Trust Inns

Better Pubs through Better People

NOVEMBER

2025

The INNcentive Magazine

WHAT'S INSIDE?

- IMPORTANT COMPANIES HOUSE UPDATE
- BEAVERTOWN POS KITS
- MONEY OFF GREENE KING CASKS
- NO & LO DEAL



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 2x9G TO GET A FREE 70CL BOTTLE OF SMIRNOFF VODKA

Terms & Conditions: Promotion runs from 1st November - 31st December 2025. Two casks need to be purchased at the same time to qualify for free stock. Maximum of 2 deals per customer per order. Available while stocks last.

BUY 1 CASE OF FIREBALL* AND GET A FREE FIREBALL BRANDED DARTBOARD KIT**





*6X70CL BOTTLES **INCLUDES FIREBALL BRANDED DARTBOARD, 3X DARTS AND 3 BRANDED FLIGHTS
MAX 1 DEAL PER CUSTOMER, 50 DEALS TOTAL

BREAKING NEWS



THE ROYAL GEORGE IN OLD SHOTTON UNDER NEW MANAGEMENT



The Royal George in Old Shotton, near Peterlee, has been taken over by a couple who have renovated the site to give the area a fresh start.
It was announced in July that the previous owners were closing the pub, due to a decrease in customers and the fact that it couldn't compete with pub chains, making the business "unsustainable."
Now, Nicola Park, 52, and Barry Coatman, 58, from Hawthorne, are bringing the property back to its former glory.

Nicola said: "My partner and I decided to just take the plunge. It's our first pub and we really want to look after the local community and get people back in. It's been empty now for a long time, and it looks bad for the village if the pub's empty.

The couple reopened the doors mid October and they have had the whole community behind them.
We look forward to everything to come for the pub and the team!

CHRISTMAS CASKS

AVAILABLE NOW

£154.95
+VAT*

9G

Trust Inns
Better Pubs through Better People

*Before any applicable discounts

Tripadvisor
Travellers' Choice™
Awards 2025

The Happy Cheese in Ashurst has been recognised once again in the top 10 % of restaurants worldwide in the TripAdvisor Travellers' Choice Awards, an accolade it has held for the past few years.
The pub on Lyndhurst Road is famous for its large menu, burgers and for making its own gelato on site, which it uses on its dessert menu and supplies to other restaurants locally.

Well done to the incredible team at Happy Cheese – It's always great to see our pubs and their amazing tenants getting the recognition they deserve!

FAMILY PUB
HAPPY
Cheese
ASHURST

ADNAMS
SOUTHWOLD

Buy 2 x 9Gs of Adnams and get £10 off and a Bobble Hat



Valid on Ghost Ship 4.5% and Southwold Bitter. November 1st to November 30th 2025.
Bobble Hats subject to availability



2025

LEICESTERSHIRE PROMOTIONS

TOURISM & HOSPITALITY AWARDS

finalists

The White Horse in Birstall are FINALISTS in the Leicestershire Tourism & Hospitality Awards 2025! – for Best Pub, Best Sunday Lunch, Dog Friendly, and Casual Dining!

Huge congratulations to the amazing team in Birstall – your hard work is being recognised! We have our fingers crossed for December 3rd for the results!

*Offer will not be reflected in online price - money off will be reflected in Trust Inns invoice.

BLACK FRIDAY & CYBEER MONDAY

GET READY AND STOCK-UP THROUGHOUT NOVEMBER

"OLD SPECKLED HEN"
DISTINCTIVE
English Pale Ale
4.5% vol.

GREENE KING
Abbot
RICH AND FRUITY
5% vol.

GREENE KING
IPA
INDIA PALE ALE

CALEDONIAN BREWERY
DEUCHARS
INDIA PALE ALE

SAVE
£5
ON GREENE KING FIRKINS

CHRISTMAS CHEER
Pouring goodwill and great beer

FREE
CHRISTMAS CHEER CROWNER

ROCKING RUDOLPH
4.3% vol.

FREE
ROCKING RUDOLPH POS





Promotion is available for purchases from 1st November – 30th November 2025. No limit to the number of deals. Subject to stock and depot availability. FREE Rocking Rudolph POS kit with every first purchase, one POS kit per outlet.

