Trust Inns

Better Pubs through Better People

JUNE 2025

The INNcentive Magazine

WHAT'S INSIDE?

- PRIZE DRAWS!
- BIG BRAND OFFERS
- GOOD NEWS STORIES
- NEW ACQUISITION
- MONEY OFF CASKS

BIG BRAND DEALS

ENGLAND & WALES DIRECT TELESALES **0808 169 8979**

The Briery in Workington is currently managed by Mark Greenaway, an Edinburgh-based chef and restaurateur.

Under Mark’s current leadership, the 5 letting rooms above the pub/restaurant have undergone a complete renovation, with an investment of over £200K! It’s amazing how a fresh look and new vision can make such a profound difference. We’re constantly reinvesting in our properties and love watching them evolve, whether through major transformations or more subtle updates.



The BRIERY

Colour Palette





bedrinkaware.co.uk

Install Heineken® ORIGINAL

Receive a FREE 11g keg and £150 POS kit

All installs in June and July enter a draw for the chance to win £500 worth of compliments vouchers.

NEW

STAR PINT GLASS



NEW **POS SUITE**

Bar Runners



Drip Mats



Barware Accessories





For full terms speak to your BDM. Promoter: Heineken UK Limited, EH2 2BD. Open to UK residents aged 18+ who operate an on trade outlet in the Trust Inns estate. Contact your BDM to enter install Heineken Original in your outlet between 1/6/25 and 1/12/25 and receive a free 11kg keg of Heineken Original. Limited to one install per entrant. In addition, installs between 1/5/25 and 30/6/25 will be entered into a draw to win a £500 voucher for Eden Red. There is one prize.

be drinkaware.co.uk
Drink Cruzcampo® Responsibly
Brewed in the UK

Cruzcampo®

SEVILLA

DISCOVER THE TASTE OF SEVILLA



NOW AVAILABLE IN 22G

£493.08* +VAT

Every time you **purchase a 22g in May and June** you will be entered into a draw to **WIN 1x 22g free of charge**!

*BEFORE ANY APPLICABLE DISCOUNT NOT AVAILABLE IN SCOTLAND



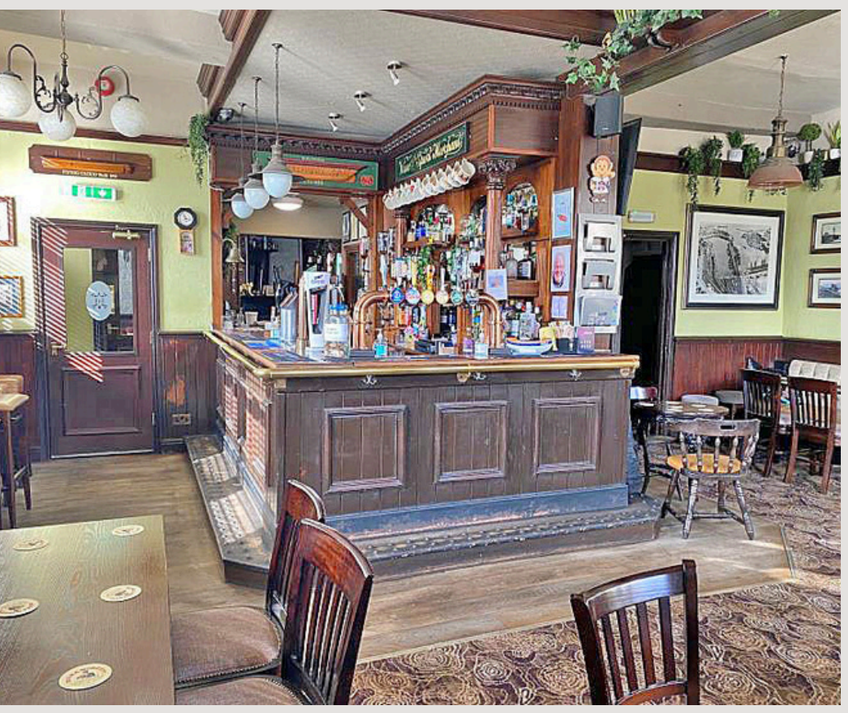
DRINK BEAVERTOWN BEER RESPONSIBLY

NEW ACQUISITION

GLOBE



26 NORTHGATE, HARTLEPOOL, TS24 0LJ







Why the Globe?

