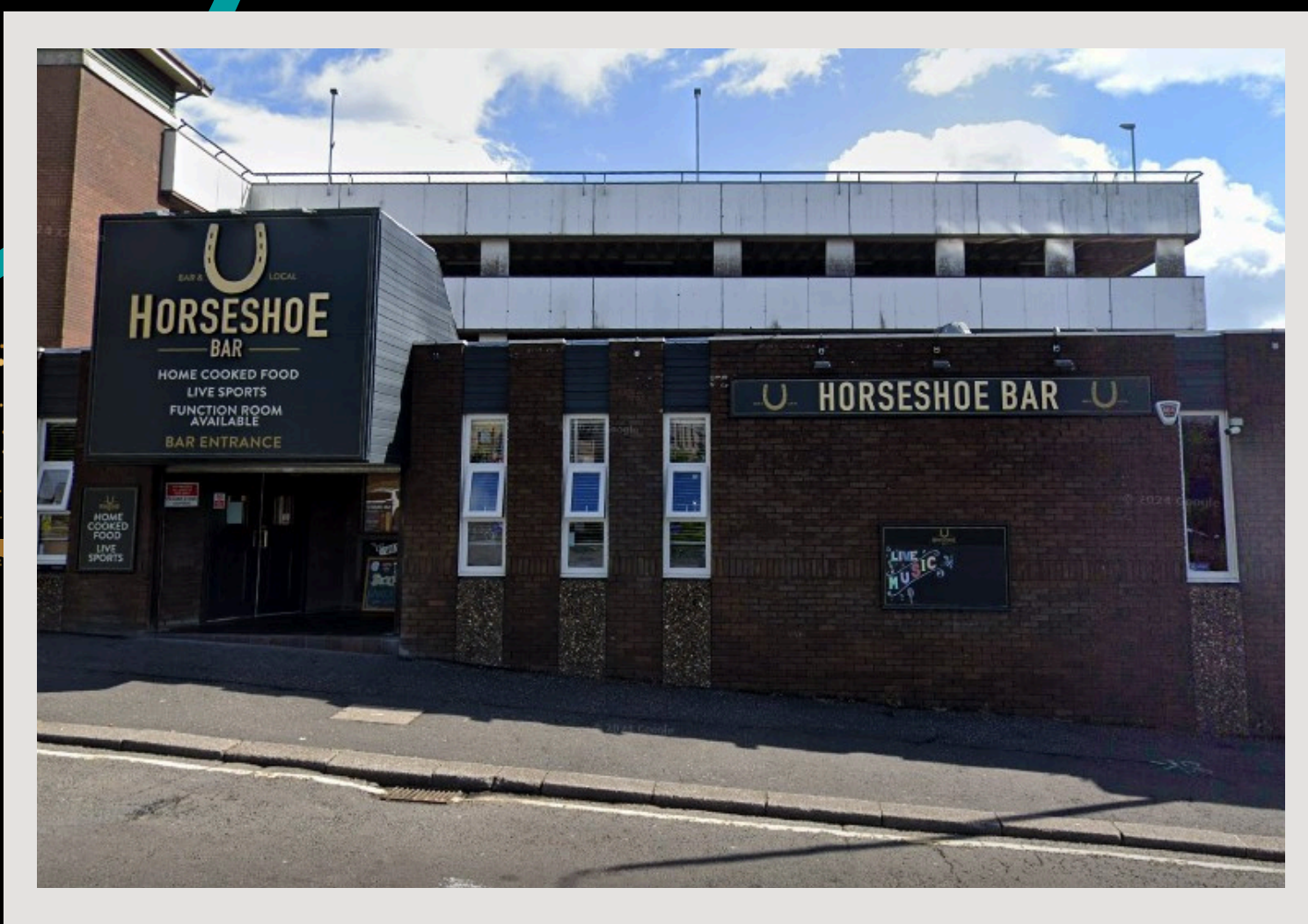
RECOGNISING EXCELLENCE

Congratulations to TWO of our Scotland sites!



