Trust Inns

Better Pubs through Better People

SEPTEMBER 2025

The INNcentive Magazine

WHAT'S INSIDE?

- CASK ALE WEEK IDEAS
- GOOD NEWS STORIES
- MONEY OFF CASKS
- POS KITS
- GET CASK MARQUE ACCREDITED!

CASK ALE WEEK

18 - 28 SEP 2025

CASK OFFERS

ENGLAND & WALES DIRECT TELESALES 0808 169 8979

ULTIMATE GUIDE TO CASK ALE WEEK 2025

Seeking Inspiration for Events and Promotions This Year?
Here are some creative ideas to consider!

- **Host a beer quiz yourself or collaborate with a local brewery for a quiz and beer tasting night.**
- **Offer incentives like "buy one, try one" – purchase a pint and receive a third of a different drink for free.**
- **If your pub welcomes dogs, encourage customers to snap photos of their furry friends with their pints, and reward the best picture with a prize.**
- **Organize a cask and food pairing event.**
- **Align your plans with fundraising efforts for your chosen charity.**
- **Set up a raffle featuring beer-themed merchandise or prizes.**
- **Host a "Guess the number of grains of malt in a pint glass" contest (£1 entry, with proceeds donated to charity).**
- **Consider various promotions and giveaways to engage your customers.**

GET PREPARED FOR

CASK ALE WEEK



WITH OUR FANTASTIC
OFFER AVAILABLE
THROUGHOUT SEPTEMBER

CASK ALE WEEK
18 - 28 SEP 2025

BUY 2x9Gs AND RECEIVE A FREE CASK ALE WEEK KIT*



ABBOT
STYLE: PREMIUM ALE **5.0% ABV**

SIGHT: RICH AMBER

SMELL: CARAMEL & FRUITS

TASTE: WARMING AND FRUITY, WITH A MOUTH-FILLING BISCUITY MALTINESS

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

SIGHT: AUBURN & COPPER

SMELL: MALTY, TOFFEE

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

GREENE KING IPA
STYLE: SESSION ALE **3.4% ABV**

SIGHT: COPPER

SMELL: RICH CARAMEL, CITRUS HOPPY EDGE

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

CELLAR SUPPORT KITS AVAILABLE – SPEAK TO YOUR SALES REPRESENTATIVE FOR YOURS

*Promotion from 1st – 30th September 2025. Purchase any 2 x 9g firkins of Abbot Ale, Old Speckled Hen or GK IPA to qualify. Free Cask Ale Week kits consist of: 5 tent cards, 5 Cask Ale Week crowners, 2 'coming soon' font hangers, & 2 'resting' crowners. Cellar Support kits sent separately on request, 1 per venue. No limit to the number of Cask Ale Week kits per outlet. Subject to availability.

SHOULD I GET ACCREDITED?

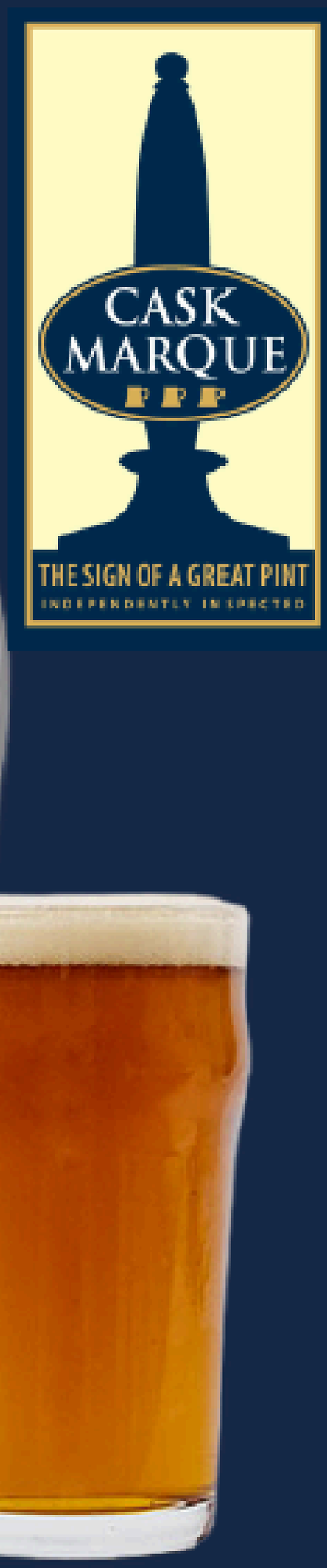
Are you selling great quality cask ale?
Want to be recognised for beer quality?
What happens if I apply?

