Trust Inns

Better Pubs through Better People

JULY 2025

The INNcentive Magazine

WHAT'S INSIDE?

- UPGARDE YOUR SUMMER CIDER RANGE!
- BIG BRAND OFFERS
- UPCOMING OPEN DAYS
- POS KITS
- MONEY OFF CASKS

BIG BRAND DEALS

ENGLAND & WALES DIRECT TELESALES 0808 169 8979

July Open Days

Call Delia on 07788445787 to book your slot!



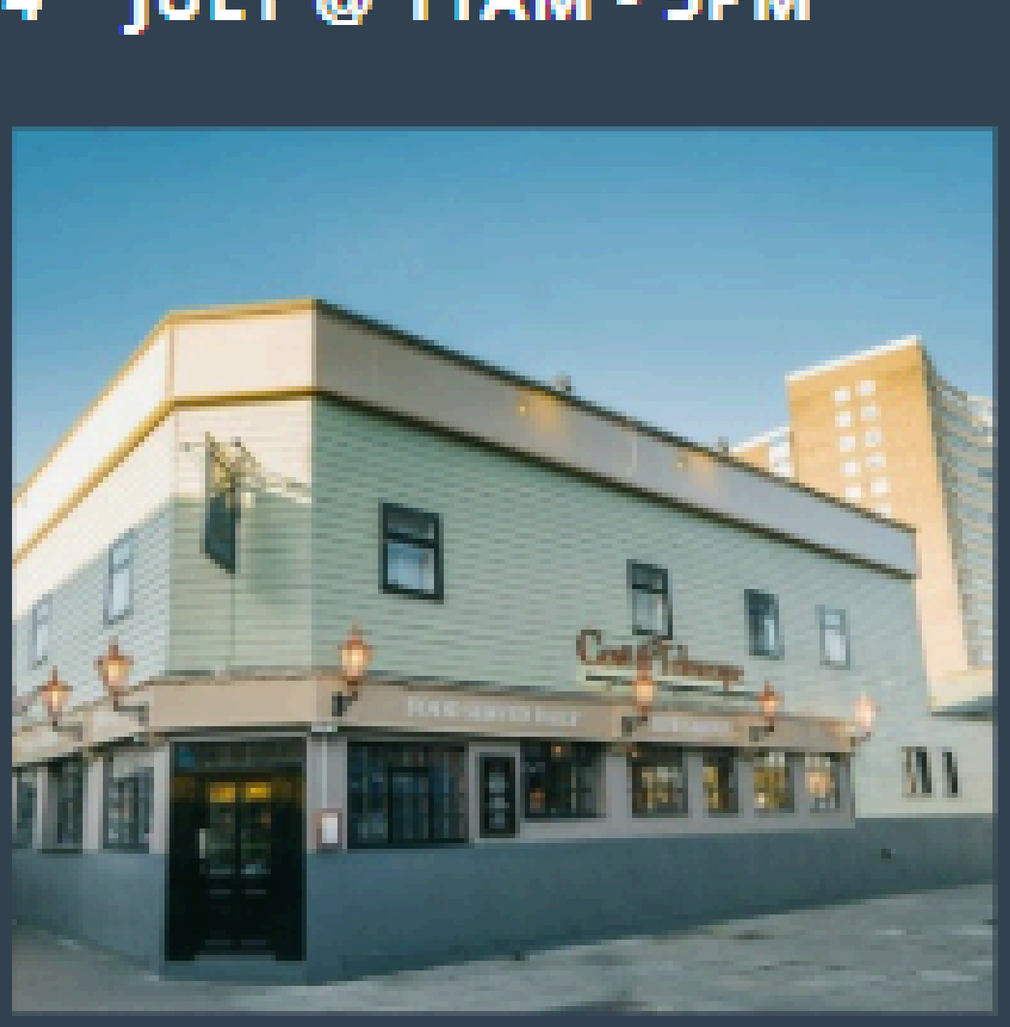
Globe, 26 Northgate, Hartlepool TS24 OLJ

