

# INNcentive



# JULY 2023



## BIG BRAND OFFERS THIS JULY



**Direct Telesales Line: 0808 169 8979**

NEW

# Captain Morgan SLICED APPLE



SCAN FOR  
POS, TIPS AND MORE

DIAGEO ONE



[drinkaware.co.uk](http://drinkaware.co.uk) for the facts | PLEASE DRINK RESPONSIBLY

# STOCK UP NOW

BUY 3 X 50L DRAUGHT  
GUINNESS, GET NEW  
CAPTAIN MORGAN  
SLICED APPLE FREE\*



RUM GROWING CATEGORY  
IN THE ON-TRADE DRIVING  
TOTAL SPIRITS\*\*




\*While stocks last

\*\*CGA OPMS MAT 20.02.2020 GB ON TRADE  
VALUE 2. IWSR UK Report May 2021

## A POST-INDUSTRIAL MANCHESTER CLASSIC

# £5 OFF PER 90 FIRKIN



<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>	  

## J.W. LEES

T&Cs Whilst stocks last.

# BUY 5 CASES GET 1 CASE OF OLD MOUT BERRIES & CHERRIES

# FREE



ENJOY RESPONSIBLY  
T&C: Whilst stocks last, speak to sales for more information

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

# CASK ALE

## SUMMER SAVINGS

**BUY 1**

★ AND GET ★

**£5 OFF**

**BUY 2**

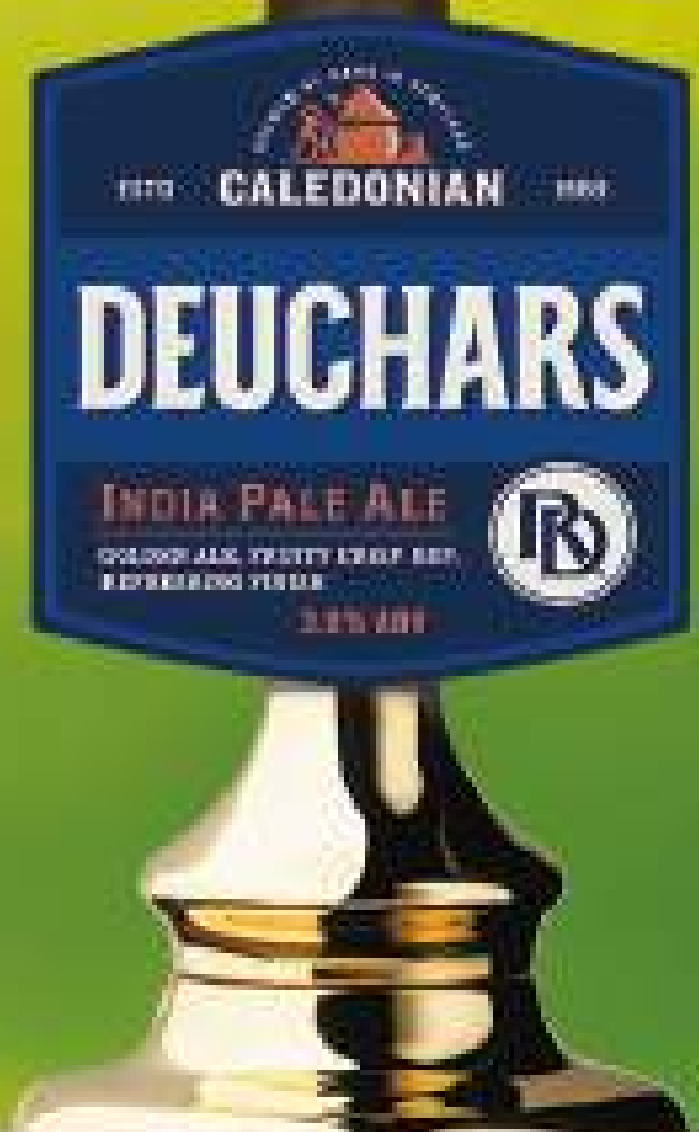
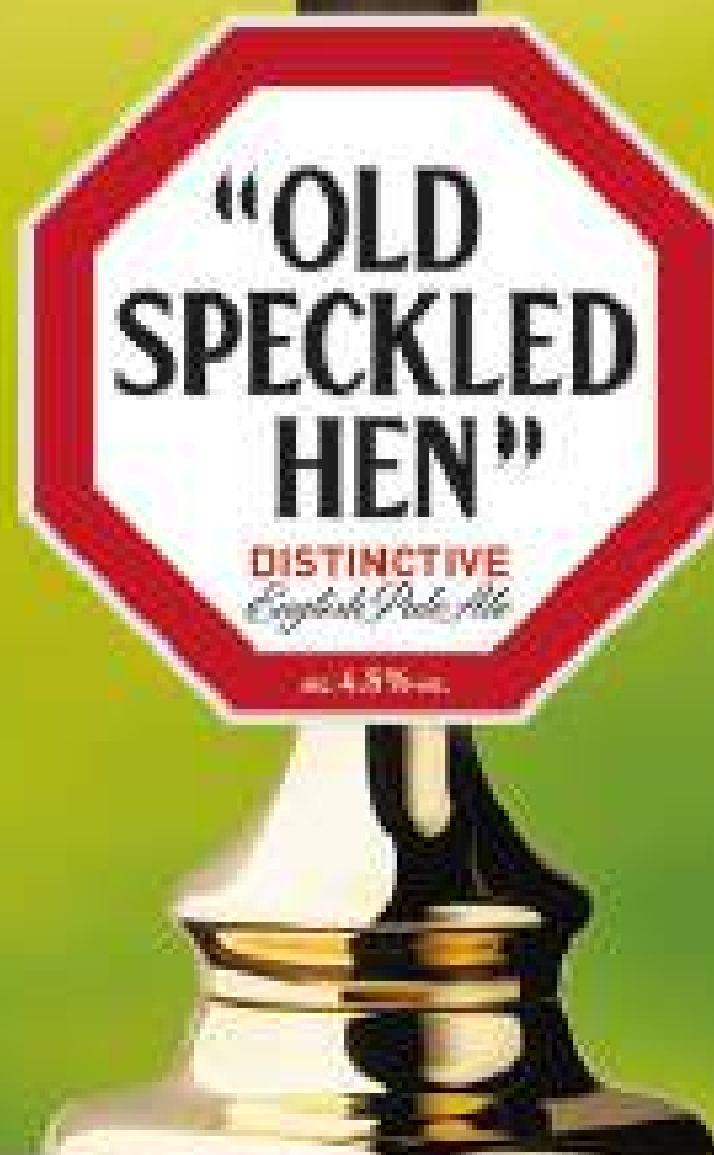
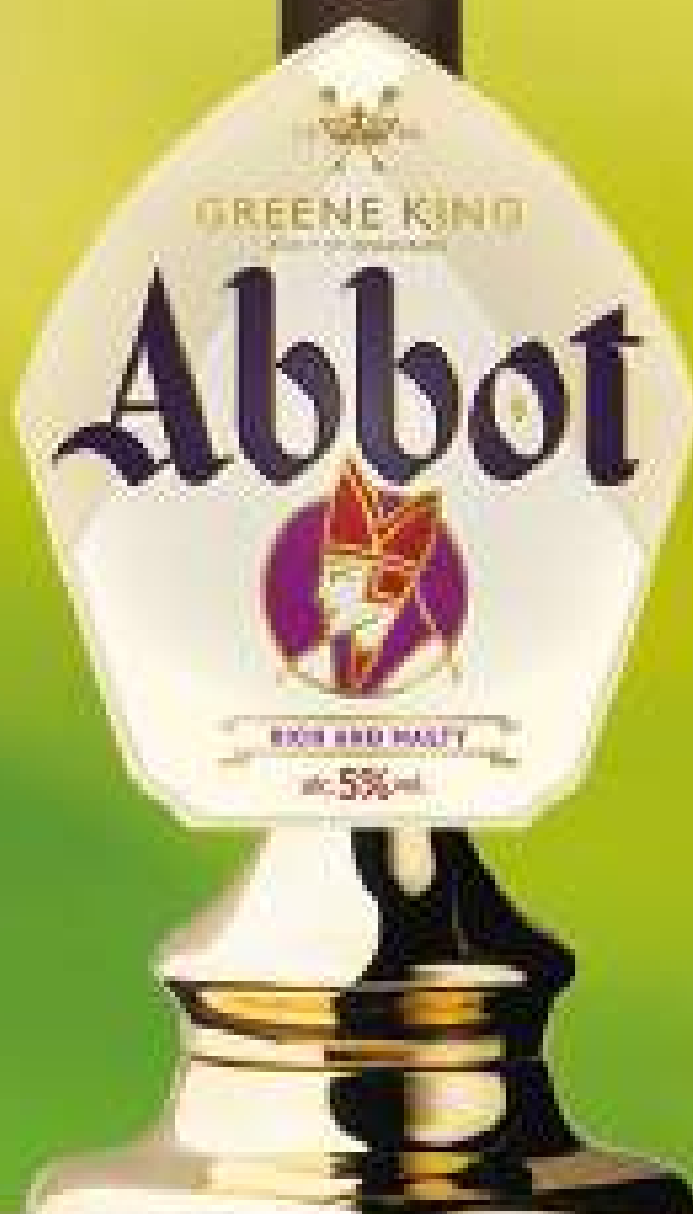
★ AND GET ★