**BEST TEAM +
BEST NEWCOMER**

**DAVIDSONS BAR,
RENFREW**



**BEST EVENTS +
BEST MUSIC VENUE**

**HORSESHOE
BAR,
GREENOCK**

Wainwright

WORTH THE WALK

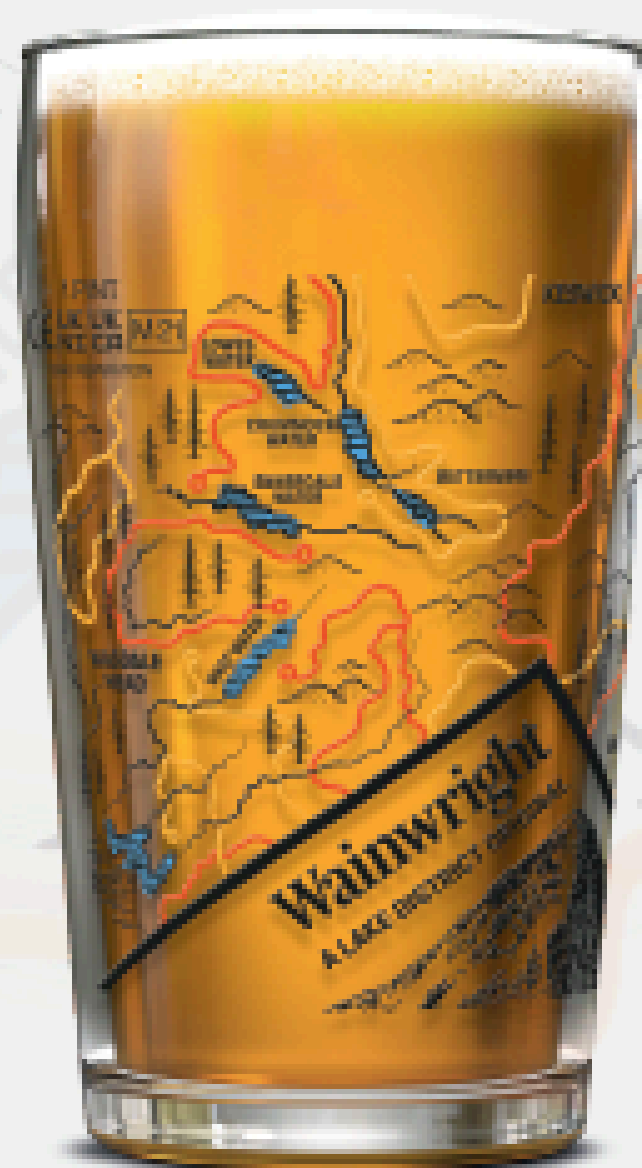
£147.50*
+VAT

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

*Before any applicable discount

NEW

£78.50*
+VAT



**INSTALL TO RECEIVE
A FREE KEG & POS
PACKAGE WORTH £100**

*Price is before any applicable barralage discount

Promotion valid for duration of brochure promotional period. One deal per install per outlet. Available whilst stocks last. Subject to change. Branded keep clear font available from April 2025.

Brewed in the UK. Enjoy responsibly.

be **drinkaware**.co.uk

La première bière française

La première bière française

Lane Ends Hotel - A Pub Reborn!



We're thrilled to announce that Lane Ends has officially reopened it's doors after some incredible refurbishments!

Thanks to the hard work and vision of new tenants, Tony and Zoe, the space has been completely transformed into a cozy, homely gem that will quickly become the heart of the community.

As you can see by the pictures, the rooms have been transformed with new furniture, painting, and aesthetic decor!

