Trust Inns

Better Pubs through Better People

OCTOBER 2025

The INNcentive Magazine

WHAT'S INSIDE?

- IMPORTANT COMPANIES HOUSE UPDATE
- FREE BEER LINE CLEAN
- MONEY OFF CASKS
- POS KITS
- INSTALL PORETTI!

CASK OFFERS

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

ATTENTION!

COMPANIES HOUSE CHANGES



Companies House have confirmed that from Tuesday 18 November 2025 the legal requirement for directors and people with significant control of companies (PSCs) to verify their identities will begin.

From 18 November 2025 Companies House have stated:

- New directors will need to verify their identity to incorporate a company or be appointed to an existing company
- Existing directors will need to confirm they have verified their identity at the same time as they file their next annual confirmation statement, during a 12-month transition period
- Existing people with significant control will need to verify their identity in line with an appointed day within 12 months of the commencement of mandatory identity verification on 18 November

For further information please speak to your advisors or visit:

https://www.gov.uk/government/news/companies-house-confirms-identity-verification-rollout-from-18-november-2025

BUY 1 X 9g FIRKIN OR 2 X 4.5G PINS OF OLD SPECKLED HEN TO

RECEIVE A HALLOWEEN DECORATION KIT FREE





Dress up your Old Speckled Hen pumpclip for Halloween





Halloween Kit includes:

- Bespoke Halloween face masks
- Halloween face paint
- Window vinyls and decals
- Selfie frame & props
- Spider web with spiders
- Triangular paper bunting
- Old Speckled Hen pint glasses
- Old Spooky Hen stainless steel pin badges







Email RTMsupport@greeneking.co.uk for your FREE Old Spooky Hen pump clip

Promotion is available from 1st Oct – 31st Oct 2025. Purchase a 9g firkin or 2x 4.5g PIN's of Old Speckled Hen to receive your free Halloween decoration kit consisting of 4x fox face masks, face paint make-up, window vinyl, selfie frame and props, spider webs with spiders, bunting, 12 x Old Speckled Hen pint glasses, 5x Old Spooky Hen stainless steel pin badges. 1x Halloween kit per outlet. Old Spooky Hen pump clips are available by emailing RTMsupport@greeneking.co.uk. Subject to availability.





BUY 1x9G TO GET A FREE CASE OF PROPER JOB 0.5% IPA



Terms & Conditions: 1x9G cask must be purchased in one order during the promotional period to qualify for this offer. Promotion runs from 1st October to 31st October 2025. Maximum of 2 free cases in one order. Limited number of deals available. Available while stocks last.

ST AUSTELL BREWERY

october

DATES

09 OCT BEER + PIZZA DAY

10 OCT WORLD MENTAL HEALTH DAY

19 OCT INTERNATIONAL GIN&TONIC DAY

20 OCT INTERNATIONAL CHEF DAY

24 OCT GLOBAL CHAMPAGNE DAY

31 OCT HALLOWEEN

We will be creating posters for these dates, but if you have a specific event or offer, we can customize the design for you.

Contact: marketing@trustinns.co.uk

Trust Inns

Better Pubs through Better People

PUBS IN bloom WINNERS

1st - Blue Bell, Alnwick

2nd - Bull Inn, Clifton upon Dunsmore

3rd - Castle Inn, Bolderstone

Congratulations to the winners!

THE FINE ALE

REVELATION



FREE POS KIT WHEN YOU BUY 2 CASKS OF REV JAMES

The Rev. James ales are based on an original recipe from 1885, and named in honour of brewing legend the Rev. James Buckley, saver of souls and satisfier of thirsts.

CHAPTER AND VERSE

INDIE BEER

Please drink responsibly drinkaware.co.uk
Allergens Inc. Barley
S.A. Brain & Co Ltd, Dragon Brewery, Pacific Road, Cardiff CF24 5HJ

ESTD 1882 BRAINS

SABRAIN.COM

SHOULD I GET ACCREDITED?

