Trust Inns

Better Pubs through Better People

DECEMBER

2025

The INNcentive Magazine

WHAT'S INSIDE?

- YOUR CHRISTMAS DELIVERY SCHEDULE
- PACKAGED PRICE DROPS!
- SOFTS PRICE DROPS!

Merry Christmas

from all at

Trust Inns

Better Pubs through Better People

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

CHRISTMAS DELIVEY SCHEDLE

Normal Order Day	Revised Order Day	Normal Delivery Day	Revised Delivery Day	Days to Next delivery
Thu 11 Dec 2025	Thu 11 Dec 2025	Mon 15 Dec 2025	Mon 15 Dec 2025	5
Fri 12 Dec 2025	Fri 12 Dec 2025	Tue 16 Dec 2025	Tue 16 Dec 2025	6
Mon 15 Dec 2025	Mon 15 Dec 2025	Wed 17 Dec 2025	Wed 17 Dec 2025	6
Tue 16 Dec 2025	Tue 16 Dec 2025	Thu 18 Dec 2025	Thu 18 Dec 2025	6
Wed 17 Dec 2025	Wed 17 Dec 2025	Fri 19 Dec 2025	Fri 19 Dec 2025	8
Thu 18 Dec 2025	Thu 18 Dec 2025	Mon 22 Dec 2025	Sat 20 Dec 2025	9
Fri 19 Dec 2025	Fri 19 Dec 2025	Tue 23 Dec 2025	Mon 22 Dec 2025	8
Mon 22 Dec 2025	Sat 20 Dec 2025	Wed 24 Dec 2025	Tue 23 Dec 2025	8
Tue 23 Dec 2025	Mon 22 Dec 2025	Thu 25 Dec 2025	Wed 24 Dec 2025	5
Wed 24 Dec 2025	Tue 23 Dec 2025	Fri 26 Dec 2025	Sat 27 Dec 2025	6
Thu 25 Dec 2025	Wed 24 Dec 2025	Mon 29 Dec 2025	Mon 29 Dec 2025	7
Fri 26 Dec 2025	Sat 27 Dec 2025	Tue 30 Dec 2025	Tue 30 Dec 2025	7
Mon 29 Dec 2025	Mon 29 Dec 2025	Wed 31 Dec 2025	Wed 31 Dec 2025	7
Tue 30 Dec 2025	Wed 24 Dec 2025	Thu 01 Jan 2026	Mon 29 Dec 2025	10
Wed 31 Dec 2025	Tue 30 Dec 2025	Fri 02 Jan 2026	Fri 02 Jan 2026	7
Thu 01 Jan 2026	Wed 31 Dec 2025	Mon 05 Jan 2026	Mon 05 Jan 2026	7
Fri 02 Jan 2026	Fri 02 Jan 2026	Tue 06 Jan 2026	Tue 06 Jan 2026	7
Mon 05 Jan 2026	Mon 05 Jan 2026	Wed 07 Jan 2026	Wed 07 Jan 2026	7
Tue 06 Jan 2026	Tue 06 Jan 2026	Thu 08 Jan 2026	Thu 08 Jan 2026	7
Wed 07 Jan 2026	Wed 07 Jan 2026	Fri 09 Jan 2026	Fri 09 Jan 2026	7

iTrust Inns
Better Pubs through Better People

PACKAGED

PRICE DROPS



24 PACK
330 ML

£24.79



24 PACK
330 ML

£20.29



24 PACK
330 ML

£32.29



24 PACK
330 ML

£24.49



24 PACK
330 ML

£19.29



24 PACK
330 ML

£20.49



12 PACK
550 ML

£19.75

PACKAGED

PRICE DROPS



12 PACK

500 ML

£20.29



12 PACK

500 ML

£20.29



12 PACK

500 ML

£20.29

12 PACK

500 ML

£20.29



ZERO ALCOHOL

12 PACK

500 ML

£15.29



ZERO ALCOHOL

12 PACK

500 ML

£15.29





12 PACK

500 ML

£16.79



12 PACK

500 ML

£19.79

BIB

Price Drops



Diet Pepsi BIB
7ltr - 42 RTD Ltrs
~~£53.47~~
£50



Pepsi BIB
7ltr - 42 RTD Ltrs
~~£68.99~~
£60



Pepsi Max BIB
7ltr - 42 RTD Ltrs
~~£53.09~~
£45



R Whites BIB
7ltr - 42 RTD Ltrs
~~£52.73~~
£47.50

SOFTS

PRICE DROPS



Britvic J20 Orange & Passionfruit
Britvic J20 Apple & Raspberry
Britvic J20 Apple & Mango
Britvic J20 Dragonberry

24 Pack
£21.50



Britvic Ginger Ale 200ml
Britvic Ginger Beer 200ml

24 Pack
£12.99

Britvic Ginger Ale 200ml
Britvic Ginger Beer 200ml

24 Pack
£14.25





Britvic Orange Fruit Juice 200ml
Britvic Pineapple Fruit Juice 200ml
Britvic Tomato Fruit Juice 200ml

24 Pack
£14.50

GIVEAWAY FOR THE BEST FESTIVE PUB

WINNER ANNOUNCED

22nd DEC!

