Trust Inns

Better Pubs through Better People

AUGUST 2025

The INNcentive Magazine

WHAT'S INSIDE?

- WIN A FREE 11G KEG!
- BIG BRAND OFFERS
- GOOD NEWS STORIES
- MONEY OFF CASKS
- POS KITS



MONEY OFF CASKS

ENGLAND & WALES DIRECT TELESALES 0808 169 8979

Trust Inns

Better Pubs through Better People

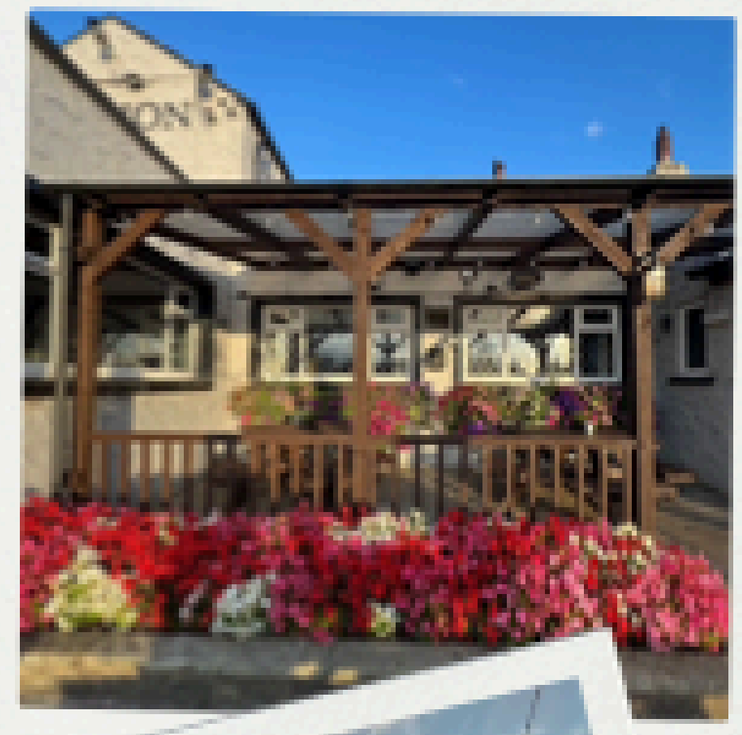
PUBS IN Bloom

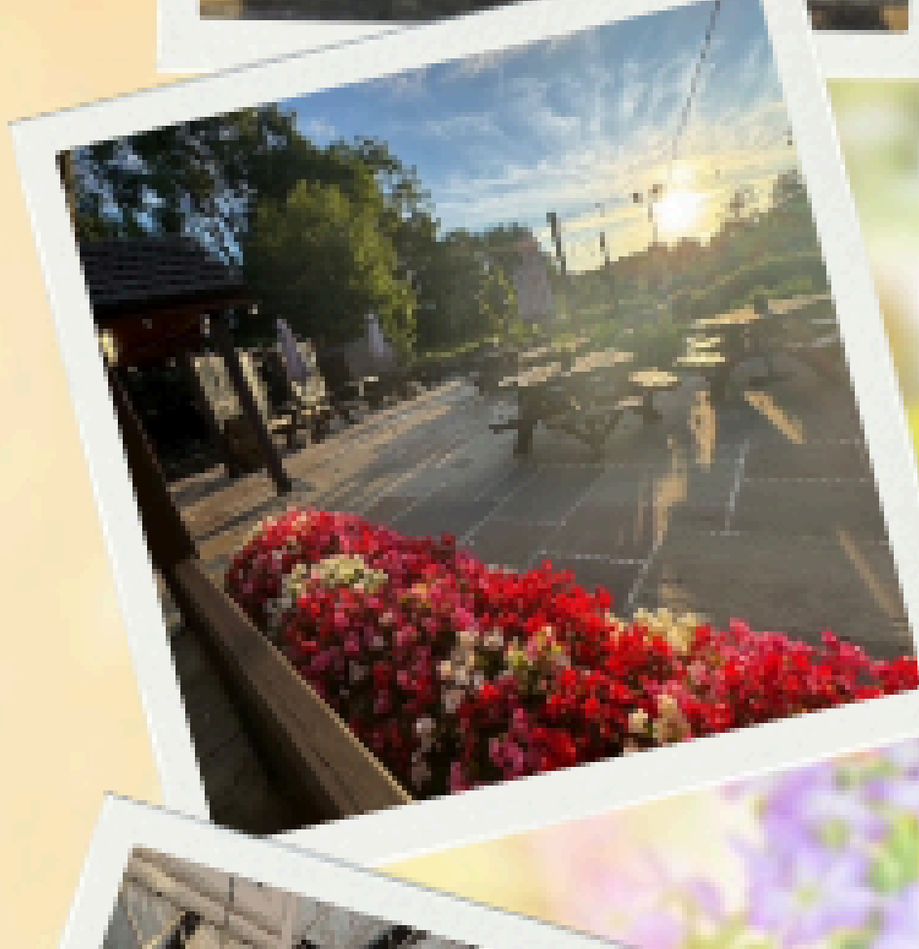
Show us your best pub garden *in bloom*

Is your pub garden bursting with colour?
Enter our Best Pub Garden In Bloom competition!
Show off your blooming masterpiece between 4th–31st August for the chance to win a free keg of beer!
Let the flowers flow and the pints follow!

To enter email your best pictures to marketing@trustinns.co.uk

3 winners picked - win a free 11g keg of your choosing!







WIN A FREE KEG OF BEER!

COOL OFF WITH THREE FAVOURITES

BUY 2 X 9G FIRKINS AND GET A FREE SUMMER VIBES CROWNER and A FREE POS KIT OF YOUR CHOICE

CASK & Vibes

Abbot
AVAILABLE ALL YEAR

Premium Traditional Ale

Camra's Beer of Britain WINNER 2023

Old Speckled Hen
AVAILABLE ALL YEAR

A classic favourite

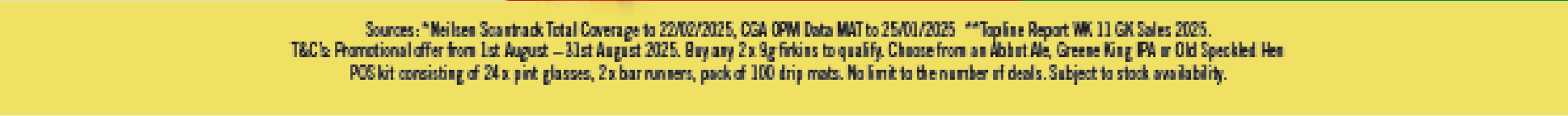
The UK's No.1 Traditional Premium Ale*

Greene King IPA
AVAILABLE ALL YEAR

A 3.4% crowd pleaser

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





Sources: *Nielsen Scantrack Total Coverage to 22/02/2025, CGA OPM Data MAT to 25/01/2025 **Topline Report WK 11 GK Sales 2025.
T&C's: Promotional offer from 1st August – 31st August 2025. Buy any 2 x 9g firkins to qualify. Choose from an Abbot Ale, Greene King IPA or Old Speckled Hen POS kit consisting of 24 x pint glasses, 2 x bar runners, pack of 100 drip mats. No limit to the number of deals. Subject to stock availability.

White Horse, Birstall - Beer Garden Refurbishment





The Beer Garden refurbishment is underway at the White Horse! Another site getting ready for the sunshine this summer. The design for this refurb includes a new and removable external canopy. it will be roofed over with the addition of skylights

The design proposals include a variety of table layouts and seating arrangements with an external bar 'pod' to service private functions or customers wishing to take advantage of the external spaces including the extensive garden areas.











Buy any 2 x 9 gallon Timothy Taylor's Cask ale and receive £7 OFF per firkin

For sales contact paul.matthews@timtaylors.co.uk

All for that taste of Taylor's

GET £5 OFF 9G CASKS OF PROPER JOB IN AUGUST

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



PROPERLY CRAFTED IPA.