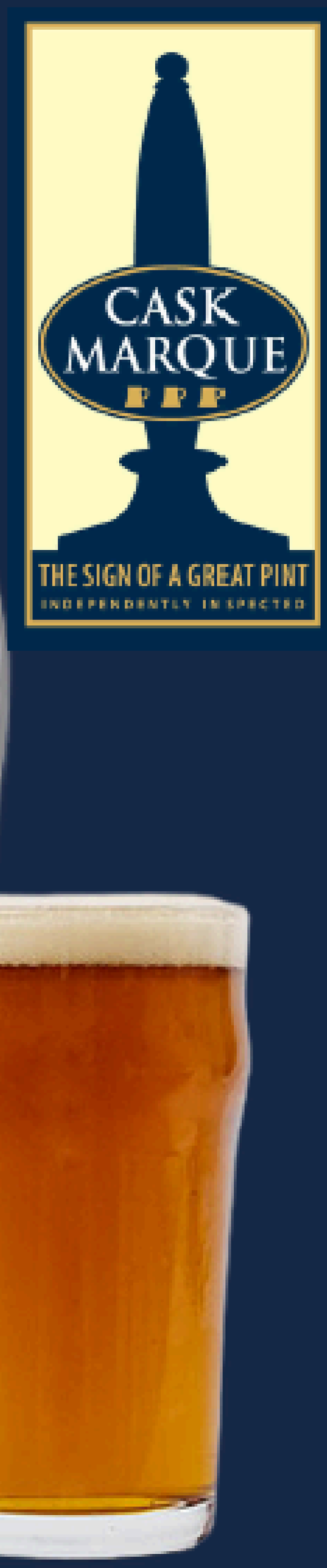
Are you selling great quality cask ale?
Want to be recognised for beer quality?
What happens if I apply?

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

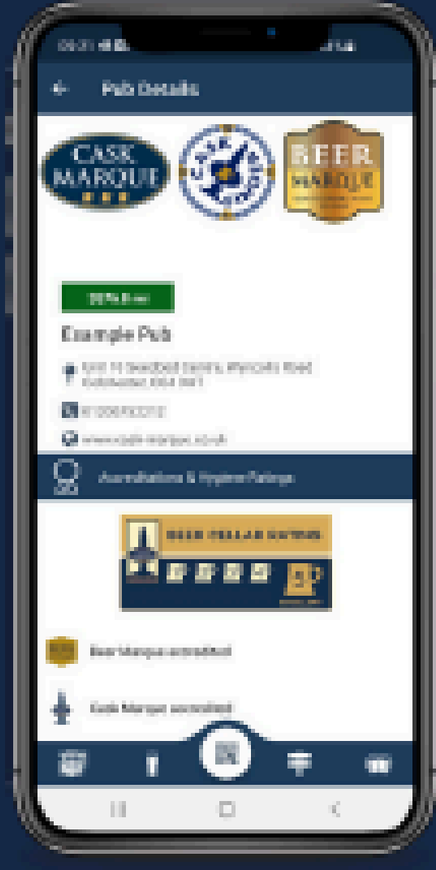
Free Point of Sale material to publicise your success



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

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

Trust Inns

Better Pubs through Better People

Attention! Following the move to online ordering, the process of requesting pump clips has been changed.

Need to request new Pump Clips?

Email: Online.support@carlsberggroup.com

They will then contact the relevant brand owner and arrange for them to be sent.

