

Inn centive

FOR TRUST INNS' LESSEES

FEB
2018

NEW



**GET YOUR FREE
WESTONS CIDER
POS KIT**

WHEN YOU BUY A 20L BAG-IN-BOX
SEE PAGE 4

**GET READY
FOR SPRING**

A whole bunch of blooming great offers inside

Follow us! 

 **Trust Inns**
Better Pubs through Better People

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

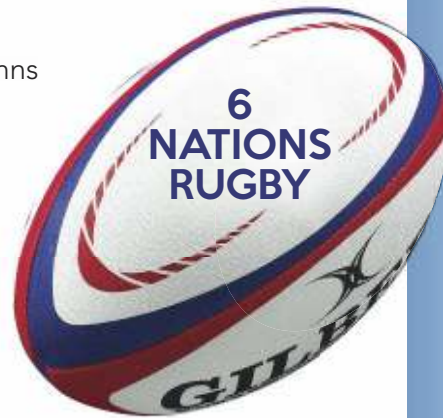
Direct Telesales Line: 01675 432338

Welcome to the February issue of Inncentive.

February promises to be a great sporting month, with lots of events that could hopefully draw more customers to the pub. Take a look at our What's On section for more information. Remember, many brand owners get behind sporting events, in particular the Six Nations tournament, so this month we've got offers to help you promote this.

Looking for more ideas to build your business? Then why not follow us on Facebook and our private tenant forum and speak to tenants from across the estate?

You can find us at www.facebook.com/trustinns



WHAT'S ON? in February

SAT 3rd **Rugby Six Nations
Tournament starts**
until 17th March 2018

FRI 9th **Winter Olympics start**
Support Team GB!

TUE 13th **Shrove Tuesday**
Also known as Pancake Day!

WED 14th **Valentine's Day**

MON 12th or MON 19th
**Start of half term for
school kids**
(dependent on which area of
the country you live in)

TUE 20th **Great British Beer Festival**

WED 21st **Brit Awards**



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

Trust Inns Tenant Training Dates 2018



February 28th - Marketing

March 1st - Finance

April 10th - Cellar Management | 11th - Social Media Workshop

June 6th - Health & Safety | 7th - Finance

July 25th - Managing People | 26th - Marketing

September 4th - Finance | 5th - Cellar Management

October 16th - Marketing | 17th - Social Media Workshop

November 27th - Managing People | 28th - Health & Safety

Courses are free of charge to all tenants and/or lessees within the first 12 months of signing the tenancy or lease agreement. A small charge is applicable for additional places.

Each course is one day long and all are held in venues of our choosing (this will be confirmed at the time of booking).



**If you would like to take part in any of the courses listed then please
contact your Business Development Manager**

NEW

20L
BIB



BUY ONE
20L BAG-IN-BOX
AND RECEIVE A
FREE
POS KIT INCLUDING
GLASSWARE AND
PUMP CLIP*

Old Rosie

**The Original
Cloudy Cider**

ABV. 7.3%

Taste: A balance of sweetness and acidity, to complement the bitterness of traditional cider apples.

Sweet: 🍏🍏🍏🍏🍏

Rosie's Pig

**Refreshing Still
Cloudy Cider**

ABV. 4.8%

Taste: Medium dry cloudy cider made from freshly pressed apples with hints of citrus and spice.

Sweet: 🍏🍏🍏🍏

* T&C's 1 pos kit per order whilst stocks last

f /WestonsOldRosie @WestonsOldRosie Westons-Cider.co.uk

WESTONS CIDER EST. 1880



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

for the facts
drinkaware.co.uk

ORIGINAL
Craft Cider

INSPIRED BY STAN THATCHER



Order any 2 Bag in Boxes and
receive a Free POS Kit.

Kit Contents

- 12 Thatchers branded pint
- 10 Stan's Bar Towels.
- 200 Stan's Drip-mats.
- 10 Stan's Cider tasting leaflets

Make sure you're stocked up.

Call 01934 827408 to find out more.

EST. 1968
THATCHERS
WHAT CIDER'S SUPPOSED TO TASTE LIKE

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



Lilley's Cider



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.

Buy any 20L BIB and get 1 x 3L BIB Apple & Pears cider free!

T&Cs One offer per outlet. Free 3L BIB is always Sunset cider. Whilst stocks last.

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**

drinkaware.co.uk for the facts

THIS FEBRUARY
GIVE IT A G
BUY 1, GET 1 FREE



GREAT TASTE. NO ALCOHOL.*
ONLY 69 CALORIES

*CONTAINS NO MORE THAN 0.05% ALCOHOL BY VOLUME



EST. 1873
Heineken[®]
open your world

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





Buy 2 casks of *dizzy* blonde

Get a free
exclusive
Dizzy Blonde
hoodie



Contact 0161 612 4000 to order POS

For more health information, visit: drinkaware.co.uk
for the facts



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



Buy 2 casks of

TROOPER
PREMIUM BRITISH BEER

Get a free
bottle of Smirnoff
Premium Vodka (70cl)



For more health information, visit: drinkaware.co.uk
for the facts

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



**BUY 2X9G OF
BOMBARDIER PALE ALE
OR BURNING GOLD**

**RECEIVE A FREE BOTTLE
OF GORDON'S GIN**



Terms & Coinditions: 2x9g must be purchased in one order.
2x9g can be either one brand or a mixture of two.
Gordon's Gin is a 70cl bottle. Whilst stocks last



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


BUY 2 X 9GS OF TWO HOOTS

TO RECEIVE A TWO HOOTS
RUGBY SHIRT



Contact telesales at
telesales@joseph-holt.com
for more info

 /JosephHoltBrewery

 /JosephHolt1849

www.joseph-holt.com



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



BUY 2x9G OF GREENE KING IPA AND RECEIVE A FREE RUGBY POS KIT

Terms & Conditions: Offer available throughout February 2018 whilst stocks last.



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

GET
RUGBY
READY



OFFICIAL BEER OF ENGLAND
COMMUNITY CLUBS