Trust Inns

Better Pubs through Better People

NOVEMBER 2025

The Scottish INNcentive Magazine

WHAT'S INSIDE?

- IMPORTANT COMPANIES HOUSE UPDATE
- MONEY OFF LOCKDOWN COCKTAIL RANGE
- NEW BRANDS AVAILABLE TO YOU!
- MONEY OFF SPY VALLEY WINES

NEW BRANDS

ORDER ONLINE WWW.MATTHEWCLARKLIVE.COM

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

Lockdown Liquor & Co. | Trust Inns

Your New Cocktail Range Is Here

It is a pleasure to introduce you to Lockdown Liquor & Co., a multi award-winning cocktail company. Produced in London using the best quality ingredients and distilleries resulting in unique and award-winning bottled cocktails that deliver simplicity and consistency with every serve.

Founded in April 2020 during the pandemic by Natasha and Jack Durling as an initiative to raise funds and awareness for NHS Charities Together. Today the brand produces millions of cocktails a year from their facilities in South London for customers to enjoy at home, in restaurants, bars, pubs, theatres, airlines and beyond.



COCKTAIL RANGE NOW AVAILABLE



£1.50 OFF 1L RANGE & **£0.75** OFF 500ML RANGE

Offer available until the 1st January 2026

COMPLIMENTARY POS

Enjoy a complimentary POS bundle with your first order. This includes our premium **Spill Mats** and **'Now Serving' signage** to help elevate your bar setup from day one.

Want more? If you order **a minimum of 4 different core lines**, we'll also include a selection of **cocktail shakers, strainers**, and additional POS tools to support your serve.

ORDER NOW

Available via C&C Group / MC Portal
Or contact your Sales Rep, **Will Jones**
will@lockdown-liquor.com



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

Trust Inns

Better Pubs through Better People



SCOTLAND PUB ALERT!

ABBOTSFORD

11-13 ABBOT STREET, PERTH, CRAIGIE, PH2 0EB





Key Features:

- Very well-known and long established bar
- Only community local in the area
- Close to city centre and train station
- Traditional bar/lounge look and feel

Enquire NOW!

Delia - 07788445787

14 HANDS
WINERY



BuzzBallz®

Ready-to-go Cocktails

13.5% Alc by Vol



the pre-mixed cocktail TikTok cannot stop talking about

bedrinkaware.co.uk



FRÏS Vodka

50p off a bottle!

Award winning vodka, entry level pricing.

WORLD VODKA AWARDS 21
WORLD'S BEST PURE NEUTRAL

The World's **CHÏLLEST Vodka**

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

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!

Ste Chateau Michelle

AWARD-WINNING WINES FROM A PIONEERING AND FOUNDING WASHINGTON WINERY



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

*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

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MyCCEP
my.ccep.com

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**

CERTIFIED sustainable.CL Wines of Chile

iTrust Inns
Better Paths through Better People

FAMILY WINEGROWERS SINCE 1976

Luis Felipe Edwards



VEGAN FRIENDLY
Crafted with respect for the environment.

DISTINCT ORIGINS
Sourced from Chile's most recognized valleys.

AVAILABLE VARIETIES
Chardonnay, Sauvignon Blanc, Pinot Noir, Cabernet Sauvignon, Malbec

LFEWINES.COM | @ LUISFELIPEEDWARDSWINES

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

LOCHLEA

SINGLE MALT SCOTCH WHISKY

'Our Barley' is a celebration of the barley that defines our Single Estate Range. The nose reveals pear syrup and fruit bonbons, layered with warm cut grass and a touch of marmalade. On the palate, expect golden syrup, cracked pepper, and rye bread, enriched by macadamia nuts and a hint of cream soda. The finish is long and citrus-led, with a lingering orange beeswax note—a fitting tribute to the barley that launched our single malt journey.





OUR BARLEY

Matured in a combination of First Fill Bourbon, Oloroso & STR Casks

lochleadistillery.com

@lochleawhisky

GROWN . DISTILLED . MATURED AT LOCHLEA

Lochlea Distillery . Ayrshire . Scotland

MISSION TARGET:
SPY VALLEY

TWO-TIME IWSC NZ PRODUCER OF THE YEAR

AMW
APPELLATION
MARLBOROUGH WINE

NZ quality and authenticity mark

Scan for message

NEW ZEALAND SUSTAINABLE WINEGROWING

Sustainable
Caring for the land



390g Bottle
20% less glass than average

Morse code:
"For wine lovers"

Vertical integration
From grape to bottle

A Family
Owned & managed
Estate & winery

SPY VALLEY WINES

A Legacy Worth Growing

spyvalleywines

*Get 50p per bottle support when you buy a case of any of these Spy Valley Wines:

Spy Valley - Pinot Noir
Spy Valley - Sauvignon Blanc
Spy Valley - Pinot Gris
Spy Valley - Rose
Easy Tiger - Sauvignon Blanc

Offer Valid until Christmas 25

BOTTEGA

ITALIAN SPARKLING LIFE

The iconic
Bottega
bubbles
in mini sizes

DRINK RESPONSIBLY

www.bottegaspa.com

BOTTEGA SpA

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

BOTTEGA

A TASTE OF ITALY

The taste of tradition

BOTTEGA

PINOT GRIGIO DELLE VENEZIE

BOTTEGA

PINOT GRIGIO DELLE VENEZIE

BOTTEGA

CHARDONNAY TREVENEZIE

www.bottegaspa.com

DRINK RESPONSIBLY

BOTTEGA SpA

SHOULD I GET ACCREDITED?

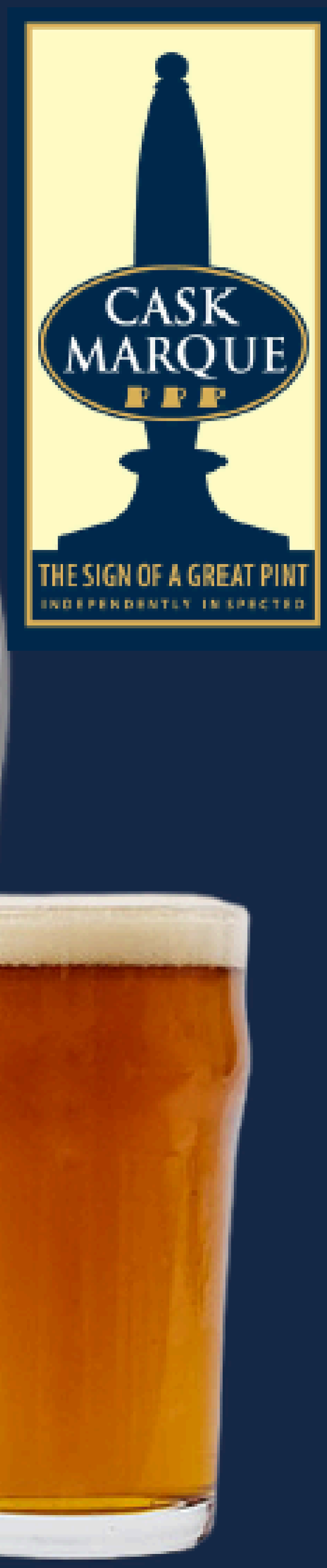
Are you selling great quality cask ale?
Want to be recognised for beer quality?
What happens if I apply?

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

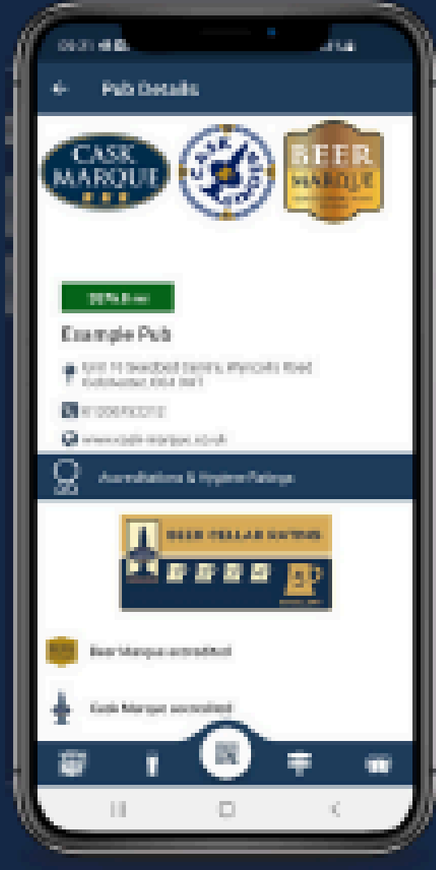
Free Point of Sale material to publicise your success



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

BOTTEGA

ITALIAN SPARKLING LIFE

Free to sparkle.
Free to enjoy.

Non-alcoholic sparkling drink.

www.bottegaspa.com

BOTTEGA SpA

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!

BOTTEGA

ITALIAN SPARKLING LIFE

The perfect fizz
for brunches,
cocktails & events

www.bottegaspa.com

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ITALIAN SPARKLING LIFE

Elevate your
Prosecco
experience

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BOTTEGA
SpA

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 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.

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.

Order online:

www.matthewclarklive.com

Follow Trust Inns

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