SHOULD I GET ACCREDITED?

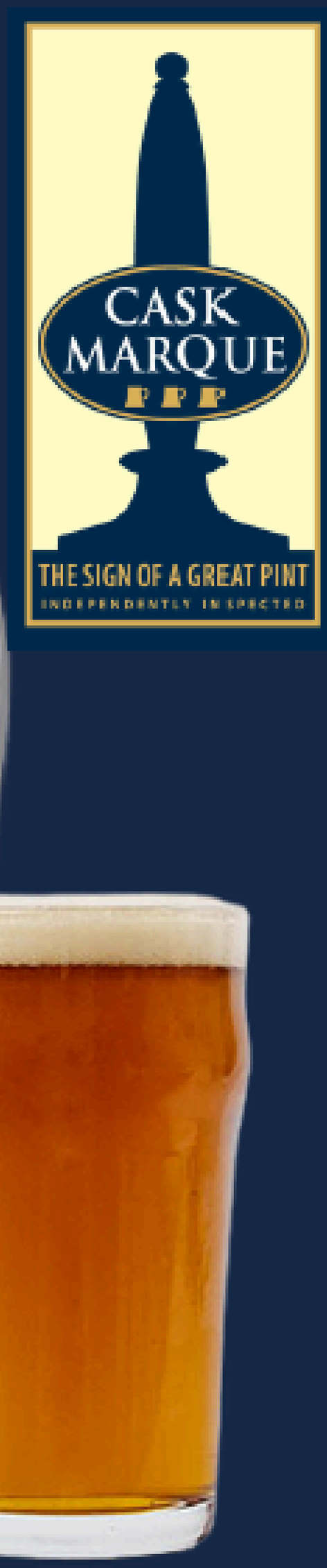
Are you selling great quality cask ale?
Want to be recognised for beer quality?
What happens if I apply?

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

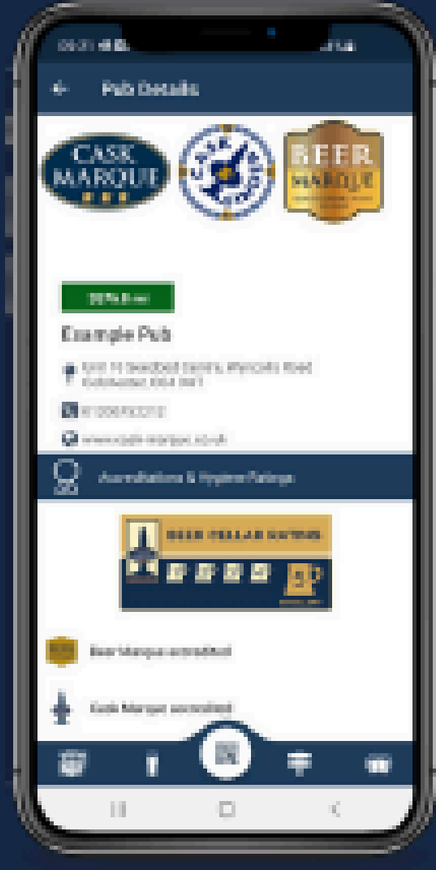
Free Point of Sale material to publicise your success



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



DRINK BEAVERTOWN BEER RESPONSIBLY

TRUST INNS TRAINING COURSES

Delivered Online

PUB MARKETING & FINANCE

1 course delivered across 2 days!

MARKETING
WEDS 19TH NOVEMBER
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
THURS 20TH NOVEMBER
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 25TH NOVEMBER
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!

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

Great Taste.
Zero Sugar.

SAVE £3.00

Coca-Cola Zero Sugar is the fastest growing Light Cola Brand in GB Pubs
in value (£)*

Coca-Cola Zero Sugar 330ml glass bottle

*Offer will not be reflected in online price - money off will be reflected in Trust Inns invoice.