INTRODUCING THE NEW OASIS 330ML SLEEK CAN

Unique to the On Trade



Oasis Still Fruit Juice Drink

£3 OFF PER CASE

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TRUST INNS TRAINING COURSES

Delivered Online



PUB MARKETING & FINANCE

BEER & CELLAR QUALITY

TUESDAY 5TH AUGUST
9:00 AM - 3:00 PM

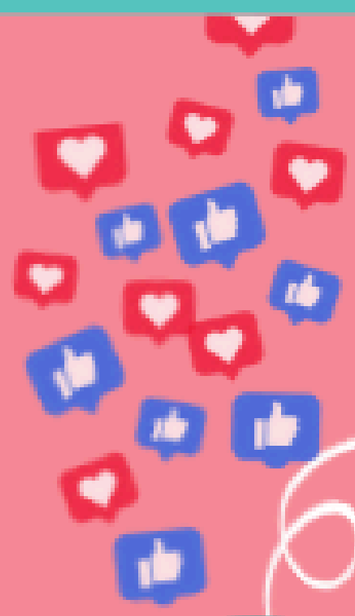
What can I expect from the course?

- Beer journey – brew to delivery
- Cask beer
- Keg beer
- Cellar, Lines, Hygiene
- Glass care
- Perfect serve: cask, keg
- Quiz

SOCIAL MEDIA TRAINING

SALES THRU SOCIALS
TUESDAY 16TH SEPTEMBER
10:00 AM - 12:00 PM

Transform your social media channels into dynamic hubs of customer interaction, fostering a sense of community whilst driving sales.



1 course delivered across 2 days!

MARKETING
TUES 9TH SEPTEMBER
10:00 AM - 12:00 PM

How to market your pub business to your target customer, common errors to avoid and how to drive sales amongst a wider demographic!

PUB FINANCE
WEDS 10TH SEPTEMBER
10:00 AM - 12:00 PM

Explore the must do's of pub finance & how to utilise this information to make key business decisions.

CONTACT YOUR BDM OR EMAIL MARKETING@TRUSTINNS.CO.UK TO BOOK YOUR PLACE TODAY!

x Blind Tiger Inns

Before



After



In the first week of July, the Castle in Clitheroe officially reopened its doors with a launch party, marking a fresh new chapter following an extensive interior renovation by Blind Tiger Inns. The company has made a significant investment in the site!

The Castle already had strong potential and was a popular local hotspot under previous tenants, but Blind Tiger Inns set out to move away from the traditional pub image. Their vision was to create a modern, welcoming space that's both cosy and vibrant—a premium community pub with character. And it looks fantastic!

