Trust Inns
Better Pubs through Better People

DECEMBER
2025

The Scottish INNcentive Magazine

WHAT'S INSIDE?

- PACKAGED PRICE DROPS!
- CHRISTMAS COMPETITION
- GOOD NEWS STORIES

Merry Christmas
from all at

Trust Inns
Better Pubs through Better People

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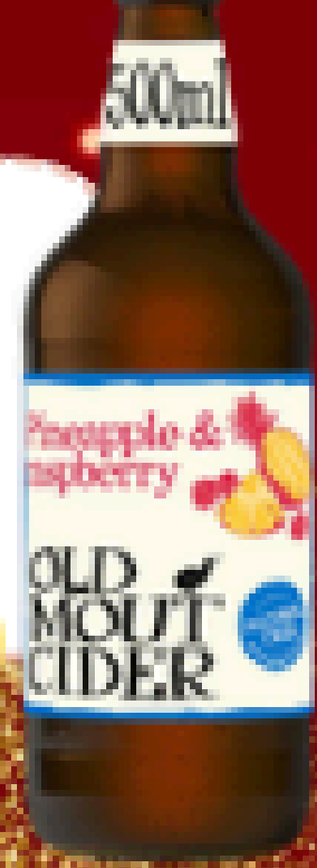
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GIVEAWAY FOR THE BEST FESTIVE PUB

WINNER ANNOUNCED 22nd DEC!

WIN A KEG OF BEER!

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

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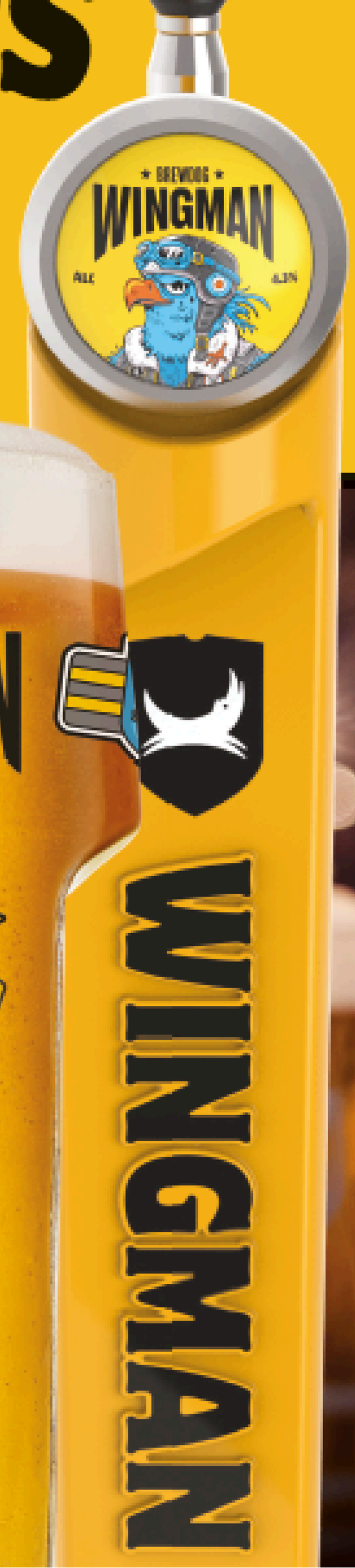
- Or email them to: MARKETING@TRUSTINNS.CO.UK / send to your BDM!

BREWDOG

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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

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FOSTER'S, BIRRA MORETTI and CRUZCAMPO are Brewed in the UK.

Marketing and Recruitment - Day out in Glasgow

01 Old Swan



Our Marketing Team hit the road to Glasgow at the end of October to have a to chat with some of our amazing tenants across our Scotland estate.
Our first stop was the Old Swan Inn, a lovely, friendly pub situated right in the centre of Paisley. Jacqui is the tenant here and has been for over 16 years. Her mum ran the pub for 9 years before Jacqui took it over, and they recently marked their 25-year anniversary—a long-lasting tenant story driven by family passion. We wanted to hear Jacqui's story about the Old Swan and what makes it hers.

02 Davidsons



Secondly, we visited Michelle and Iain at Davidson's in Renfrew, located right on the town centre's main street. They also run two other pubs within the Trust Inns estate: the Horseshoe Bar in Greenock, which they've ran for six years, and more recently obtained the Anvil Inn, in Glasgow.
When describing the atmosphere, they said, "It's a safe and welcoming space. We know people by name and prioritise building those relationships. It's clear that creating this "safe second home" vibe is central to how Michelle and Iain run their pubs, and they have been successful in achieving it.

03 Chandlers

Previously run by Chris's father, the pub has been revitalised under Chris's leadership. It features two bars—one with a strong sports focus and the other designed to attract younger individuals and students. The success of these changes is clear and continues to shine throughout the entire venue. Chris said he wants to push live music more in the coming year so we look forward to the events he may have in store.

04 Bellrock

Lastly, we visited the Bellrock, a lively karaoke bar, to speak with Debbie and Diane. Diane has been the tenant at the Bellrock for nearly 18 years, while her sister Debbie manages most of the day-to-day operations. The bar is well-known for the vibrant personalities behind the bar and for welcoming a diverse range of visitors, including Rangers fans, students, and participants of Glasgow's 'Sub Crawl'—where people experience the city's unique pub culture by visiting a pub near each of the 15 stations on the Clockwork Orange subway line.



Contact your account manager for more information

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

NEW



La première bière française sans alcool

La première bière française sans alcool

INSTALL TO RECEIVE A GLASSWARE & POS PACKAGE WORTH £200

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clear brew

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I HIGHLY RECOMMEND CLEARBREW."



- PAUL, KANDY BAR DUNDEE

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Coca-Cola Zero Sugar 330ml glass bottle

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*Source: CGA, GB Pubs (Food + Wet Led), Cola Brands, Value Sales and Value % Chg vs. PY, MAT to P8 31/08/24

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WELCOME *to the* LAKE

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GREAT TASTING FROM THE FIRST SIP TO LAST DROP — Tastes exactly like cask and is unpasteurised

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ON INSTALL OF COCA-COLA POSTMIX

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24 X 330ML GLASS COCA-COLA CLASSIC
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24 X 330ML GLASS DIET COKE
24 X 200ML GLASS SCHWEPPES TONIC
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24 X 330ML CAN OASIS EXOTIC FRUITS NO ADDED SUGAR
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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*

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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:
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👷 We'll mock up the design for your approval – you just need to print it!

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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.

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

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*Before any applicable discount

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