A qualified Assessor will visit your premises

Cask Ales are regularly checked for Taste, Temperature, Aroma and Appearance

Each pub has an annual cellar audit and the cellar is star rated 1*-5*

THE SIGN OF A GREAT PINT



Vianet data states that accredited pubs deliver 5%+ more sales of all beer

Contact your Trust Inns' BDM to enquire about support with this cost

Cost £218.00 +VAT

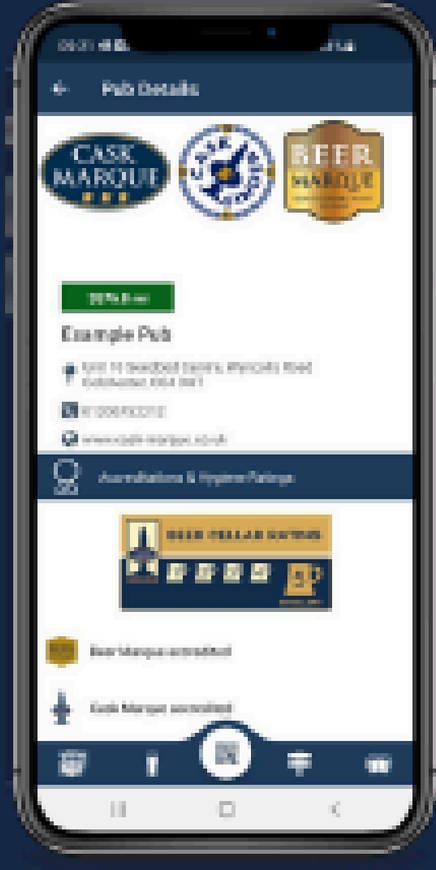
Free Point of Sale material to publicise your success



iTrust Inns
Better Pubs through Better People

98% of licensees recommend having the award and 89% say it has helped increase sales

Your Pub will automatically listed on the CaskFinder App and be part of the World's Biggest Ale Trail Customers can scan your certificate to earn prizes



WWW.CASK-MARQUE.CO.UK

MELLOW, MALTY
MORE-ISH

BUY 2
CASKS GET
A POS KIT



INDIE BEER

BUY LOCAL BEER
BUY INDEPENDENT

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**

FREE!!

Beer Line clean for **NEW** Trust Inn Tennats

Clear Brew provides a fully managed regular, dedicated beer line cleaning service to over 3000 licenced premises

We clean both keg and cask lines maintaining dispense quality on a repeat 3 weekly cycle

www.clearbrew.co.uk

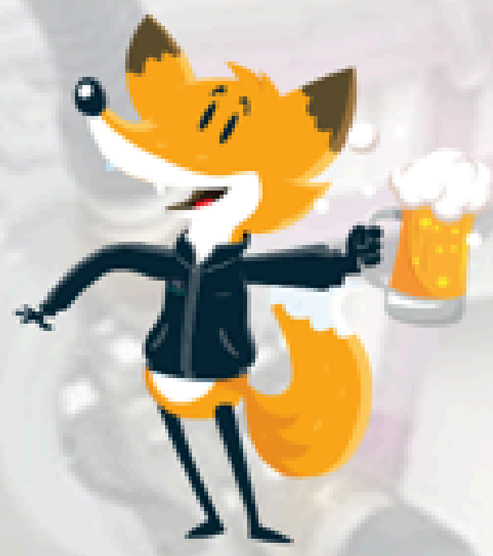












- FULLY MANAGED REGULAR CLEAN
- CUTS WASTE
- SAVES MONEY
- NO UPFRONT COSTS
- IMPROVED DISPENSE QUALITY
- MINIMISE RISK
- INITIAL FREE CLEAN
- NO CONTRACTS