NEW OLD MOUT FLAVOURWAVE

1 Keg. 1 Line. 3 Fruity Flavours.

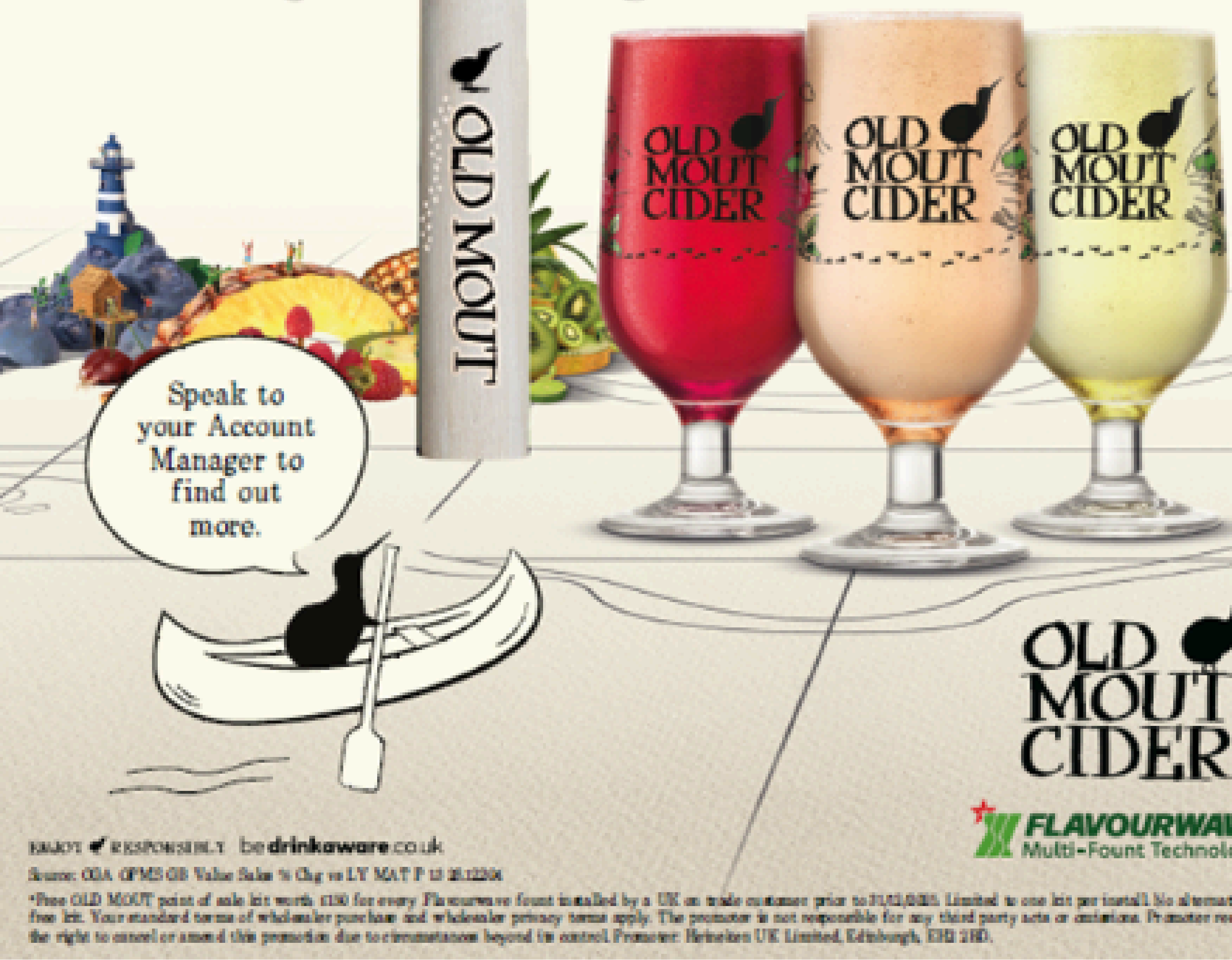


FREE POS KIT WORTH £150*

Berries & Cherries draught has grown by

+19%

MAT vs LY



Speak to your Account Manager to find out more.

OLD MOUT CIDER

FLAVOURWAVE Multi-Fount Technology

ENJOY RESPONSIBLY. be drinkaware.co.uk

Source: OGA (IPMS) GB Value Sales % Chg vs LY MAT P 12 28.12.20

*Free OLD MOUT point of sale kit worth £150 for every Flavourwave fount installed by a UK on trade customer prior to 31/12/2021. 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, EH3 2HD.

CARLSBERG BRITVIC

BUY A WAINWRIGHT OR HOBGOBLIN CASK *PLUS ANY CASK FROM OUR RANGE* & RECEIVE 2 CASES OF GLASSES



4.5%



4.1%



INCLUDES NEW CASK ALE GLASS

PROMOTION VALID FOR DURATION OF BROCHURE PROMOTIONAL PERIOD. STOCK ANY WAINWRIGHT 9G CASK, PLUS ANY HOBGOBLIN 9G CASK, PLUS ANY ADDITIONAL 9G CASK FROM THE RANGE TO RECEIVE 2 CASES OF GLASSES. THE RANGE INCLUDES WAINWRIGHT AMBER, WAINWRIGHT GOLD, HOBGOBLIN GOLD, HOBGOBLIN SESSION IPA, HOBGOBLIN RUBY, HOBGOBLIN AMBER, COURAGE BEST BITTER, COURAGE DIRECTOR'S SUPERIOR ALE, BRAKSPEAR GRAVITY, BRAKSPEAR OXFORD GOLD, PEDIGREE, TETLEY'S, YOUNG'S LONDON ORIGINAL, BANK'S AMBER AND RINGWOOD FORTYNINER. ONE DEAL PER CUSTOMER. WHILST STOCKS LAST.