A substantial three-storey detached property built in 1854, combining period charm with practical amenities. Internally, it features a cosy lounge with traditional seating, a working fireplace, and a large wooden bar servery. Opposite is a spacious public bar adorned with original decorative ceilings, another fireplace, and brass-accented solid wood bar.

Key Features:

- ✓ WET LED, REAL ALE PUB
- ✓ SPACIOUS BEER GARDEN
- ✓ FUNCTION ROOM AND 2 BAR AREAS

iTrust Inns
Better Pubs through Better People

TAKE A LOOK AT THIS VACANCY NOW

recruitment@trustinns.co.uk 07788445787 www.trustinns.co.uk

JUNE SPECIAL OFFER

BUY 2 FIRKINS

OF ABBOT AND/OR GREENE KING IPA & RECEIVE A FREE CASK VIBES CROWNER PLUS YOUR CHOICE OF:

GREENE KING IPA POS

1 x Wooden 2m Parasol
1 x Case of Pint Glasses (12)

OR

ABBOT POS

10 x Lanyards
1 x Dogs Bowl
5 x Polo Shirts (mixed sizes)
1 x Case of Pint Glasses (12)

Promotional offer available from 1st June – 30th June 2025. Buy any 2 x 9g Firkins to qualify for a free Cask Vibes crowner, choose from an Abbot Ale POS kit consisting of 10 x lanyards, 5 x Abbot Ale branded polo shirts, 1 x dog bowl, 1 x case of 12 Abbot Ale pint glasses or a GK IPA POS kit consisting of 1 x 2 m wooden GK IPA branded parasol, 1 x case of 12 GK IPA pint glasses. No limit to the number of qualifying deals per outlet. Subject to stock and availability.

Wainwright

WORTH THE WALK

£147.50*

+VAT

BUY 2 GET 1 CASE OF GLASSWARE

AVAILABLE FROM 1ST APRIL





LIMITED EDITION WAINWRIGHT WANDERER

Alfred Wainwright believed there was only one thing more rewarding than a long walk, and that's a fresh beer. Crafted with the finest ingredients to deliver an easy drinking beer. Wainwright Wanderer is perfect beer for the Spring walking season.

Available from 1st April - 30th June 2025, whilst stocks last. Pricing is available on request.

