Trust Inns

Better Pubs through Better People

OCTOBER 2025

The Scottish INNcentive Magazine

WHAT'S INSIDE?

- IMPORTANT COMPANIES HOUSE UPDATE
- FREE BEER LINE CLEAN
- NEW BRANDS AVAILABLE TO YOU!
- INSTALL PORETTI!

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



Enjoy £1 off every bottle of Leslie's Rosé and Leslie's Brut

Leslie's Rosé – Fresh, vibrant, and playful. Bursting with notes of wild strawberries and citrus, this sparkling rosé is a refreshing companion to any occasion.

Leslie's Brut – Crisp and beautifully balanced, with green apple and citrus at its core. Light, elegant, and endlessly drinkable.

Celebrate every moment with Leslie's – now with even more reason to raise a glass.

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

balfourwinery.com

TEQUILA ROSE
STRAWBERRY CREAM

BUY 3x70cL BOTTLES RECEIVE 1 SHOT PADDLE AND 6 SHOT GLASSES FREE



BEST SERVED ICE COLD!



@SAZERACCOMPANYOFFICIAL

bedrinkaware.co.uk

@TEQUILAROSEUK



Santa Rita

ROSÉ

OUR STORY

Santa Rita Winery was founded in 1880 by Don Domingo Fernández Concha, a prominent businessman and public figure of the time. Don Domingo introduced fine French grape varieties to the privileged soils of the Maipo Valley and incorporated specialized machinery. Together with the hiring of French winemakers, this allowed him to produce wines using techniques and achieving results far superior to those traditionally obtained in Chile, transforming the way wine was made in our country.

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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

MISSION TARGET:
SPY VALLEY

TWO-TIME IWSC NZ PRODUCER OF THE YEAR

Scan for message

AMW
APPELLATION
MARLBOROUGH WINE

NZ quality and authenticity mark

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

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

#BubblesWithBenefits

More than just a non-alcoholic fizz, Wild Life is #BubblesWithBenefits®

- 0.5% ABV — De-alcoholised Wine
- 5 — Mood Boosting Botanicals
- 8 — Active Vitamins & Minerals
- 25 — Calories per 100ml
- 100% — Vegan

Available in 75cl and 20cl bottles

wildlifebotanicals.co.uk

SHOULD I GET ACCREDITED?

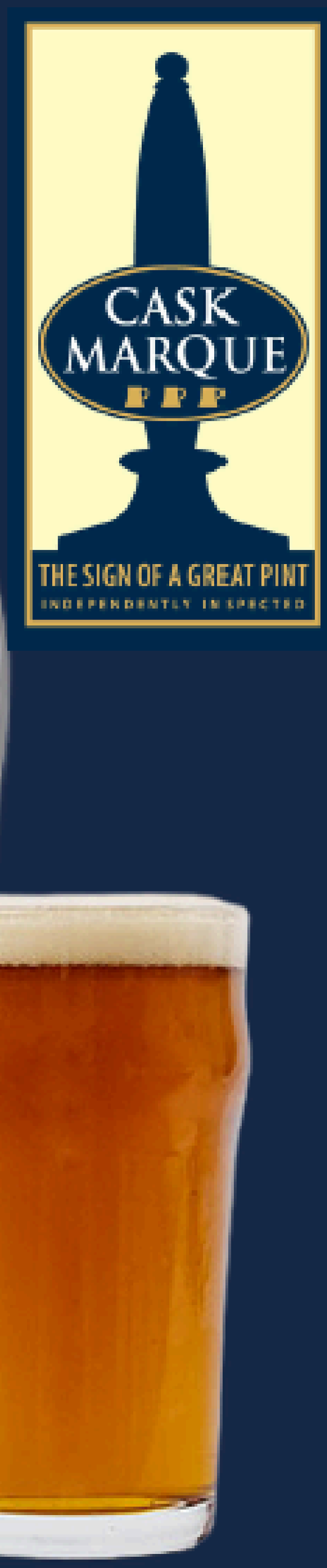
Are you selling great quality cask ale?
Want to be recognised for beer quality?
What happens if I apply?