4TH JULY @ 11AM - 5PM



Avenue, 26 Zetland St, Roker, Sunderland SR6 0EQ

8TH JULY @ 10AM - 4PM

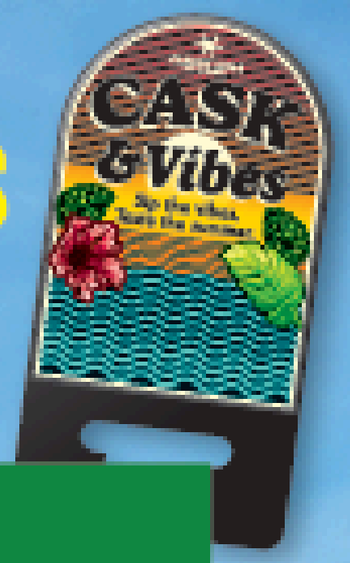


Cow & Telescope, Southchurch Road, Southend On Sea, Essex, SS1 2NL

8TH JULY @ 10AM - 4PM

Summer Favourites

PURCHASE ANY FIRKIN OR PIN AND RECEIVE BRANDED GLASSWARE, BAR RUNNERS, DRIP MATS AND A SUMMER 'CASK & VIBES' CROWNER



Abbot
AVAILABLE ALL YEAR

Premium Traditional Ale

Camra's Beer of Britain WINNER 2023

Old Speckled Hen
AVAILABLE ALL YEAR

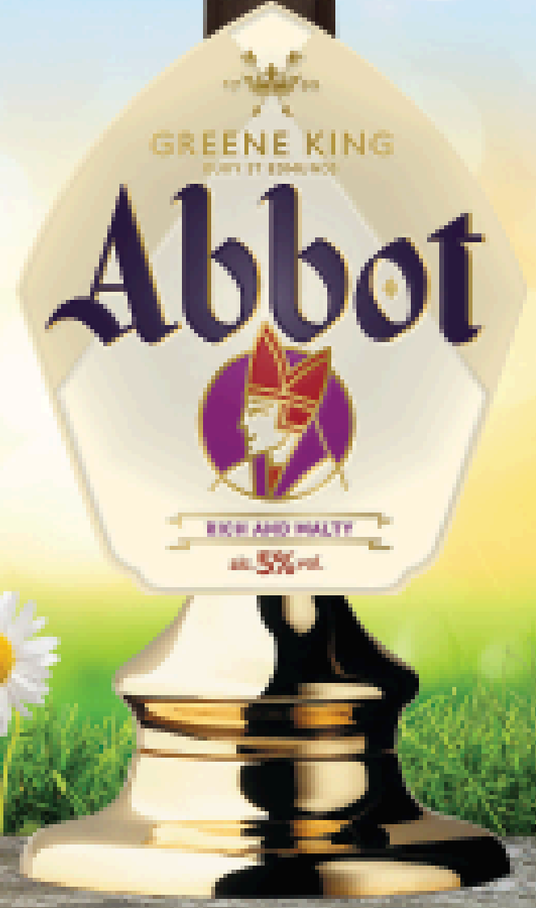
A classic favourite.