Enjoy responsibly. be drinkaware.co.uk

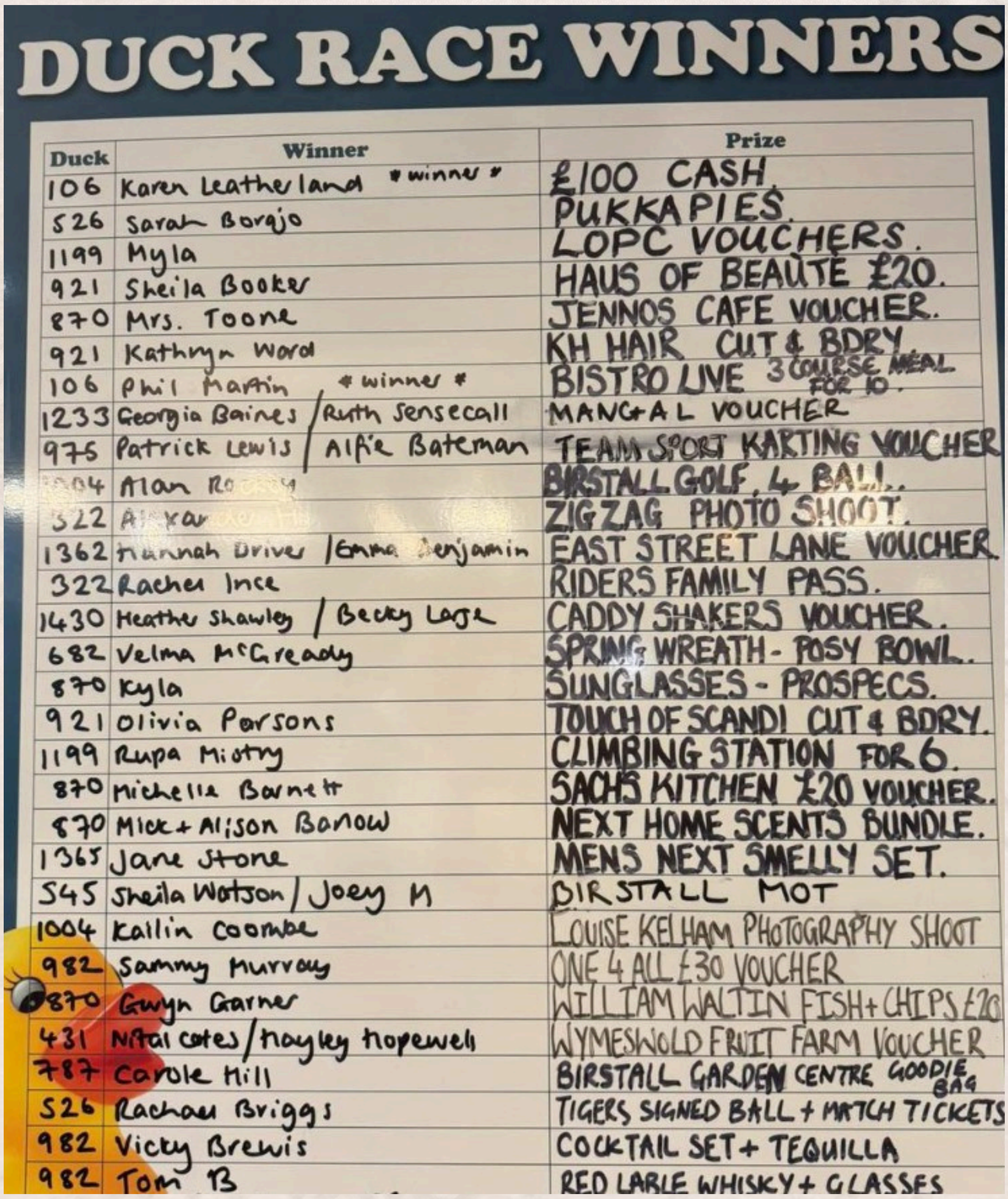
***Before any applicable discount**

White Horse Birstall - Duck race to raise money for Girlguiding Birstall.



On Bank Holiday Monday, May 5th, an incredible fundraising event took place, raising a total of £9,568 for Girlguiding HQ!The team behind the event successfully raised £6,032, while other charity stalls contributed an additional £3,536

The White Horse also made a brief mention in the BBC News article, ‘Girlguiding leaders say HQ needs urgent repairs,’ highlighting their involvement. The event featured a variety of prizes, adding to the excitement and sense of community. It was an outstanding day, filled with generosity and support for Girlguiding. A huge congratulations to the team and everyone who helped make this amazing fundraiser a success!



DUCK RACE WINNERS

Duck	Winner	Prize
106	Karen Leatherland * winner *	£100 CASH.
526	Sarah Borgjo	PUKKAPIES.
1199	Myla	LOPC VOUCHERS.
921	Sheila Booker	HAUS OF BEAUTE £20.
870	Mrs. Toone	JENNOS CAFE VOUCHER.
921	Kathryn Ward	KH HAIR CUT & BDRY.
106	Phil Martin * winner *	BISTRO LIVE 3 COURSE MEAL FOR 10.
1233	Georgia Baines / Ruth Sensecall	MANGAL VOUCHER
975	Patrick Lewis / Alfie Bateman	TEAM SPORT KARTING VOUCHER
1004	Alan Ro	BIRSTALL GOLF, 4 BALL..
522	Ai Xa	ZIGZAG PHOTO SHOOT.
1362	Hannah Driver / Emma Benjamin	EAST STREET LANE VOUCHER.
322	Rachel Ince	RIDERS FAMILY PASS.
1430	Heather Shawley / Becky Lage	CADDY SHAKERS VOUCHER.
682	Velma McGready	SPRING WREATH - POSY BOWL.
870	Kyla	SUNGLASSES - PROSPECS.
921	Olivia Parsons	TOUCH OF SCANDI CUT & BDRY.
1199	Rupa Mistry	CLIMBING STATION FOR 6.
870	Michelle Barnett	SACHS KITCHEN £20 VOUCHER.
870	Mick + Alison Barlow	NEXT HOME SCENTS BUNDLE.
1365	Jane Stone	MENS NEXT SMELLY SET.
545	Sheila Watson / Joey M	BIRSTALL MOT
1004	Kallin Coombe	LOUISE KELHAM PHOTOGRAPHY SHOOT
982	Sammy Murray	ONE 4 ALL £30 VOUCHER
870	Gwyn Garner	WILLIAM WALTIN FISH + CHIPS £20
431	Nital Cotes / Hayley Hopewell	WYMESWOLD FRUIT FARM VOUCHER
787	Carole Hill	BIRSTALL GARDEN CENTRE GOODIE BAG
526	Rachael Briggs	TIGERS SIGNED BALL + MATCH TICKETS
982	Vicky Brewis	COCKTAIL SET + TEQUILLA
982	Tom B	RED LABLE WHISKY + GLASSES