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

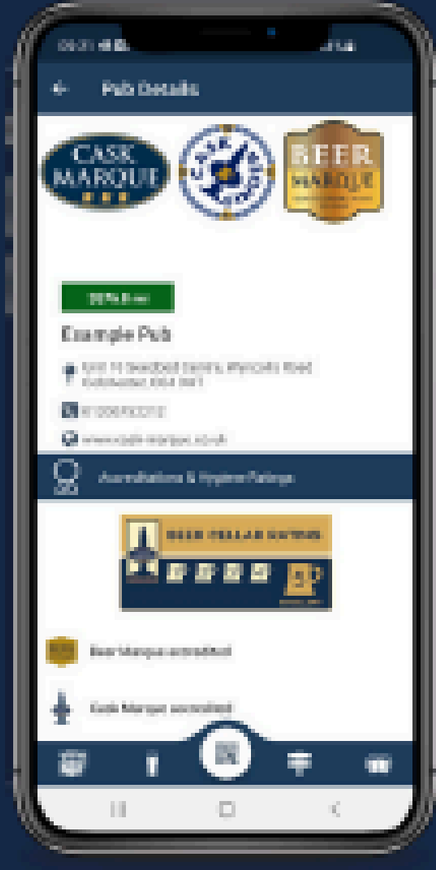
Free Point of Sale material to publicise your success



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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

8KM

8KM wine was born in memory of the train that linked Viña Santa Rita with worker´s homes in 19th - 20th century. This was built in 1859, a railway track of 8km that connected the city of Santiago with the town of Buin where the vineyard is located. At the same time, Santa Rita had a bakery for workers and their families. Today that old bakery is a nice Coffee House for tourists and workers. Inside this cafeteria, you can find a small train exhibition recalling the 8KM train.



Santa Rita
CHILE

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TENANT

BEER & CELLAR QUALITY

TRAINING COURSE

DATE: 15TH OCTOBER 2025

9-3pm Online



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

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

120

RESERVA ESPECIAL

Every second

3 Bottles

are opened worldwide

OUR STORY

120's origin story, led by Paula Jaraquemada, centers on courage, independence, and defiance. In 1818, during Chile's fight for independence, Paula Jaraquemada —a woman in a male-dominated world— bravely defied both Spanish rule and societal expectations by sheltering 120 heroes in her cellar. This unconventional and heroic tale serves as a powerful source of inspiration around the world.



Santa Rita
CHILE

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Better Ruts through Better People

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**

DESDE 1880

GRAN HACIENDA

OUR STORY

During the colonial occupation, "Hacienda" was the name given to large pieces of land dedicated mainly to agriculture.

The hacienda was one of the fundamental pillars on which the Chilean social structure rested.

In Santa Rita a story of fifteen hundred years is rooted in the lands of our Gran Hacienda.

Memories belonging to families who built Chilean history whose tradition we discover in books, streets and monuments.



Santa Rita
CHILE

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MEDALLA REAL

GRAN RESERVA

Medalla Real was created in 1983 in honour of Francisco García Huidobro, an ancestor of the founding family of Santa Rita and Marqués de Casa Real, who established Chile's first mint. To commemorate the bicentenary of this event, a medal was struck bearing his likeness and the symbol of the Spanish royal crown.

Santa Rita
CHILE

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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



PURE, MINERAL, CRYSTAL CLEAR

**Born under the Mediterranean sun, Gris Blanc captures the spirit of the South of France.
Its almost crystal-clear blush hue and delicate aromas make it the perfect companion for moments of pure pleasure.**

Grape Variety: *100% Grenache Gris, organic certified*

Food Pairing: *Perfect with roasted poultry, mushroom risotto and seafood dishes.*

GÉRARD BERTRAND

HÉRITAGE

AUTHENTICITY – CHARACTER – INTENSITY



The richness of the great southern French terroirs, combining tradition and precision.

Grape Variety: 100% Picpoul

Food Pairing: Ideal with oysters, roasted chicken, and soft cheeses.

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



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.



Order online:

www.matthewclarklive.com

Follow Trust Inns

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