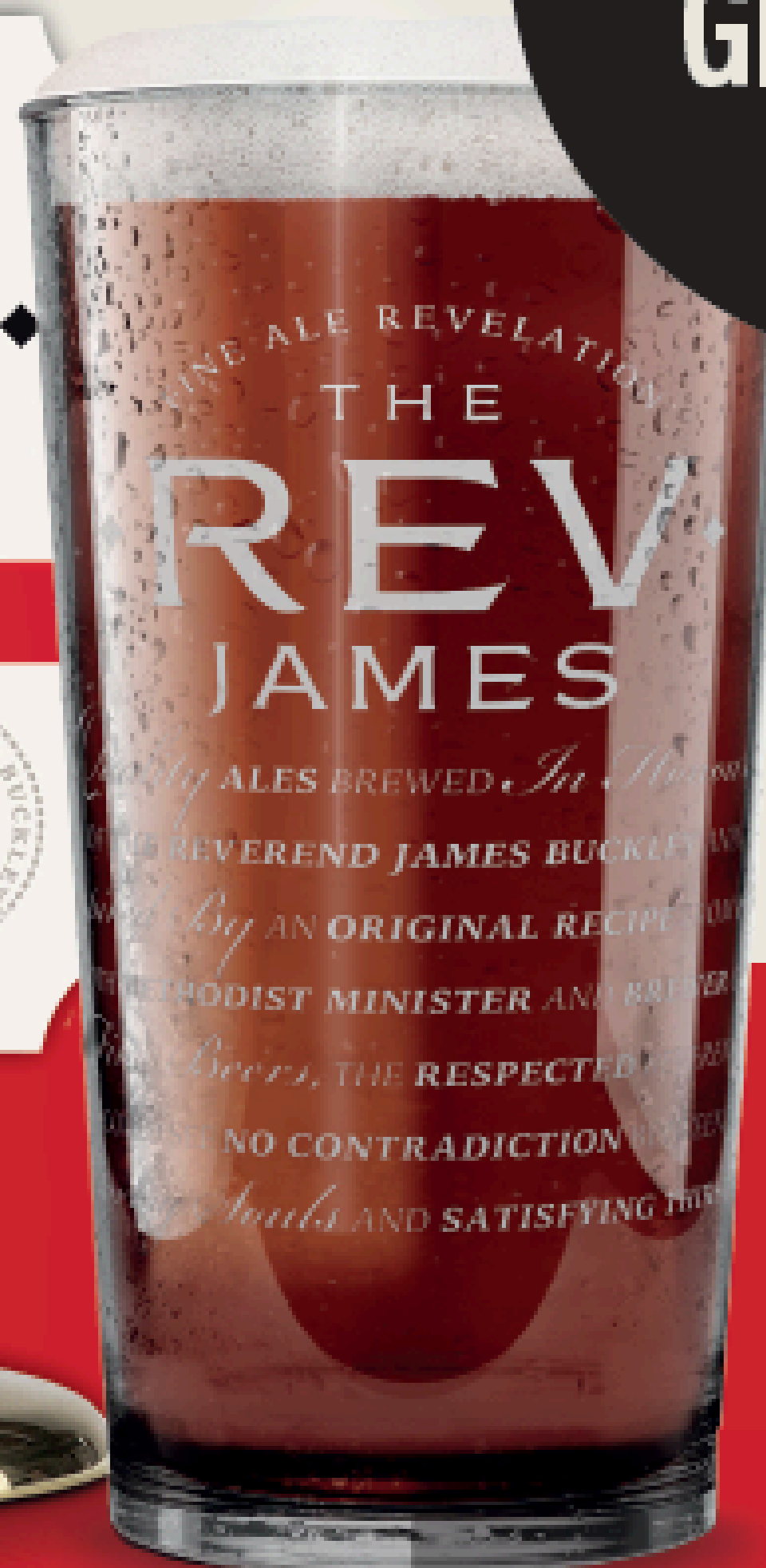
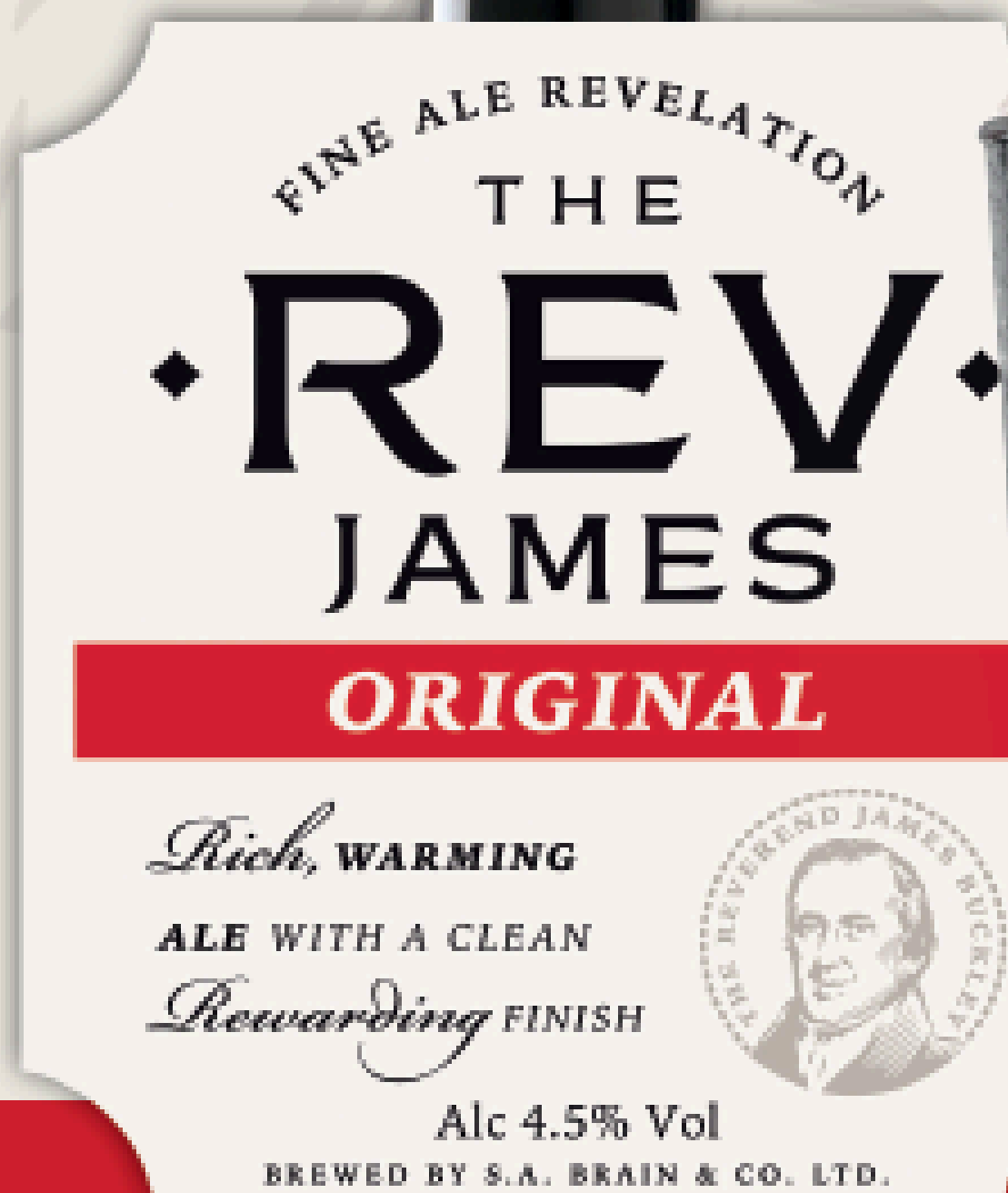
And what else has changed? They are adding a brand new kitchen which will be serving up fresh, homemade meals. But the journey doesn't stop here - there are even more exciting updates still to come.