GET £5 OFF 9G CASKS OF TRIBUTE IN JUNE & JULY

Terms & Conditions: 9G casks must be purchased during the promotional period. Available from 1st July until 31st July 2025. Available while stocks last.



share a Coke®

2-4-1 Coca-Cola's for your customers in your outlet

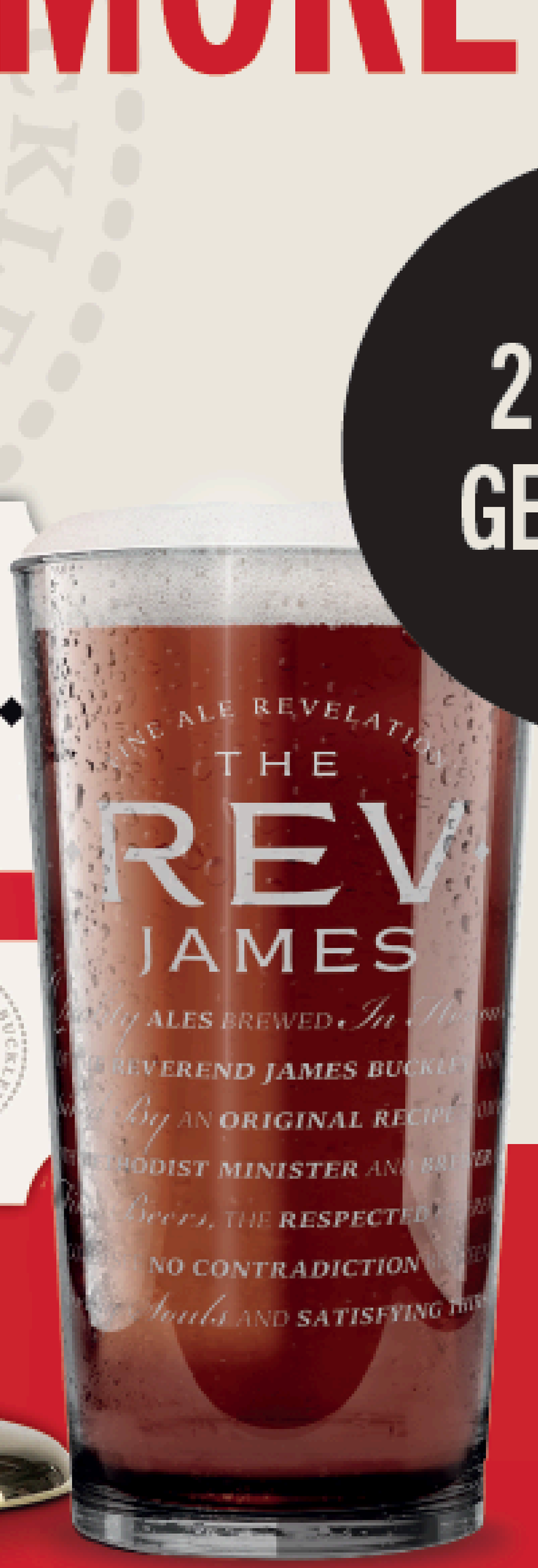
SCAN TO REGISTER

GB customers 18+ of Coca-Cola Europacific Partners. Terms and conditions apply, see shareacokeregistration.co.uk. © 2025 The Coca-Cola Company. All rights reserved.

MELLOW, MALTY
MORE-ISH

BUY
2 CASKS
GET £5.00
OFF





INDIE BEER

BUY LOCAL BEER
BUY INDEPENDENT

ENJOY THE TASTE OF AMSTERDAM

NOW AVAILABLE IN 22G

£459.96*
+VAT

Every time you **purchase a 22g in May and June** you will be entered into a draw to **WIN 1x 22g free of charge**!

AMSTEL BIER
TOGETHER
SINCE 1870

*BEFORE ANY APPLICABLE DISCOUNT

NOT AVAILABLE IN SCOTLAND

Reminder to all Tenants!

Need help with marketing designs?