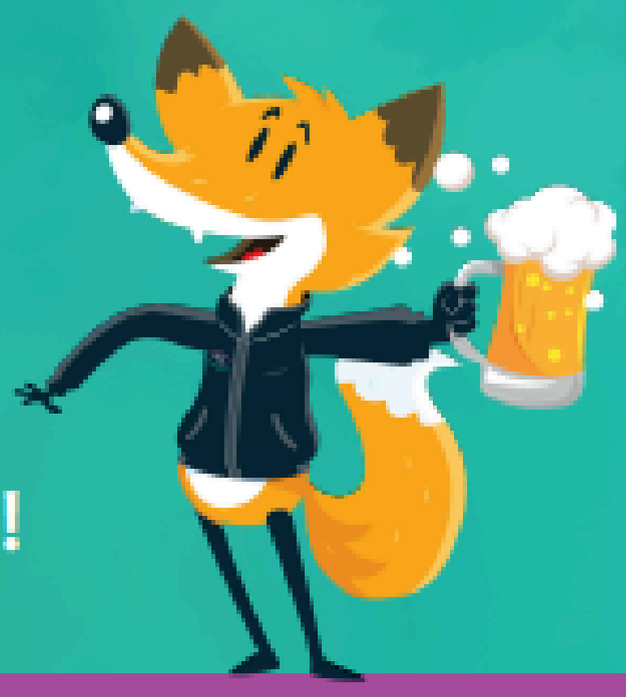
FREE BEER LINE CLEAN
FOR **NEW** TRUST INN TENANTS

Clear Brew takes care of beer line cleaning for over 3,000 licensed premises, with a fully managed, dedicated service designed to keep your beer at its best.



- SAVE TIME
- SAVE MONEY
- SAVE WATER
- SAVE GAS
- SAVE CHEMICALS
- SAVE ULLAGE

clear brew



No contract and initial clean completely **FREE!**

WWW.CLEARBREW.CO.UK | **01209 219889**

BUY 5 CASES OF OLD MOUT CIDER AND RECEIVE 1 CASE OF OLD MOUT 0.0% FREE.



ENJOY RESPONSIBLY
bedrinkaware.co.uk

1 per customer, whilst stocks last. 150 offers in total.

OLD MOUT CIDER

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

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

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

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TENANT

BEER & CELLAR QUALITY

TRAINING COURSE

DATE: 15TH OCTOBER 2025

9-3pm Online



<u>What can i expect from the course?</u>

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

Contact marketing@trustinns.co.uk or speak to your BDM to book 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

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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

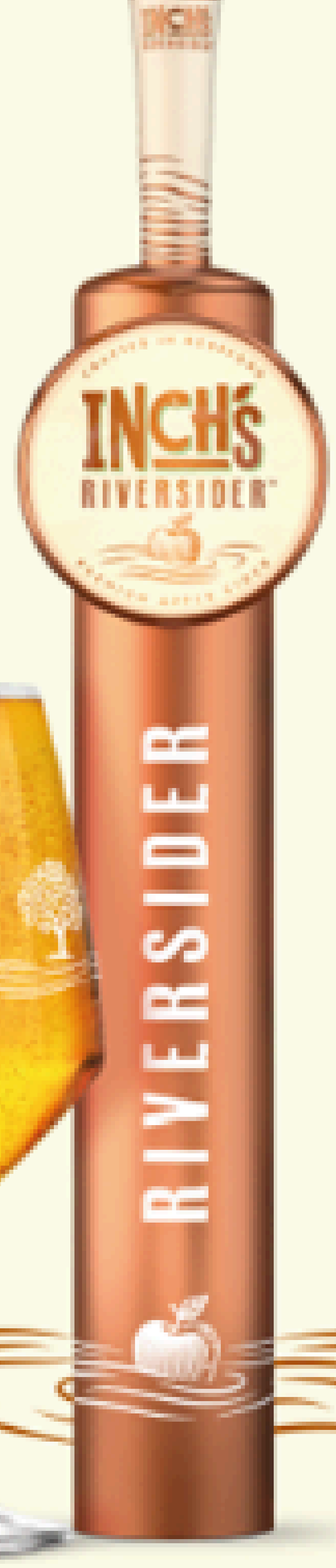
NEW

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!

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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

Follow Trust Inns

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