Enjoy responsibly.

be**drinkaware**.co.uk

***Before any applicable discount**

Trust Inns

GILCOMSTON BAR, ABERDEEN

'BACK FOR GOOD' AFTER YEARS OF UNCERTAINTY



The P&J

One of our Scotland sites, The Gilcomston Bar in Aberdeen, has made it into the **Press and Journal!**

After years of uncertainty with the pub closing and reopening on and off, Steven Lepkowski and his team have stepped in to give this beloved spot a fresh start.

Since taking over the lease in June, Steven, his husband Darren, and their family have been hard at work giving the bar a facelift – new paint, fresh upholstery, and an upgraded drinks menu!



He said: "Our main priority is to target everybody, we want it to be a local again.
"However, we want to have certain nights dedicated to students and we want to hold events for them."

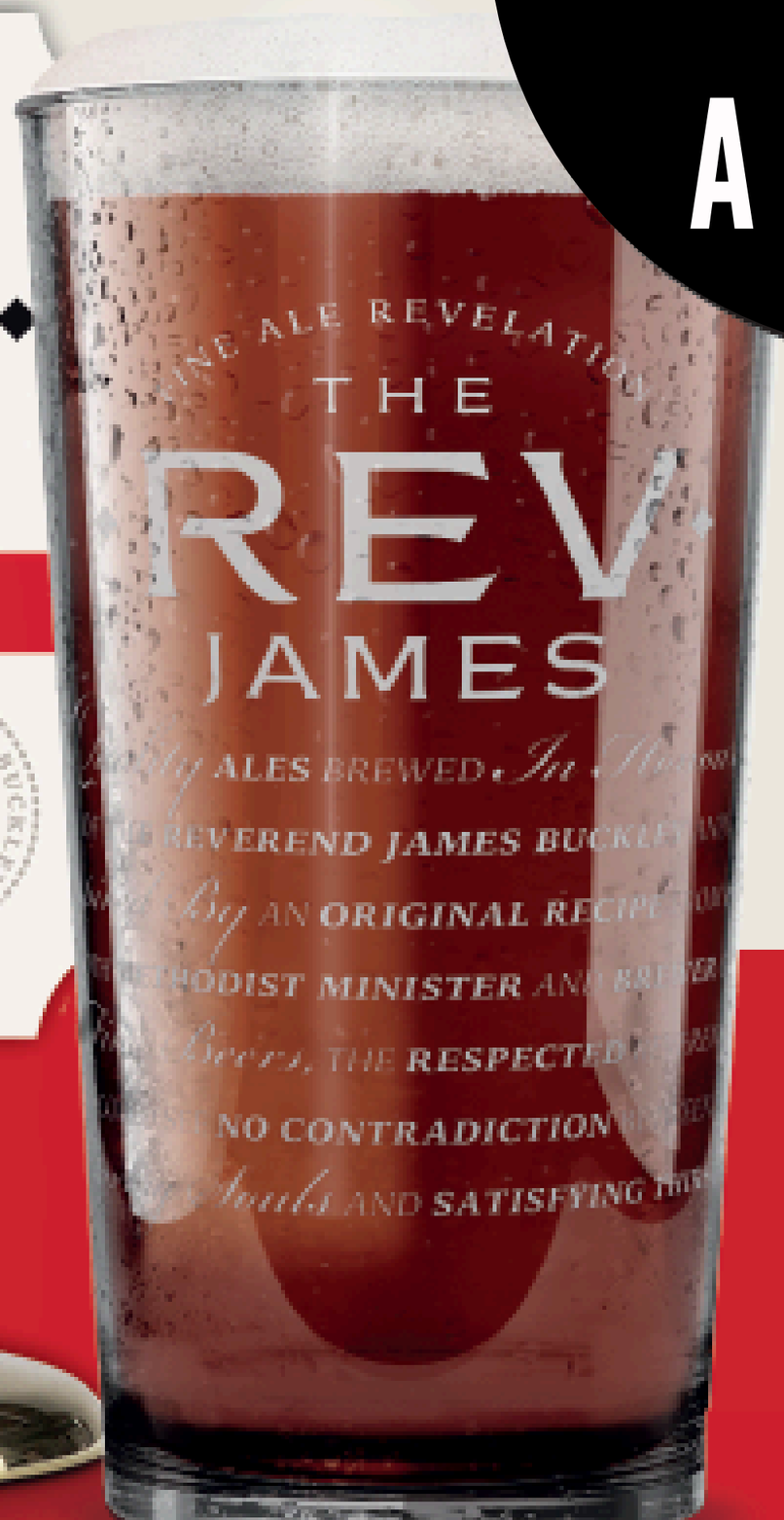
He has "manifested" another opportunity to run a successful bar and wants to make it the heart of the community again.