Our Team can help with:

🍸 **Drink Deal Posters**

🎉 **Event Posters**

📣 **Banners**

🍽️ **Menus**

Just send us your content/text/info to:

✉️ **marketing@trustinns.co.uk**

👨‍💻 **We'll mock up the design for your approval – you just need to print it!**



HORSESHOE BAR X EUAN'S CAUSE

The Horseshoe Bar in Greenock started their yearly fundraising on May 25. The goal was to raise money for the Glasgow Children's Hospital charity and in Euan's honor. In order to raise money, the bar organised a number of events and activities. Additionally, donations were made through the Justgiving page, with all earnings going to the charity. What they hosted is shown below. Over £5,300 was raised by the JustGiving page!

Glasgow Children's Hospital Charity

- Auction/Raffle
- Live musicians
- Karaoke
- Football Charity Match
- Charity Golf Day
- Race and Grand National Event and more!

JustGiving®

HOBGOBLIN
SESSION IPA

IMPISHLY ZESTY WITH A CITRUS BURST AT ONLY 3.4%

NOW AVAILABLE IN FRESH ALE



6.6l
FRESH ALE
£111 + VAT

Enjoy responsibly.
be drinkaware.co.uk

Subject to availability. For more details contact your sales rep.

@HOBGOBLINBEER



FRESH ALE

THE NEXT GENERATION OF ALE

A game changing, innovative way to brew ale that maintains the flavour, body and theatre of cask but with 14 days shelf life.

THE MANY BENEFITS OF FRESH ALE

UP TO 14 DAY SHELF LIFE ALE
Proven quality & consistency with minimal waste

GREAT TASTING FROM THE FIRST SIP TO LAST DROP
Tastes exactly like cask ale is also unpasteurised

TRADITIONAL & AUTHENTIC EXPERIENCE
All-important hand pull theatre & serve

EASY TO KEEP & EASY TO INSTALL
No conditioning or specialist cellar equipment

CREATE NEW REVENUE STREAM
Reawaken dormant hand pulls sat on bar

AVAILABLE BRANDS

Currently available in 3 core beers:

- Wainwright Gold
- Wainwright Amber
- Hobgoblin Session IPA

Available in 30L kegs



FIND OUT MORE ABOUT WHAT FRESH ALE CAN DO FOR YOU

CARLSBERG BRITVIC

FREE STOCK BUNDLE WORTH £1000+

ON INSTALL OF COCA-COLA POSTMIX

FREE STOCK BUNDLE INCLUDES:

24 X 330ML GLASS COCA-COLA CLASSIC
24 X 330ML GLASS COCA-COLA ZERO SUGAR
24 X 330ML GLASS DIET COKE
24 X 200ML GLASS SCHWEPPES TONIC
24 X 200ML GLASS SCHWEPPES SLIMLINE TONIC
24 X 275ML GLASS APPLETISER
24 X 330ML CAN OASIS SUMMER FRUITS
24 X 330ML CAN OASIS EXOTIC FRUITS NO ADDED SUGAR
7L COCA-COLA ZERO SUGAR BAG IN BOX
7L DIET COKE BAG IN BOX
7L SCHWEPPES LEMONADE BAG IN BOX



PLEASE CONTACT: POSTMIXENQUIRIES@CCEP.COM

MyCCEP

IT'S FRUITY.
IT'S REFRESHING.
IT'S STRONGBOW STRAWBERRY.

TRY IT NOW.



*Before any applicable discount

A New Beginning and Branding





Out with the Old...

In with the NEW!

The tenant recently relaunched the (previously) Black and White Bull, now known as the Blue Star, Newcastle. This has drastically altered the site's design, both inside and outside. The goal was to shed the 'football hooligan' stereotype/history and transform into a community local. As shown on the bottom right, the spray paint/grunge effect attracts a variety of demographics, especially young people due to student halls/universities/close proximity to town, transforming from a dark, static look into a vibrant/colorful masterpiece!





be drinkaware.co.uk
Enjoy Responsibly

A BREAK FROM THE ORDINARY



+ FREE KEG ON INSTALLATION

£135*
+ VAT

6.6g

MURPHY'S

*Before any applicable discount

Trust Inns
Better Pubs through Better People

BECOME A FEATURE

IN NEXT MONTHS INNCENTIVE!





We want your stories!

- Fundraising events
- Staff/Pub Achievements
- Refurbishment transformations
- Behind-the-scenes
- Why do customers love your pub?

TAG US!

Follow Trust Inns

Tag us on our socials OR Contact us on: **marketing@trustinns.co.uk** if you'd like to share or require any extra marketing help let us know.

England & Wales
Direct Telesales Line:

0808 169 8979

For Scotland please order online:

www.matthewclarklive.com

Follow Trust Inns

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