

# INNcentive

**iTrust Inns**  
Better Pubs through Better People



## AUGUST 2022



# Premier League football is back!

SATURDAY 6th AUGUST

## BIG BRAND PROMOTIONS...



Direct Telesales Line: 0808 169 8979

**BUY 2 X 9G  
BLACK SHEEP  
BEST BITTER  
AND RECEIVE  
12 X PINT  
GLASSES**



**BUY 2x9G AND GET  
A FREE BOTTLE OF  
GORDON'S  
PINK GIN**

<b>STYLE</b>	PALE ALE
<b>HOPS</b>	LIBERTY & MOUNT HOOD
<b>MALT</b>	ALL-BRITISH MALT
	GOLDEN, YELLOW
	FLORAL, MALTY, CITRUS
	MALT, FRUITY
<b>BITTER</b>	●●●●●
<b>SWEET</b>	●●●

**AVAILABLE IN**  
 CASK / RBV. 3.7%  
 KEG / RBV. 3.6%  
 BOTTLE / RBV. 4.1%



Terms and conditions:  
 Depot restrictions apply. 2x9g must  
 be purchased in one order to qualify.  
 Max of 3 deals per customer.  
 Free bottle is always 70cl Gordon's  
 Pink Gin. Available whilst stocks last.

**J.W. LEES**



**BRANDED  
PARASOLS**



# BUY ANY GREENE KING ALE

**NEW** stockists

applies to all brands  
High value POS kit available  
for each new stockist\*

Includes glassware, bar runners,  
drip mats and parasol for each brand

\*New stockist is a site that hasn't purchased the product for 12 weeks prior to 1st August 2022. Existing stockists is a site that has purchased the product one or more times in the 12 weeks prior to 1st August 2022. Available whilst stocks last.

**EXISTING**  
stockists

applies to all brands

Buy 1x9g or 1x11g and receive  
a branded garden parasol



# PEARL JET



## AVAILABLE NOW

## A GREAT ALTERNATIVE DRAUGHT STOUT

**ONLY £106.11**  
PER 30 LITRE

Ask your BDM for more details

**PEARL JET:** A few pearls about our Oyster Stout. It's a nod to classic English stouts often complimented by (but not containing) shell fish.  
**TASTING NOTES:** Hint of chocolate, coffee and sweet treacle flavours and yet quite smooth and clean tasting. Not that we'd ever crow about it.



be [drinkaware.co.uk](http://drinkaware.co.uk)

PREMIUMISE YOUR BAR WITH  
**CORONA  
DRAUGHT**

— UNLOCK POS KIT —  
**WORTH £500**

- 2 X PARASOL
- 2 X DECK CHAIRS
- 2 X CORONA BLANKET
- 5 X ICE BUCKETS
- 24 X ICONIC CORONA GLASS

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**BUY 3 CASES  
OF BIRRA  
MORETTI  
& GET A CASE  
OF SOL FREE**



**TIME  
FOR  
WHAT  
MATTERS**

[drinkaware.co.uk](http://drinkaware.co.uk)  
for the facts

1st - 31st August. 50 deals available. Whilst stock lasts. All cases to be bought in the same transaction. 1 deal per customer.

# KOPPARBERG

Available throughout  
August



Drive sales this summer with the UK's favourite cider brand

Buy 4 x cases of 500ml Kopparberg and get an ice bucket POS pack

- | When the sun shines, **cider uplifts more** than any other alcohol category<sup>2</sup>
- | Kopparberg **sales spike faster** than any other cider brand<sup>3</sup>
- | Kopparberg has **more drinkers** than any other cider brand<sup>4</sup>

As the bestselling fruit cider brand<sup>5</sup>, Kopparberg is the must stock for the season

Stay in touch:

 Kopparberguk  sales@kopparberg.co.uk

Sources: 1. Savanta Top 100 Most Loved Drinks Brands report, n=48,000, Jan '21-Jun '21. 2. IRI, Total Alcohol, 52wk/e 20.2.22. 3. IRI, 52 weeks 20.2.22. 4. Germinate research 2021. 5. IRI, cider market, 52wk/e 21.01.21. T&C's: Promotion open to all customers. Promotional period of 01.07.22 – 31.07.22. Promotion is based on purchase of 4 x cases of 15 x Kopparberg 500ml; Strawberry & Lime, Mixed Fruit, Pear or Raspberry. Cases must be purchased in one order, and can be mixed. Each ice bucket POS kit consists of: 5 x ice buckets, 4 x posters. Ice buckets and printed POS will be delivered separate to the cases. Maximum 2 deals redeemable per outlet during promotional period. Whilst stocks last.

be [drinkaware.co.uk](https://www.drinkaware.co.uk)



## Buy any two cases of 200ml Schweppes Classic Tonic or Slimline Tonic and receive 1 case FREE

Also receive  
1 case of Copa  
glassware  
**FREE**



# LOOKING TO MAKE YOUR PUB BUSINESS STAND OUT?

Est. 1996



## ACANTHUS

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Beer Mats  
Booklets

Bookmarks  
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Calendars  
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Folders  
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Pull Up Banners  
Roller Banners  
Strut Cards

Signage Boards  
Stickers  
Swing Tags  
Tablecloths  
Table Talkers  
Vinyl Banners  
Wall Stickers  
Water Bottles  
Window Stickers

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