Contact your account manager for more information

MyCCEP
my.ccep.com

© 2025 The Coca-Cola Company. All rights reserved. COCA-COLA ZERO SUGAR and THE CONTOUR BOTTLE is a registered trademark of The Coca-Cola Company. While stocks last.
*Source: CGA, GB Pubs (Food + Wet Led), Cola Brands, Value Sales and Value % Chg vs. PY, MAT to P8 31/08/24

HORSE AND JOCKEY, SHEFFIELD







FUNDRAISING EVENT

A huge well done to The Horse and Jockey, Sheffield, for raising an incredible £2,515 for 'Lib Forever' last month💜

With bingo, a bouncy castle for the kids, and plenty of fun for all, it was a fantastic day of fundraising. Massive kudos to Gaynor, Darren, and the whole team for their amazing effort in supporting such a special cause. 🎉

*Offer will not be reflected in online price - money off will be reflected in Trust Inns invoice.

INTRODUCING THE NEW OASIS 330ML SLEEK CAN

Unique to the On Trade



Oasis Still Fruit Juice Drink

£3 OFF PER CASE

©2024 European Refreshments. All rights reserved. OASIS is a registered trade mark of European Refreshments.

*Offer will not be reflected in online price - money off will be reflected in Trust Inns invoice.

SAVE £3.00

Appletiser 275ml 24 case pack only

1 of your 5 a day per 150ml serving

Bubbles done *differently*



100% Natural Apple Juice

Appletiser 275ml glass bottle

Contact your account manager for more information

© 2025 European Refreshments. All Rights Reserved.

MyCCEP
my.ccep.com

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

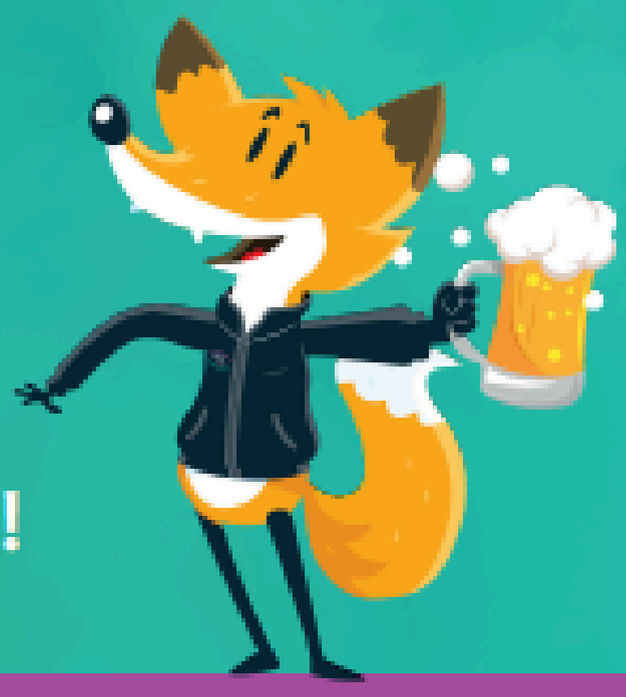
FREE BEER LINE CLEAN
FOR **NEW** TRUST INN TENANTS

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**

the Perfect Mix

Buy 4 Cases Get 1 FREE

Available November / December



56% of UK Survey respondents **prefer Schweppes** as a Mixer of choice*

Scan for Schweppes signature highball recipes!

Schweppes has gained **2.3%** Volume share in On-Premise**

Schweppes 150ml mixers

bedrinkaware.co.uk

Contact your account manager for more information

© 2025 European Refreshments UC. SCHWEPPES is a registered trademark of European Refreshments UC. While stocks last.
*Source: One Pulse, 505 Respondents, Survey: ,Which of these is your preferred mixer brand? Answers: Schweppes, Fever Tree, Britvic" Responses Schweppes: 56.83%, Fever Tree: 33.07%, Britvic: 10.1% completed 1st April 2025
**Source: GB, CGA On-Premise, Mixers, Date to 31/03/25 Volume share vs PY MAT

MyCCEP
my.ccep.com

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

bedrinkaware.co.uk
Enjoy Responsibly

A BREAK FROM THE ORDINARY

+ FREE KEG ON INSTALLATION

£135*
+ VAT

6.6g

*Before any applicable discount

MURPHY'S

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.

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

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!

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

England & Wales
Direct Telesales Line:

0808 169 8979

Follow Trust Inns

Trust Inns
Better Pubs through Better People