

Inn centive

OCT
2017

FOR TRUST INNS' LESSEES

FREE BOTTLE OF
SMIRNOFF VODKA



with orders of Timothy Taylor's
Boltmaker & Golden Best

See page 7



HALLOWEEN
OFFERS
to make you smile

See our Halloween feature on back page

 Follow us!

To take advantage of any of the drinks offers in this magazine, call your Trust Inns' telesales adviser.

Direct Telesales Line: 01675 432338

Welcome to the October issue of Inncentive.

Yet again this issue is full of offers from various brand owners. It's a well known fact that Autumn is the best time of year for cask ales sales so to help you take full advantage take a look at our real ales offers from page 7.

In line with our objective to bring you more promotions on draught products take a look at our offer on John Smith's Extra Smooth on page 5 and receive free cases of cider.

One of the biggest pub calendar events takes place at the end of this month; Halloween. Why not send us images of your pub decorated for the event via our Facebook page? www.facebook.com/trustinns. We'd love to see how you celebrate!

And remember that if you qualified for a Halloween kit with Strongbow in our last issue, all kits are being delivered in the first two weeks of October. Contact head office if you experience any issues.



WHAT'S ON? in October

THU 5th - **World Cup qualifiers** -
England v Slovenia
Scotland v Slovakia
Ireland v Germany

FRI 6th **World Cup qualifiers** -
Georgia v Wales
Republic of Ireland v Moldova

SUN 8th - **World Cup qualifiers** -
Lithuania v England
Slovenia v Scotland
Norway v Northern Ireland

MON 9th **World Cup qualifiers** -
Wales v Republic of Ireland

FRI 13th **Unlucky for some!**
Friday the 13th!!

FRI 27th **Rugby League World Cup**
starts

SUN 29th **Clocks go back**

TUE 31st **Halloween**

Call now to take advantage of these offers **01675 432338**

Lilley's Cider

NEW



Lilley's Apples & Pears 5.2%

Made from 88% pear and 12% apple. Sweet in flavour with a mouth-watering almost



Sunset 6%

A rich and fruity rustic cider bursting with apple flavour. Cloudy and Medium Sweet.



Mango 4%

An aromatic sweet cider expertly blended with exotic mango to create a mouth watering tropical flavour.



Rhubarb 4%

We have expertly blended our crisp Somerset cider and tangy rhubarb to make this taste sensation. Sweet and full of rhubarb flavour with a tart edge to it.

PUMPS CLIPS SUPPLIED

+ Free Bag in Box connector worth £7.50 with first order

Lilley's cider, Unit 7 Handlemaker Road, Frome, Somerset, BA11 4RW
01373 466626 | office@lilleyscider.co.uk | www.lilleyscider.co.uk

Available
in 20 litre
Bag in Box.
Requires
hand pull to
serve.

Call now to take advantage of these offers **01675 432338**

CALL
OUR
TELE-
SALES
LINE



**Buy 4 cases
from the range
and receive
one case
FREE***



**Free case can be either Corona or Magners.
Any mix of the two brands can combine to create 4 cases.
4 cases must be purchased in one order.*



Call now to take advantage of these offers 01675 432338



**BUY 2 X 11G
KEGS OF JOHN SMITH'S**

**GET A CASE OF
ORCHARD PIONEERS
FREE***



*12 x 500ml bottles

for the facts drinkaware.co.uk

Call now to take advantage of these offers **01675 432338**



Buy 2 x 11 g of **Belhaven Best** and get an ice bucket & bar runner

No.1 Ale
Brand
in Scotland*



1 deal per customer 30 kits available. 2x 11 g must be purchased in same order.
Contact David Fergie on 07812 257141 or email davidfergie@greeneking.co.uk

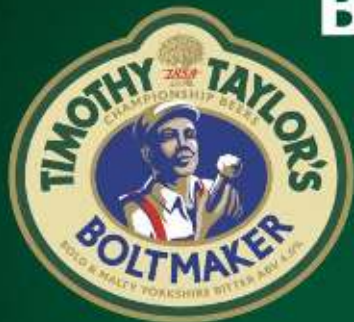
* CGA Brand Index: June 2017.