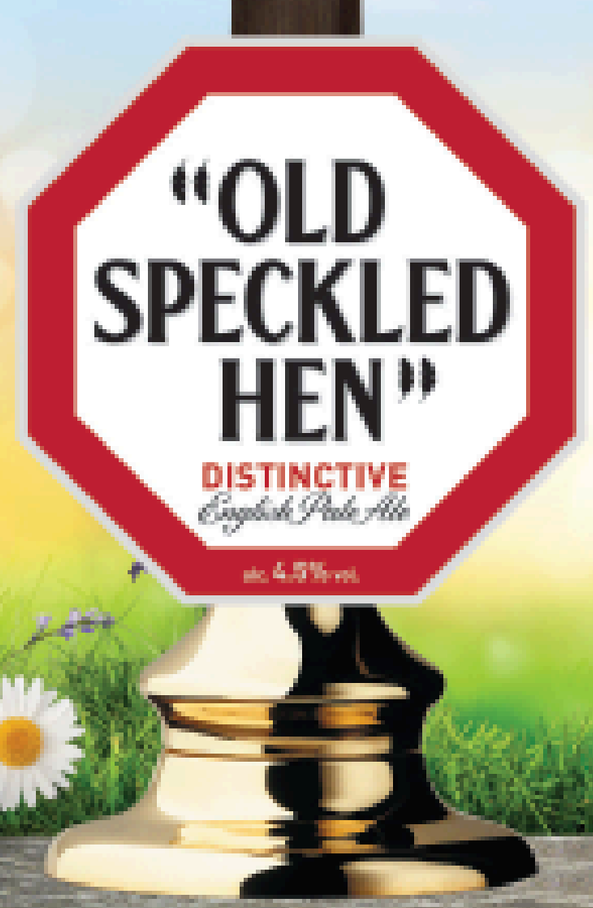
The UK's No.1 Traditional Premium Ale*

Greene King IPA
AVAILABLE ALL YEAR

A 3.4% crowd pleaser

The No.1 Cask Ale in the Free Trade**







ABBOT
STYLE: PREMIUM ALE ABV: 5%

RICH AMBER

CARAMEL & FRUITS

WARMING AND FRUITY, WITH A MOUTH-FILLING BISCUITY MALTINESS

OLD SPECKLED HEN
STYLE: ENGLISH PALE ALE ABV: 4.5%

AUBURN & COPPER

MALTY, TOFFEE

MALTY, FULL BODIED, WARMING ALE, WITH TOFFEE, CARAMEL WITH A REFRESHINGLY FRUITY BALANCE

GREENE KING IPA
STYLE: SESSION ALE ABV: 3.4%

COPPER

RICH CARAMEL, CITRUS HOPPY EDGE

IT'S AN EASY DRINKING, SESSION ALE WITH A HOPPY TASTE AND AROMA MAKING IT CLEAN, CRISP AND MOREISH

*Nielsen Scantrack Total Coverage to 22/02/2025, CGA OPM Data MAT to 25/01/2025 **Topline Report WK 11 GK Sales 2025. Promotion applies to all purchases from 1st – 31st July. Purchase any Firkin or PIN to qualify. 150 POS kits available in total. No limit to the number of POS kits per outlet. The 'Cask & Vibes' crowner will be sent separately. One crowner available per purchase.

be drinkaware.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 11 kg 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.



BUY A NECK OIL 30L KEG

AND GET A FREE POS KIT

1 X 24 PINT GLASSES, 2 X BEAVERTOWN BAR RUNNERS,
1 X 8 PACK OF MIXED T-SHIRTS & 10 X LANYARDS

BEAVERTOWN

OUT OF THIS WORLD BEER. DRANK ON EARTH.

OFFER OPEN TO ALL CUSTOMERS WHO PURCHASE NECK OIL 30L. UNTIL STOCKS LAST ONLY 100 AVAILABLE.
1 REDEMPTION MAXIMUM PER CUSTOMER. BEAVERTOWN BREWERY, LONDON, N17 9PQ

DRINK BEAVERTOWN BEER RESPONSIBLY

BUTCOMBE BREWING Co.

Bristol born and made to stand out, the award winning Butcombe Brewing Co. began life at a time of cultural, social and political change, crafting beer before 'craft beer' was even a thing. 45 years young and staying true to our beliefs and Bristolian roots, it looks like owning a resolutely maverick brewing company isn't such a crazy idea after all. Welcome to the Butcombe Brewing Co!



ALC **4.0%** VOL

BOTTLES: ALC **4.5%** VOL

Spot a true Original: Bitter, clean, refreshing, with a robust, malty, floral hop finish. The South West's favourite.

- Classic amber
- Clean, dry, bitter
- Hoppy, malty, pepper



ALC **3.8%** VOL

Crafted with Adam's own Maris Otter barley, vibrant hops, and pure Mendip water– bold, unforgettable refreshment!

- Pale Ale
- Refreshin, fruity, balanced
- Hoppy, citrus, floral



ALC **4.4%** VOL

Our Golden Ale is beautifully balanced — part bitter, part sweet with a refreshing citrus twist.

- Golden Sunset
- Slightly sweet, abiding dryness
- Subtle, fuggles hop aroma

BUY ANY x2 9G CASK

and receive a FREE Butcombe POS kit including 1x case branded glassware + beer mats.

BUTCOMBE BREWING Co.