We are so confident in our cleaning method that we ask for no contract and provide an initial clean completely **FREE!**

During this first visit we will measure your ullage and produce a full quotation that will clearly show you how much you can save

clear brew

BOOK TODAY!

freeclean@clearbrew.co.uk

£10 off

and a POS pack when you buy any 2 x 9G Adnams Ghost Ship Pale Ale or Southwold Bitter*



ADDITIONAL POS PACKS AVAILABLE

email: POS@adnams.co.uk

Terms and Conditions: Promotion valid when two 9G casks of either Adnams Ghost Ship 4.5% or Adnams Southwold Bitter are purchased in one transaction. The full amount specified must be purchased in one order to qualify. All products listed are subject to availability. A maximum of one POS pack per customer. All offers apply on orders from 01/09/25-30/09/25

ADNAMS SOUTHWOLD

SAXON KING

CELEBRATING 25 YEARS IN BUSINESS

Celebrating 25 Years at The Saxon King

Jane Phillips, the tenant at the Saxon King in Romford for over 25 years, marked her anniversary on August 2nd with an unforgettable celebration! The event was packed with fun activities, featuring a bouncy castle for the kids, a rodeo bull, delicious food, DJ Blocksta, and a live band.

A Day to Remember

The marketing team chatted with Jane to hear all about the festivities. She shared, “The anniversary event was fantastic! Over 250 people attended throughout the day, and it was wonderful to see so many familiar faces. My friend was also wanted to celebrate 25th anniversary at her hairdressing salon down the road, so we decided to do a joint celebration and split the cost of the food for the party. We had a DJ on the decking, a live band, and the outdoor bar was open on the newly completed side of the garden. It was filled with old faces and new, families, and their children.

It was just amazing. I also had a friend come all the way from Dorset who used to play the bongos for us! Overall it was a special day and so much effort was made for it.”

What better way to commemorate a milestone than with a stunning drone shot capturing all the festivities from above!

A heartfelt congratulations to Jane on her anniversary at Saxon King. Your dedication and hard work are truly remarkable and have not gone unnoticed! Wishing you many more wonderful years behind the bar at Saxon! From all of us at Trust Inns.





INSTALL PORETTI

and RECEIVE A FREE KEG & POS KIT



WELCOME *to the* LAKE

Promotion valid for duration of brochure promotional period.
One deal per customer. Deal subject to change. Whilst stocks last.

Enjoy responsibly. be drinkaware.co.uk









The pizza ovens and Kamado Joe BBQs were sourced from Birstall Garden Centre, where the chefs were trained in the art of low-and-slow BBQ and crafting perfect handmade pizzas.

WHITE HORSE, BIRSTALL

The wait is finally over! The new space at The White Horse in Birstall is officially open! After much anticipation, the tenants unveiled this stunning outdoor extension to the public on August 9th, marking the occasion with a fantastic performance from the 20-piece Syston Swing Band.

This new development, which began over three years ago, has transformed what was once an underused courtyard into a unique indoor/outdoor space that's both striking and functional. Originally, plans for a function room fell through, but the result is even better—a beautiful area that blends the best of both worlds.

The menu is packed with delicious platters, from ribs and wings to pulled pork—all marinated and ready to share. There's also an amazing selection of spritzers and Birra Moretti Sale di Mare on tap, a refreshing Italian beer with a hint of sea salt, perfect for enjoying alongside any meal.

Charlotte and James Foy, have been running The White Horse for over 16 years. They personally oversaw the design and construction of the space, working with their own architectural and construction consultants. The results speak for themselves!

5+1 ON NO/LOW

BUY A COMBINATION OF CASES HEINEKEN 0.0% & OLD MOUT 0.0% AND RECEIVE A FREE CASE OF HEINEKEN 0.0%



ENJOY RESPONSIBLY

OLD MOUT IS BREWED IN THE UK.

