

Inncentive

MARCH
2018

FOR TRUST INNS' LESSEES

NEW



GET YOUR FREE
WESTONS CIDER
POS KIT

WHEN YOU BUY A 20L BAG-IN-BOX
SEE PAGE 7

GET READY FOR
ST. GEORGE'S DAY
IN APRIL

See back page for your free
St. George's Day POS kit



Follow us!



iTrust 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 March issue of Inncentive!

There is a host of great offers throughout the magazine to tempt you, including some great new bag in box craft ciders that are perfect for those looking to offer something new and interesting to their customers. Given draught cider is one of the only drinks categories in growth at the moment, now is the time to take full advantage with free POS and free product on two of our range.

Don't forget to follow us on Facebook for more information on what's new to our product portfolio or within the On Trade in general. We love sharing business building ideas so head along to:
www.facebook.com/trustinns
to find out more!



WHAT'S ON? in March

THURSDAY 1st

St. David's Day

MONDAY 5th - SUNDAY 11th

British Pie Week

SUNDAY 11th

Mothering Sunday

TUESDAY 13th - FRIDAY 16th

Cheltenham Festival

SATURDAY 17th

St. Patrick's Day

FRIDAY 23rd

Red Nose Day

SUNDAY 25th

Start of British Summertime

FRIDAY 30th

Good Friday



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

Trust Inns Tenant Training Dates 2018



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**

CIDER TO SUIT ALL OCCASIONS
BUY ANY 4, ORIGINAL FREE*



*TERMS AND CONDITIONS APPLY, WHILST STOCKS LAST, MADE IN THE UK.

drinkaware.co.uk for the facts

CALL
OUR
TELE-
SALES
LINE

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

PREMIUM CIDER
MADE IN **KOPPARBERG** SWEDEN

BUY 4 CASES
GET A FREE CASE OF GLASSWARE



drinkaware.co.uk

Offer valid between 01.03.18 - 30.04.18.
Limited number of deals available. Trust Inns reserve the right to end
this promotion without notice. While stocks last.

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 exotic taste.



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 2 x 20L BIB and get 1 x 3L BIB Sunset cider free!

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

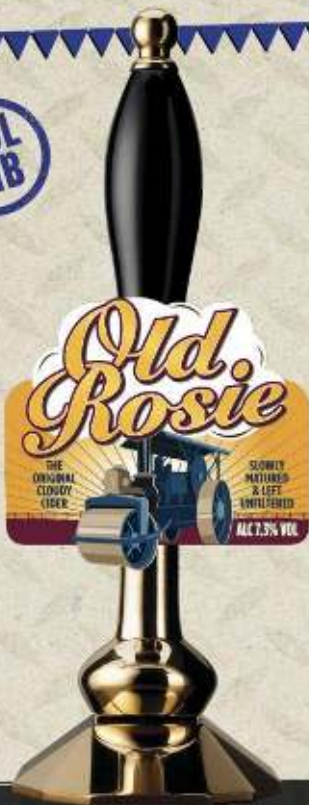
Lilley's cider, Unit 7 Handlemaker Road, Frome, Somerset, BA11 4RW
01373 466626 | office@lilleyscider.co.uk | www.lilleyscider.co.uk

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



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

20L
BIB



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

NEW

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

Facebook: /WestonsOldRosie Twitter: @WestonsOldRosie Website: Westons-Cider.co.uk

WESTONS CIDER EST. 1880

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







RINGWOOD ★ BREWERY ★

VISIT THE WINDING DOWNS

Contact 01527 557 828
for more information.

T&C's: Any mix of the two products is permitted. 2x9g must be purchased in one order. 4x9g must be purchased over the course of the month. Available whilst stocks last. One offer per pub. All POS delivered in April 2018. Offer valid on all purchases in March 2018.

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

Buy 2 x 9's

Receive 2 x Bar Runners & Dripmats

or Buy 4 x 9's

Receive 2 x Bar Runners
& Dripmats &
12 Branded Glasses



Branded Glasses

Bar Runners

Dripmat



Call now to take advantage of these offers 01675 432338

drinkaware.co.uk
for the facts

WIN A SUMMER SEASIDE GETAWAY WITH TRIBUTE

THROUGHOUT MARCH & APRIL EACH TIME YOU ORDER
2x9G OF TRIBUTE WE'LL ENTER YOU INTO A PRIZE
DRAW FOR THE CHANCE TO WIN ONE OF 50 SHORT
BREAKS IN TRIBUTE'S SOUTH WEST HOMELAND

For your chance to win simply place an order via
Tradeteam or for full terms & conditions see
tributeale.co.uk/seasidegetaway



QUALITY SPEAKS FOR ITSELF

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

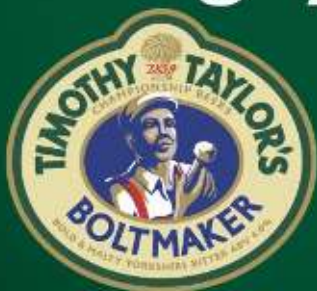


March Offer



iTrust Inns
Better Pubs through Better People

**Buy any 3 x 9gal and
receive a FREE
rugby shirt**



For POS support contact us on 01535 682196 or pos@timtaylors.co.uk

All for that taste of Taylor's

@TimothyTaylors www.timothytaylor.co.uk /TimothyTaylors



Call now to take advantage of these offers 01675 432338

drinkaware.co.uk for the facts

**BUY 2x9Gs OF PEDIGREE OR
61 DEEP & RECEIVE A FREE POS KIT
...BUY A THIRD 9G AND RECEIVE 12 X PINT GLASSES**

Kit contains Promotional Drip Mats, 1 Rubber Bar Mat,
1 Temporary Pump Clip & 1 Pump Clip Halo



PLUS... We're giving one lucky winner a chance to brew a beer with our team

FROM BURTON WITH LOVE

[f /MarstonsBrewery](https://www.facebook.com/MarstonsBrewery) [t @marstonsbrewery](https://twitter.com/marstonsbrewery) [i @marstonsbrewery](https://www.instagram.com/marstonsbrewery)



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



BUY 2 x 9s OF BOMBARDIER & RECEIVE A FREE ST. GEORGE'S DAY POS KIT



CELEBRATE ST. GEORGE'S DAY ON 23rd APRIL

POS kit contains*:

- A3 posters
- Bombardier bunting
- Pumpclip crowner
- Drip mats



*Offer limited to 1 kit per outlet. Offer available March to April 2018. Available whilst stocks last on a first come first served basis. POS kits will be supplied direct from Marston's Beer Company, DE14 2BG.



Call now to take advantage of these offers 01675 432338

PLUS £5 OFF
every 9s of Bombardier
and Bombardier Burning Gold
throughout March