NEW OLD MOUT FLAVOURWAVE

1 Keg. 1 Line. 3 Fruity Flavours.

FREE POS KIT WORTH £150*

Berries & Cherries draught has grown by

+19%

MAT vs LY

6.6g

£145*

+VAT

*Before any applicable discount

ENJOY RESPONSIBLY. bedrinkaware.co.uk

Source: OGA OPMS GB Value Sales % Chg vs LY MAT P 12 28.12.24

*Free OLD MOUT point of sale kit worth £150 for every Flavourwave fount installed by a UK on trade customer prior to 31/12/2025. Limited to one kit per install. No alternative to free kit. Your standard terms of wholesaler purchase and wholesaler privacy terms apply. The promoter is not responsible for any third party acts or omissions. Promoter reserves the right to cancel or amend this promotion due to circumstances beyond its control. Promoter: Heineken UK Limited, Edinburgh, EH2 2HD.

OLD MOUT CIDER

FLAVOURWAVE Multi-Fount Technology

Key dates | July 2025

SPORTS

30 JUNE - 13 JULY
Wimbledon

4-6 JULY
British grand Prix

5-27 JULY
Tour De france

13-20 JULY
The Open Championship

DRINK DAYS

THURSDAY 10TH JULY
National Piña Colada Day

FRIDAY 11TH JULY
National Mojito Day

SUNDAY 13TH JULY
World Rum Day

SATURDAY 19TH JULY
National Daiquiri Day

WEDNESDAY 24TH JULY
National Tequila Day

SATURDAY 27TH JULY
National Scotch Day

Get a head start on all the days/events you can leverage in your Trust Inns pub to boost sales and footfall this July.



Oasis Still Fruit Juice Drink

INTRODUCING THE NEW OASIS 330ML SLEEK CAN

Unique to the On Trade



£3 OFF PER CASE

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Oasis Still Fruit Juice Drink

INTRODUCING THE NEW OASIS 330ML SLEEK CAN

Unique to the On Trade



£3 OFF PER CASE

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Reminder to all Tenants!

Need help with marketing designs?

Our Team can help with:

📣 **Banners**

🎉 **Event Posters**

🍸 **Drink Deal Posters**

🍽️ **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!



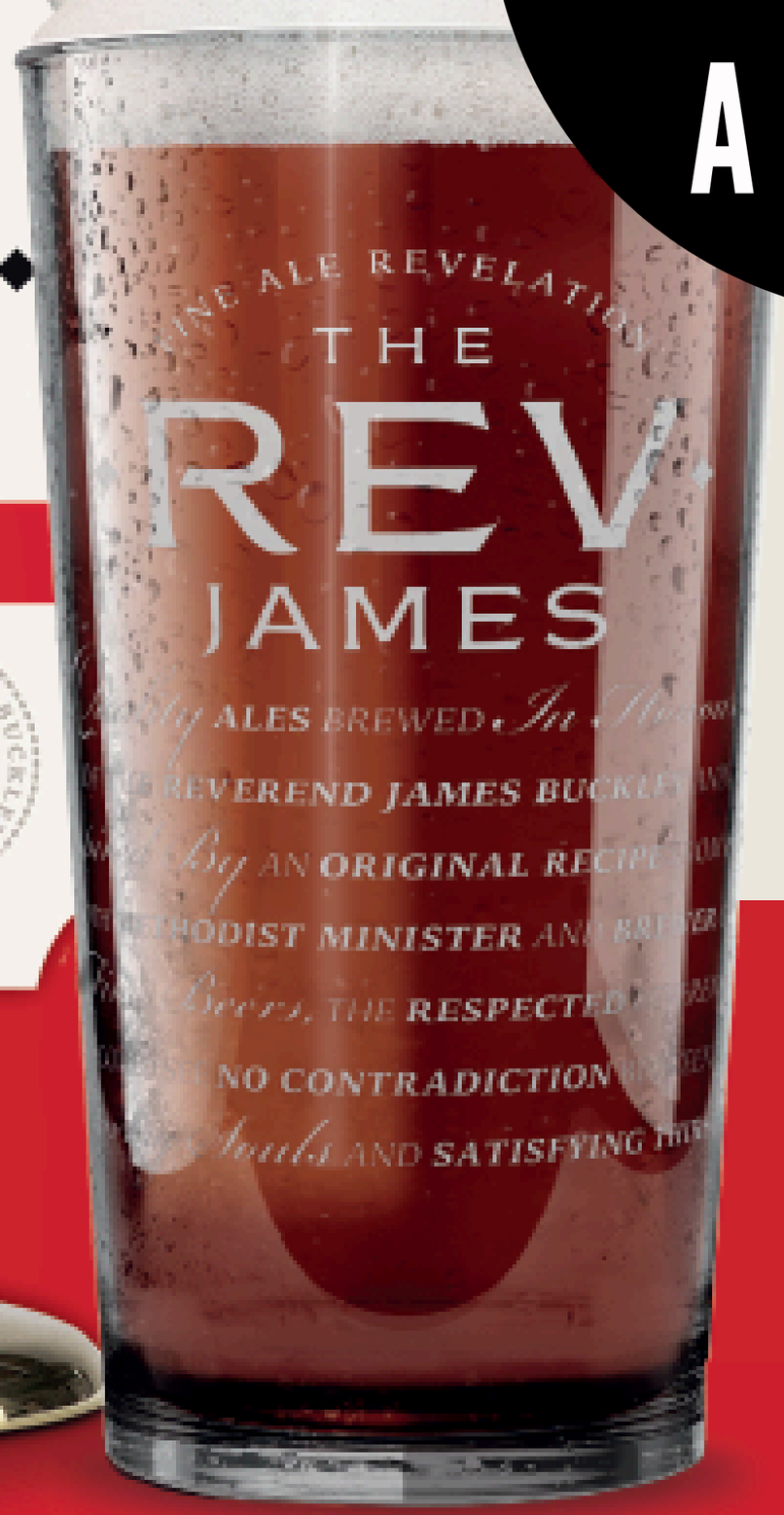
GET £5 OFF 9G CASKS OF TRIBUTE IN JUNE & JULY