1 per customer. 150 offers in total. Whilst stocks last. Speak to your bdm for more info.

be drinkaware.co.uk

NOT AVAILABLE IN SCOTLAND

TAV Fest 2025

On 17th August, TavFest 2025 at the Rossall tavern, brought together an unforgettable mix of great music, a Hawaiian shirt theme, and a whole lot of generosity to raise funds for Brian House Children's Hospice.



It was a vibrant celebration that also included the sale of limited edition Tavfest 25 merchandise, all contributing to a wonderful cause and Ramblers Brew stall.



The day was filled with incredible performances from some of the best tribute artists in the business:

- Mark Greenshields as Meatloaf
- Tricia Chantelle as Amy Winehouse
- Liam Martin as Ed Sheeran

The local talent didn't miss a beat either, with amazing sets from PSG / Jan Munroe, the brilliant Lee Thomas, and a fantastic headline act that rounded out the evening.



The funds raised will make a real difference for Brian House. A massive well done to the team and the community's generosity!

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

BEST BEER GARDEN?

WINNERS

Bridge House, St Neots

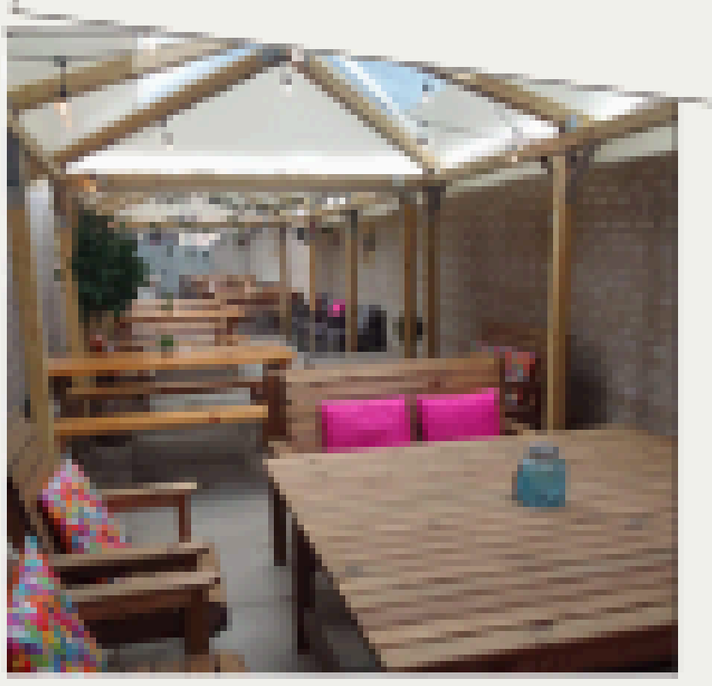




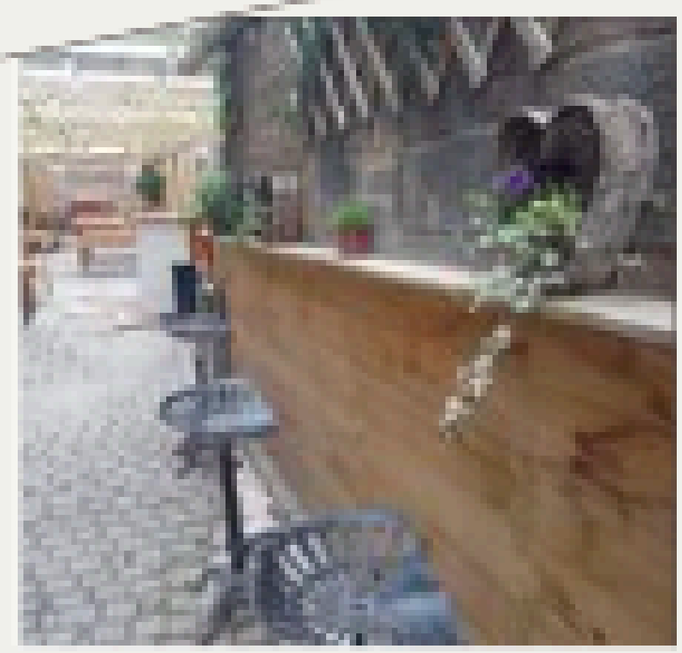
Fleece, Pudsey







Old Swan, Paisley



Congratulations to the winners - We will be contacting you by email regarding your prize!