Good luck to Steven and the team!

MELLOW, MALTY
MORE-ISH

BUY 2
CASKS GET
A POS KIT





INDIE BEER
IB

BUY LOCAL BEER
BUY INDEPENDENT

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

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!**



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

ENJOY THE TASTE OF
AMSTERDAM

NOW AVAILABLE IN 22G

£459.96*
+VAT

for the facts
drinkaware.co.uk

TOGETHER
SINCE 1870

*BEFORE ANY APPLICABLE DISCOUNT

NOT AVAILABLE IN SCOTLAND



Not great at Social Media? Let CHATGPT help you look like a pro!

Enhance Creativity

Leverage ChatGPT for brainstorming ideas, graphics, and more.

Here's how:

- Go to CHATGPT on Google
- Sign in or create a FREE account (it let's you save all your chats this way!)
- Try asking something like:

'Mock me up a trendy social post design for my pub's summer cocktail competition'



From automation to content creation—AI is your ultimate productivity partner!

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

TRY IT NOW.



*Before any applicable discount

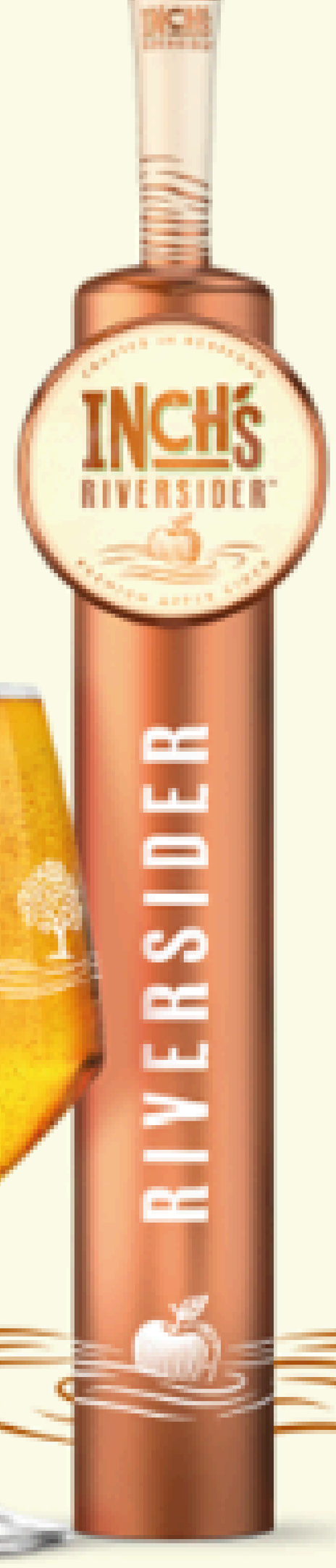
NEW

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]



To arrange an install, speak to your account manager.

Enjoy Inch's responsibly

bedrinkaware.co.uk

1. Kantar – Cider Report – Stronger cyders – July 24
2. CGA Strategy Value Sales MAT TY, Average RSP MAT TY 05/10/2024, CGA Brandmark August 2023 and 2024
3. CGA OSR Data to July 2024 4. CGA STRATEGY Value Sales MAT % Chg vs LY P12 05.10.24

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:

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For Scotland please order online:

www.matthewclarklive.com

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