✨ *Thinking of giving your pub a refresh too? If you are wanting to consider a refurb - speak to your BDM! OR if it's a new food offering and you would like help with designs of menus, posters etc - our Marketing team are here to help!*

marketing@trustinns.co.uk

MELLOW, MALTY MORE-ISH

BUY
2 CASKS
GET £5.00
OFF



BUY LOCAL BEER
BUY INDEPENDENT

Abbott Bar Team Went the Distance for a Great Cause!

London Marathon 2025



In an inspiring show of determination and community spirit, The Atrium Abbot Lads — Matthew and his friends, Marcus, Darren. Matthew — from The Abbott Bar, one of our estate sites in Scotland, successfully completed the London Marathon on Sunday, April 27th, 2025.

The trio didn't just run for the challenge — they ran for change. Their goal was to raise £7,500 in support of VSA, a vital Aberdeen-based charity that provides essential care and support to vulnerable children and adults across the region. Through the generosity of friends, family, customers, and the local community, they exceeded their target, raising an incredible £7,600!!

Their dedication and effort not only helped fund VSA's life-changing services but also highlighted the power of local pubs and people coming together for a meaningful cause. A huge congratulations to Marcus, Darren, and Matthew for this outstanding achievement!

ENJOY THE TASTE OF AMSTERDAM

NOW
AVAILABLE
IN **22G**

£459.96*
+VAT



Every time you **purchase a 22g in May and June** you will be entered into a draw to **WIN 1x 22g free of charge!**



TOGETHER
SINCE 1870

*BEFORE ANY APPLICABLE DISCOUNT

NOT AVAILABLE IN SCOTLAND

**NEW
ACQUISITION**

NEW INN



**387 AINSWORTH
ROAD
RADCLIFFE
M26 4HF**



Why the New Inn?

A semi-detached, two-story brick-built pub with a pitched slate roof, occupying a corner position on Ainsworth Road. Inside, it features a two-section bar area, including a snug with seating for around 30 guests, and a main bar with high stools and a games area for darts and pool, accommodating 40 patrons. At the rear, there's a large enclosed beer garden with picnic seating, a covered smoking area, and an outdoor TV for live sports. The upper floor offers two bedrooms, a box room, a lounge, a kitchen, and a bathroom, providing convenient living space.

Key Features:

- ✓ **WET LED, REAL ALE PUB**
- ✓ **SPACIOUS BEER GARDEN**
- ✓ **GAMES AREA & LIVE SPORTS**



TAKE A LOOK AT THIS VACANCY NOW

recruitment@trustinns.co.uk

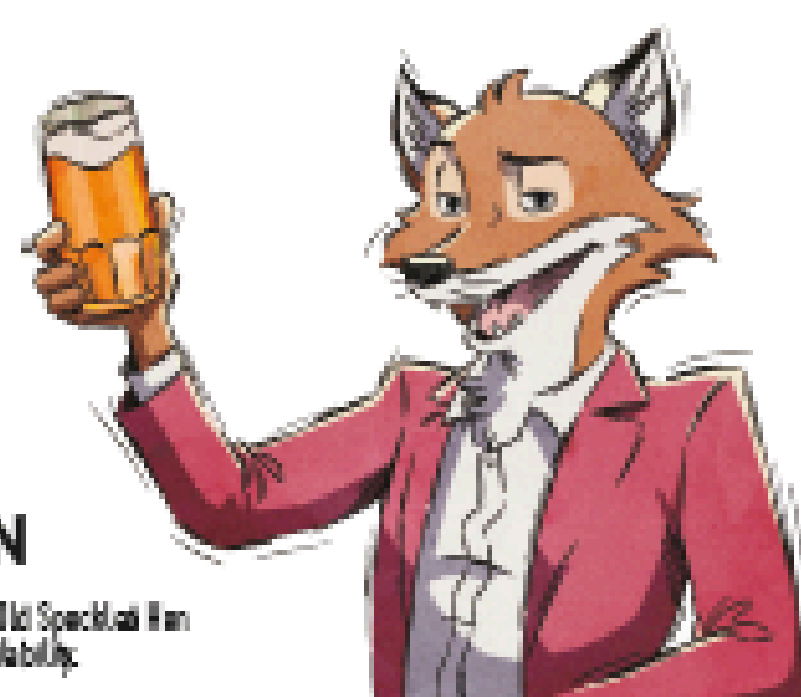
07788445787

www.trustinns.co.uk

WHILE
STOCKS LAST

BUY 2 X 9G FIRKINS OR 3 X 4.5G PINS
AND RECEIVE A FREE CASE OF
OLD SPECKLED HEN
BOXED
GLASSES

to be used as
Father's Day
giveaways.



THE HEN
FOR THE FATHER'S DAY OCCASION

T&Cs: Promotional offer available from 1st May - 31st May 2025. Buy 2 x 9g firkins or 3 x 4.5g PINs to qualify. A case of 12 boxed Old Speckled Hen pint glasses will be sent to you for Father's Day giveaways. No minimum to the number of deals. Subject to stock and availability.