Trust Inns

ENJOY THE TASTE OF
AMSTERDAM

NOW AVAILABLE IN 22G

£459.96*
+VAT

for the facts
drinkaware.co.uk

*BEFORE ANY APPLICABLE DISCOUNT

TOGETHER
SINCE 1870

TRUST INNS TRAINING COURSES

Delivered Online

PUB MARKETING & FINANCE

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!

1 course delivered across 2 days!

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.



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.

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

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 OPMS GB Value Sales % Chg vs LY MAT P 12 28.12.2024

*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, EH3 2HD.

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!

bedrinkaware.co.uk
Enjoy Responsibly

A BREAK FROM THE ORDINARY

+ FREE KEG ON INSTALLATION

£135*
+ VAT

6.6g

*Before any applicable discount

MURPHY'S

NONE OF THE WASTE, ALL OF THE PROFIT WITH FRESH ALE

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

DELIGHT GUESTS WITH QUALITY & CHOICE — Perfect pint every time

GREAT TASTING FROM THE FIRST SIP TO LAST DROP — Tastes exactly like cask and is 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 & easily & profitably extend your drinks range

Designed for a Hand Pull and available for install where the Hand Pull line already runs through a cask cooler, via a keg connector installed onto the existing Hand Pull dispense kit.

AVAILABLE TO ORDER FROM

iTrust Inns
Better Pubs through Better People

Supported with glassware & POS



Request from your Ops Manager or email william.watts@carlsbergbritvic.co.uk for more information

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

Coca-Cola ORIGINAL TASTE IS THE NO1 DRAUGHT COLA BRAND IN GB ON PREMISE & GROWING*

Schweppes IS THE NO1 DRAUGHT LEMONADE BRAND IN GB ON PREMISE**



PLEASE CONTACT: POSTMIXENQUIRIES@CCEP.COM

MyCCEP

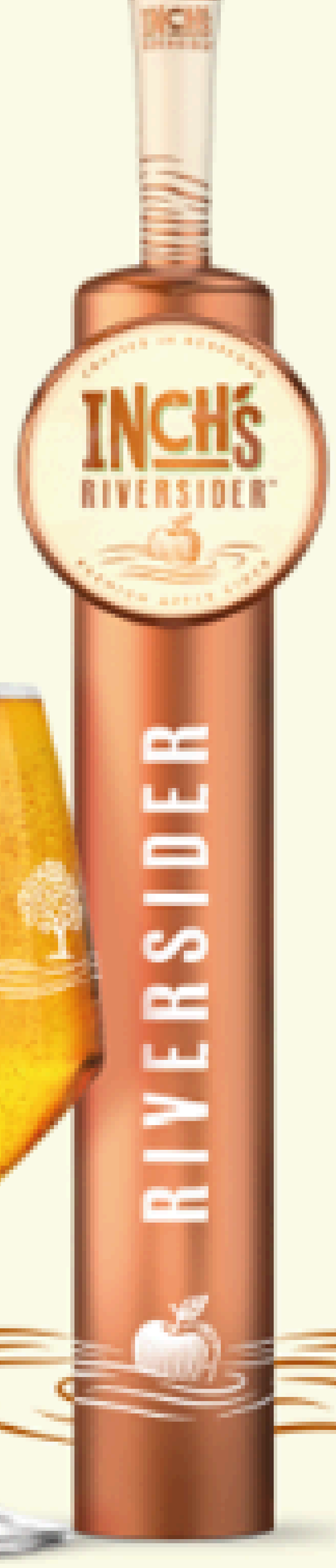
NEW

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



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

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

Trust Inns
Better Pubs through Better People