WIN A KEG OF BEER!

- Tag us in your pictures of your festive decorated Trust inns pub

---

- Or email them to: MARKETING@TRUSTINNS.CO.UK / send to your BDM!

FREE ROCKING RUDOLPH POS KIT

WITH EVERY FIRST PURCHASE OF EITHER A 4.5G PIN OR A 9G FIRKIN OF ROCKING RUDOLPH



A2 "On Tap" posterx 1
A2 Donation posterx 1
Opening hours poster x 1
Drip mats pack of 200
Draw sheet x 1



DUAL PUMP CLIP | USE **ROCK-ON** AFTER XMAS.

ROCKING RUDOLPH PREMIUM BITTER • ABV 4.2%

A full-bodied beer with fruity esters and a malted toffee taste with a crisp bitter finish. No wonder it continues to be the best-selling Christmas ale.

Dark copper
Malty, fruity
Fruity, malted toffee, crisp bitter finish

ROCK ON

Abbot
AVAILABLE ALL YEAR
Premium Traditional Ale

Old Speckled Hen
AVAILABLE ALL YEAR
A classic favourite.

Greene King IPA
AVAILABLE ALL YEAR
A 3.4% crowd pleaser



FREE CHRISTMAS CROWNER
with every other product purchased



Throughout the qualifying period of 1st December – 25th December 2025 you will receive a Rocking Rudolph POS kit with your first purchase of a 4.5g Pin or a 9g Firkin. For any purchase of Abbot Ale, Old Speckled Hen or GKIPA, you will receive a free Christmas Cheer crowner. Rocking Rudolph POS kit contents include: 1 x A2 'On Tap' poster, 1x A2 Donation poster, 1x Opening hours poster, pack of 200 beer mats and 1 x draw sheet. One kit per customer and available while stocks last.





BEST FAMILY FRIENDLY VENUE

CONGRATULATIONS RING O'BELLS!

Taste Cheshire Food & Drink Awards 2025

THIS IS BROOKLYN @BKLYNBREWERYUK BROOKLYNBREWERY.COM

THIS IS BROOKLYN

HOPPY. FLAVORFUL. ALCOHOL FREE.

£19.50

24X330ML



Promotion valid for the duration of the brochure promotional period.
Fixed price qualifying products: Brooklyn Special Effects 24x330ml. Whilst stocks last. Offer subject to change.

Enjoy responsibly.
be drinkaware.co.uk

NEW



La première bière française sans alcool

La première bière française sans alcool

INSTALL TO RECEIVE A GLASSWARE & POS PACKAGE WORTH £200

Promotion valid for duration of brochure promotional period. One deal per install per outlet. Available whilst stocks last. Subject to change.

Brewed in the UK. Enjoy responsibly.

bedrinkaware.co.uk



BUY GOLDEN BEST AND RECEIVE £7 OFF PER FIRKIN

SUBJECT TO DEPOT AVAILABILITY

For sales contact paul.matthews@timtaylors.co.uk

All for that taste of Taylor's

TIMOTHY TAYLOR'S
CHAMPIONSHIP BEERS
EST. 1858

timothytaylor.co.uk

eazle Campaign by HEINEKEN

FREE to sign up

Boost footfall into your outlet

with eazle Campaigns.

The NEW platform from HEINEKEN UK delivering an exciting calendar of on-trade digital brand activations.



More Customers

More Often

Spending More

124k

consumers were driven into our partner pubs through digital activations in 2024.

£280k+

invested into activations by Heineken in 2024.

SIGN UP NOW

Full Terms of Use for eazle Campaigns can be found at be campaigns.eazle.co.uk/terms-of-use.
FOSTER'S, BIRRA MORETTI and CRUZCAMPO are Brewed in the UK.

Marketing and Recruitment - Day out in Chester and Lancashire!



Ring O Bells 01



Rake and Pikel 02



Yew Tree 03

Visit all the pubs highlight that running a successful pub goes beyond just opening the doors—it's about building relationships, understanding the community, and bringing passion and pride to everything you do.

Read more about our visit through our Interview section of our website!

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





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.

