

INNcentive

iTrust Inns
Better Pubs through Better People



NOVEMBER 2020

See our great
Packaged Lager
& Cider Deals - perfect
to offer your customers as
a takeaway after 10pm closing

Launch into Winter

with these
dazzling offers...

HOBGOBLIN IPA

NOW IN CASK

On Deliveries
between
2nd & 27th
November

BUY 1 X 9G & GET £6.50 OFF
BUY 2 X 9G IN ONE DELIVERY & GET
£6.50 OFF EACH PLUS RECEIVE:
A metal pump clip, Glassware and Cask top tips wall charts



Hobgoblin Beer
  
wychwood.co.uk

*1 POS deal per pub while stocks last. Unlimited £6.50 deals.

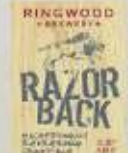
drinkaware.co.uk for the facts

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BEST VALUE CASK PROMOTION

BUY 2 DIFFERENT FIRKINS IN ONE DELIVERY AND GET A 70CL BOTTLE OF SMIRNOFF

NEWLY LISTED BRANDS FOR 2020



NEW

ALL SUBJECT TO AVAILABILITY

MARSTON'S

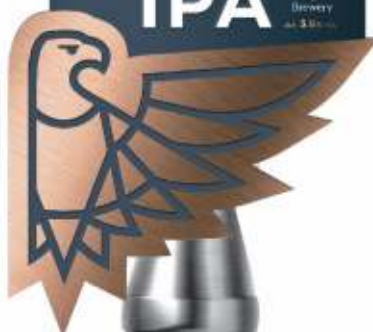
BEER STREET

BUY 1x 9G OF TWO BRANDS IN THE RANGE AND GET 20x 2 PINT TAKEAWAY CARTONS

fastcask

EAGLE
IPA

From the
Eagle
Brewery
at 3.6%



MARSTON'S
BREWERY

61
DEEP

3.3%
ALC/VOL

PALE ALE



Terms and conditions. 1x9g of two different brands
must be purchased in one order to qualify.
Available whilst stocks last.

Buy any
5 cases
from the
range and
receive a
free case of
Budweiser



Terms and conditions: 5 cases must be purchased in one order. Free case is always Budweiser. Offer available whilst stocks last.



Budweiser
24x330ml case



Stella Artois
24x330ml case



Beck's
24x275ml case



Magners Original
12x568ml case

PACKAGED LAGERS
£3 OFF
per case



Sol
24x330ml
4.2%



Desperados
24x330ml
5.9%



Birra
Moretti
24x330ml
4.6%



Heineken
24x330ml
5.0%



Heineken
0.0
24x330ml
0%



Buy 3 cases of Corona Get 2 free Corona branded bottle buckets

*Terms and conditions: 3 cases must be purchased in one order.
Corona case = 24x330ml bottles. Available whilst stocks last*

Now is the time to enhance your packaged world beer portfolio

2020 has been an unprecedented year, presenting a number of challenges to the pub and restaurant industry. With challenge however, also comes opportunity, with a new set of consumer behaviours and attitudes making it the perfect time to maximise revenue by introducing smart and easy-to-adopt solutions in your pub.

Enhancing your packaged portfolio is one quick and easy way to support your business and continue to delight your customers, offering many benefits.

Supporting your business

Packaged beers by their very nature make them a perfect solution for takeaway, allowing you to maximise both on and off sales simultaneously. They also allow for greater speed of service, a guaranteed perfect serve and fewer touchpoints, providing a more efficient and reliable option for your team.

Delighting your customers

World beer as a category is currently in 24% growth and world lager accounts for 44% of packaged beer sold. Offering a wider breadth of range and formats in a growing category will encourage trade ups amongst your customers, as well as appealing to the experimental drinker, who typically spend more than the average drinker when going out.

drinkaware.co.uk for the facts

DELIVERING MORE EXPERIENCE

*Eligible brands include Erdinger, Warsteiner, Estrella Dams, Kirin Ichiban, Shipyard IPA and Shipyard PALE ALE. Customers must buy three different brands to be eligible. Cheapest case free. Promotion can only be redeemed once.



PREMIUM PACKAGED PROMOTION

Buy any 2 cases of
world beer and receive
a complementary
case on us.*

Top tips for packaged

To help you make the most of your packaged beer portfolio, we've put together the following tips:

- 1. Stock a wide choice of styles:** 85% of consumers agree that having a wide range of drinks is a major factor in deciding on a venue. Offering breadth of choice also appeals to a wider audience and encourages both experimentation and trade ups, driving greater margins.
- 2. Include a range of can and bottle:** Both are perfect for takeaway and provide a quick, low contact serve on premises.
- 3. Show off your range on your back bar:** Make sure your customers can see what's on offer from a distance by using your back bar to its full potential.
- 4. Take advantage of deals and promotions:** Stocking up while there's a deal on is another savvy way to increase your profits.
- 5. Showcase on social:** Use your social channels to shout about your packaged portfolio, enticing new customers and driving footfall both on and for takeaway.



PACKAGED CIDERS

£3 OFF

per case



£2 OFF PER CASE



Terms and conditions. Discount applies to cases of 24x330ml Coca Cola, Diet Coke and Coke Zero. Also 24x275ml of Appletiser. Whilst stocks last. On orders placed throughout November 2020.



Direct Telesales Line: 0808 169 8979