Call now to take advantage of these offers **01675 432338**



**Buy 2 x 9g of Boltmaker
or Golden Best to
receive a FREE 70cl
of Smirnoff Vodka**



**WATCH OUT FOR FURTHER OFFERS
IN THE RUN UP TO CHRISTMAS**

For more information about how we brew that
'Taste of Taylor's' visit www.timothytaylor.co.uk
or email tim@timtaylors.co.uk

All for that taste of Taylor's

[@TimothyTaylors](https://twitter.com/TimothyTaylors) www.timothytaylor.co.uk [/TimothyTaylors](https://www.facebook.com/TimothyTaylors)



Call now to take advantage of these offers 01675 432338



MARSTON'S FREE CASK ALE BRAND SUPPORT

 FROM THE BEST NATIONAL CASK SUPPLIER OF THE YEAR

 Trust Inns
Better Pubs through Better People

Contact Marston's to request a visit from your local Sales Development Exec. We will visit to discuss your beer business with you and offer support solutions

AMBER ALES
ARE **70%** OF
THE CATEGORY



PALE & GOLDEN ALES
ARE **25%** OF
THE CATEGORY



DARK ALES
ARE **5%** OF
THE CATEGORY



Email michael.brown@marstons.co.uk or phone 07773 155 779



Call now to take advantage of these offers **01675 432338**

BUY 4x9G TO GET A FREE CHRISTMAS JUMPER & POS KIT



Kit includes:
Pump Crowner, Bar Runners, Drip Mats, Pump Handle Hats and a selection of Christmas Posters



Terms & Conditions:

Maximum 2 deals per customer. Maximum 100 deals total. We cannot guarantee sizes of Christmas jumper. Christmas jumpers and POS kits available from November.

Call now to take advantage of these offers **01675 432338**



THE REAL REFRESHING ALTERNATIVE

- QUALITY 3.7% ABV GOLDEN REFRESHING ALE
- LIGHT FRUITS, CITRUS & MALT TO TASTE
- MEDIUM BODIED & WELL ROUNDED



 McrPaleAle
 @McrPaleAle

Buy 2x9g get 24 'Gripper' glasses

Buy 3x9g and get a free personalised banner

Terms & Conditions: 2x9g or 3x9g must be purchased in one order. Customer must specify which offer they would like to benefit from if they purchase 3x9g in one order. Both offers are available to outlets that purchase 3x9g. Available whilst stocks last

www.manchesterpaleale.com



Call now to take advantage of these offers 01675 432338



Buy 2x9g of Hobgoblin or Hobgoblin Gold and get a Hobgoblin Halloween Kit

Applicable on orders placed between
and including 1st-13th October 2017

Terms and conditions: 45 kits available. Whilst stocks last,
30 Hobgoblin and 15 Hobgoblin Gold. Purchaser must
specify which kit they would like at time of purchase.
2x9g must be purchased in one order.

  [hobgoblin beer](https://www.facebook.com/hobgoblin.beer)   [@hobgoblin_beer](https://www.snapchat.com/add/hobgoblin_beer)

www.wychwood.co.uk

Call now to take advantage of these offers **01675 432338**





HALLOWEEN

31ST OCTOBER

Can you afford not to take part?

Halloween in the UK is now almost as big as the celebrations over in the States, with 40% admitting to participate. This makes it the second biggest UK party night after New Year's Eve.

- Estimated spend on Halloween in the UK in 2016 was in the region of £310M an increase of 5% from 2015.
- 19% of consumers are spending between £26 - £50 on Halloween products and 6% are spending £85 or more.
- Millennials (those born in early 1980s to mid 1990s) are by far the most involved Halloween audience, with 71% taking part in Halloween which is 48% more year on year.

Source: Mintel

- All Strongbow kits from our September promotion will be delivered over the course of October. Please see inside for our Hobgoblin and Hobgoblin Gold Halloween Kits which are available on any orders up to 13th October.
(whilst stocks last)
- Please share your photos on our Facebook page at www.facebook.com/trustinns and share your ideas on our Facebook tenant's forum (links on our Facebook page)



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