***NOT AVAILABLE IN SCOTLAND**

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



NOT AVAILABLE IN SCOTLAND

THE MANY BENEFITS OF FRESH ALE



UP TO 14 DAY
SHELF LIFE ALE

Proven quality & consistency with minimal waste



GREAT TASTING FROM THE
FIRST SIP TO LAST DROP

Tastes exactly like cask ale is also unpasteurised



TRADITIONAL &
AUTHENTIC EXPERIENCE

All-important hand pull theatre & serve



EASY TO KEEP &
EASY TO INSTALL

No conditioning or specialist cellar equipment



CREATE NEW
REVENUE STREAM

Reawaken dormant hand pulls sat on bar

AVAILABLE BRANDS

Currently available in 3 core beers:

- Wainwright Gold
- Wainwright Amber
- Hobgoblin Session IPA

Available in 30L kegs




FRESH ALE
THE NEXT GENERATION OF ALE

A game changing, innovative way to brew ale that maintains the flavour, body and theatre of cask but with 14 days shelf life.



FIND OUT MORE ABOUT
WHAT FRESH ALE CAN
DO FOR YOU



The Herald

A Trust Inns Pub Feature!



**12-04
2025**

THE
BELLROCK,
GLASGOW

The team at Bellrock took a fresh approach to the Glasgow Subway Crawl. Typically, this popular pub crawl involves visiting a different pub at each subway stop, with participants enjoying a drink at each location. However, this time, the focus shifted to a more serious matter. Scotland's pub scene is facing a significant decline, with fewer establishments staying afloat as changing habits and tough economic conditions take their toll.

But the sub crawl Bellrock took part in didn't involve alcohol, as it had a serious purpose. The number of pubs in Scotland is declining, and habits are changing. For many pubs, life is getting harder, and some aren't going to make it. So, on this sub crawl, they got off and spoke to the publicans, the locals, and the regulars to discover what's going on with pubs.

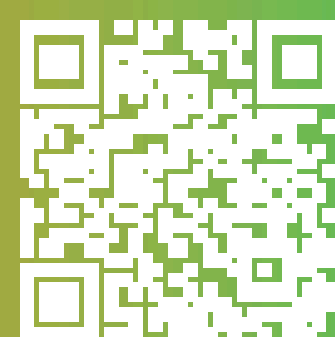
BUY ANY 5 CASES, GET 1 CASE OF HEINEKEN® 0.0 FREE*



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



St. George's Day at Our Pubs



Raikes Hall

Raikes Hall celebrated St. George's Day in style with a stunning display of decorations along the bar.



Pheasant Inn

The Pheasant Inn celebrated St. George's Day with a high-energy performance by 2 Tone Project, an 8-piece ska band that had everyone on their feet all afternoon! Guests enjoyed classic British hits, dancing, and a lively atmosphere in the garden. The barbecue was fired up, serving delicious food all day, and special drink deals!

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

TRY IT NOW.

£240*
+VAT

11g

NEW



STRONGBOW™
STRAWBERRY CIDER

***Before any applicable discount**

The Mauretania- Nominated for A North Tyneside Award 2025!



We're excited to announce that Mauretania has been nominated for the North Tyneside Heart of the Community Award!

Nominated by the local community, this recognition highlights the pub's outstanding efforts to make a meaningful and positive impact.

This nomination is a well-deserved tribute to the team's hard work and dedication.

A huge congratulations to the team!



**BUY 1X 9G OF
BEST BITTER
AND RECEIVE**

**£5
OFF
EACH FIRKIN**

**OR BUY 2X 9G AND RECEIVE £10 OFF
AND A FREE POS KIT**

T&C's: Two casks must be taken in one order to receive the POS kit.
POS kit includes 100x drip mats, 1x bar runner and 12x tulip glasses.
One POS kit per customer.



***NOT AVAILABLE IN SCOTLAND**

**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



MyCCEP
my.ccep.com

*C&A GB on Premise Draught data MAT Value 31.05.24 ** C&A 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 -

THIS MONTH'S SPECIAL OFFER



7 FOR 6 PIPERS CRISPS

This month is a perfect time to try Pipers crisps if you haven't already, as we are offering you 7 boxes of Pipers crisps for the price of 6 (24 x 40g)



If you would like to take advantage of this fantastic offer 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

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.

**England & Wales
Direct Telesales Line:**

0808 169 8979

**For Scotland please
order online:**

www.matthewclarklive.com

Follow Trust Inns