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



PLEASE CONTACT: POSTMIXENQUIRIES@CCEP.COM

MyCCEP

CHRISTMAS CASKS

AVAILABLE NOW

£154.95
+VAT*

9G

Trust Inns
Better Pubs through Better People

*Before any applicable discounts

SHOULD I GET ACCREDITED?

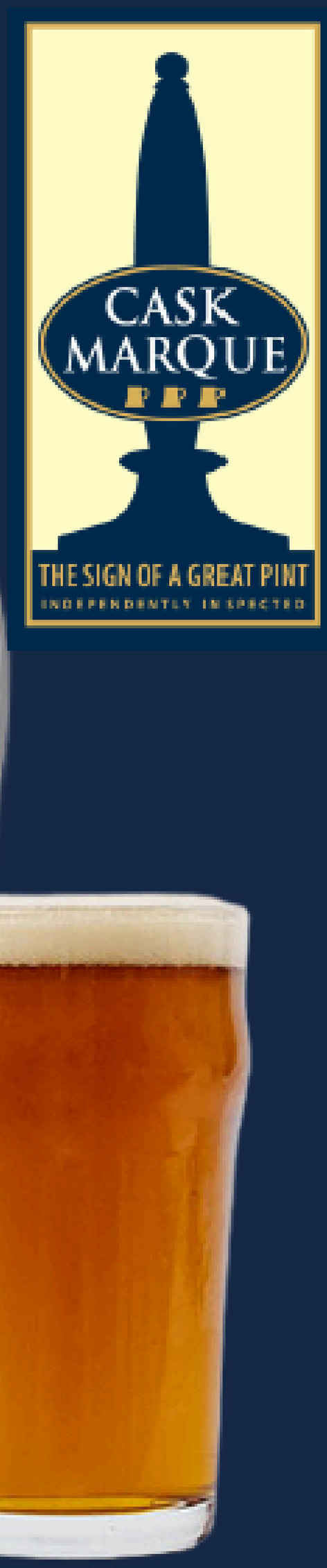
Are you selling great quality cask ale?
Want to be recognised for beer quality?
What happens if I apply?

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

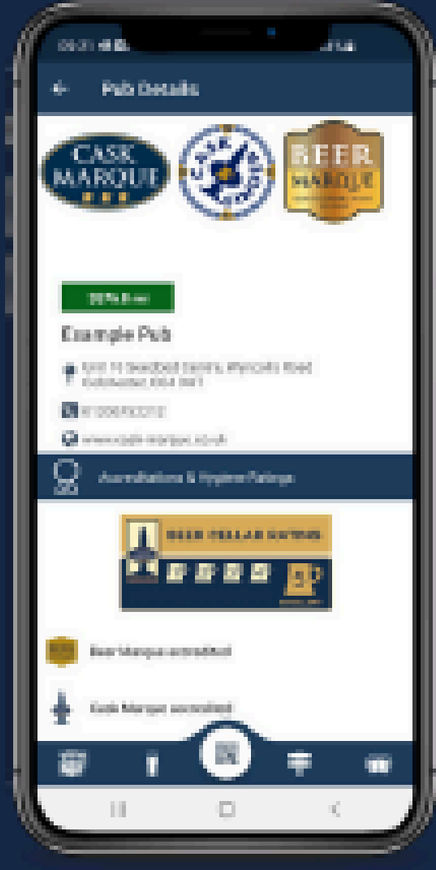
Free Point of Sale material to publicise your success



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

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

*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

clear brew

The Beer Line Cleaning Professionals

"I HAVE BEEN USING CLEARBREW TO DO OUR LINES FOR A FEW MONTHS NOW AND I AM VERY HAPPY.

OUR TECH COMES IN EVERY 3 WEEKS TO DO THE CLEANS, TAKES GREAT PRIDE IN DOING THEM AND IS ALWAYS VERY PROFESSIONAL.

OUR LINES ARE ALWAYS DONE TO THE HIGHEST OF STANDARDS, USING THE BEST OF PRODUCTS TO ENSURE OUR CUSTOMERS GET POURED AND SERVED THE BEST TASTEFUL PINTS.

I HIGHLY RECOMMEND CLEARBREW."



- PAUL, KANDY BAR DUNDEE

JOIN OTHER TRUST INN TENANTS AND GET YOUR FIRST CLEAN FREE

WWW.CLEARBREW.CO.UK **0800 7810577**

As one of the UK's leading beer line cleaning experts, Clear Brew saves you time, money, and waste. Discover the benefits and book your **FREE** clean today.

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!

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



England & Wales Direct Telesales Line:

0808 169 8979

Follow Trust Inns

Trust Inns
Better Pubs through Better People