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

MELLOW, MALTY
MORE-ISH

BUY 2
CASKS GET
A POS KIT





INDIE BEER

BUY LOCAL BEER
BUY INDEPENDENT

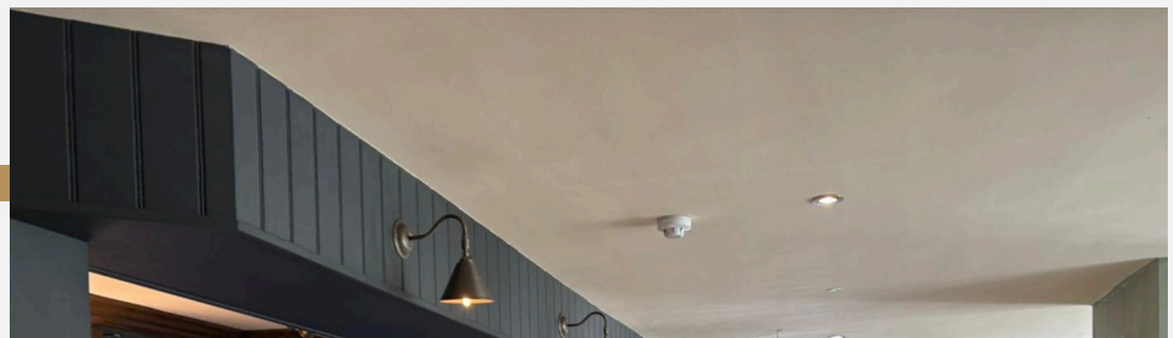
Brooklands

Renovation Progress









The renovations at The Brooklands in Shrewsbury are nearly complete, and we can't wait to see this site open its doors again very soon!

There's been a huge investment in the refurbishment, with work happening both inside and out. The exterior now boasts a bold, bright look with fresh new branding in blue and gold, as well as upgraded outdoor seating. Inside, we've created a modern and spacious environment.
Another fabulous transformation to our estate! 👏

NEW

Premiumise your cider range.

Inch's Riversider is brought to you by the No.1 cider for young people.[1]

1/2 consumers choose premium apple cider[2] and almost half of premium apple cider drinkers are under 34.[3]

Premium apple cider is in growth and has a higher price per pint.[4]

£132.50*
+VAT

6.6g



To arrange an install, speak to your account manager.

Enjoy Inch's responsibly

bedrinkaware.co.uk

1. East er - Cider Report - Stewprovides - July 24
3. CGA Strategy Value Sales MAT 17, Average RSP w.e. 17/05/15/2024, CGA Brandtrack August 2023 and 2024
2. CGA OPEU Data to July 2024* 4. CGA EPOS ABS Value Sales MAT % Chg vs 2 P 52 30.11.24

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

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

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