**£12 OFF**

**BUY 3**

★ AND GET ★

**£20 OFF**



For point of sale contact Pete Reynolds – [peterereynolds@greeneking.co.uk](mailto:peterereynolds@greeneking.co.uk)  
Subject to stock and depot availability.

Your Trade account will be credited at the end of the month for each qualifying purchase.

# WOLFPACK

## COMING SOON



◀ **SESH IPA 3.8%**  
**PILSNER 4.4%** ▶



FREE KEG ON INSTALL WITH POS KIT AVAILABLE AND A FREE KEG AFTER 12 WEEKS OF STOCKING.

To register your interest, please contact Pete Reynolds: 07812 256 290 | [petereynolds@greeneking.co.uk](mailto:petereynolds@greeneking.co.uk)

## SHOULD I GET ACCREDITED?

Are you selling great quality cask ale?

Want to be recognised for beer quality?

What happens if I apply?

A qualified assessor will make an appointment to sample your cask ales and carry out a Scores on the Cellar Doors audit.

### Why join?

- ± Gain a plaque recognised by 77% of cask ale drinkers
- ± 88% of members have seen sales grow since joining
- ± 98% of accredited licensees would recommend Cask Marque
- ± Be part of the World's Biggest Ale Trail
- ± Receive FREE Point of Sale

Full cost is £195 + VAT. Contact your Trust Inns' BDM to enquire about how they may be able to support you in meeting this cost



[www.cask-marque.co.uk](http://www.cask-marque.co.uk)



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