Trust Inns

Better Pubs through Better People

JANUARY 2026

The INNcentive Magazine

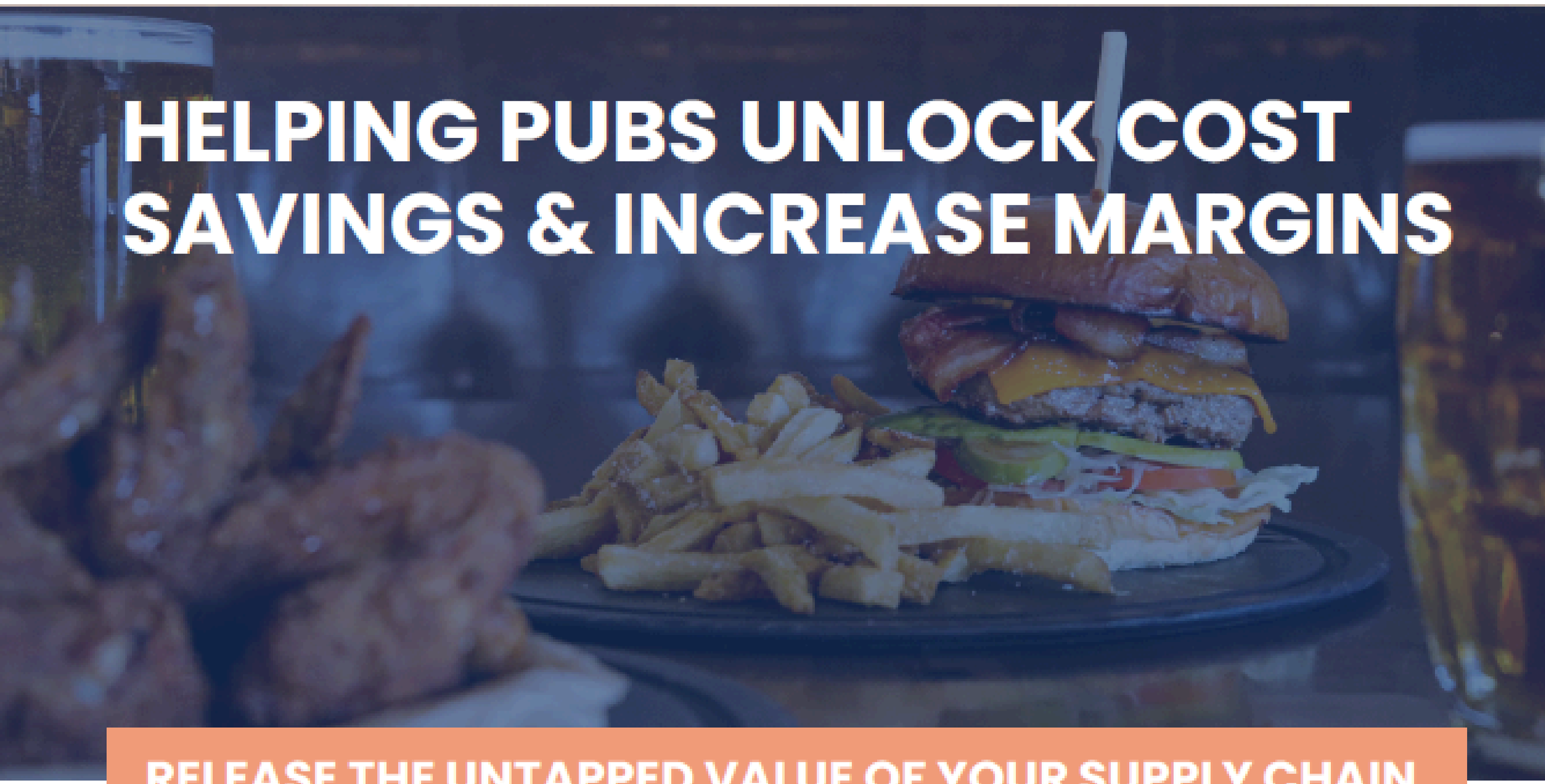
WHAT'S INSIDE?

- TENANT STORIES & SHOUT-OUTS FROM ACROSS THE ESTATE
- PACKAGED PRICE DROPS!
- SOFTS PRICE DROPS!

ORDER ONLINE

WWW.ORDER.CARLSBERGBRITVIC.CO.UK

REGENCY
PURCHASING GROUP



HELPING PUBS UNLOCK COST SAVINGS & INCREASE MARGINS

RELEASE THE UNTAPPED VALUE OF YOUR SUPPLY CHAIN

Regency Purchasing Group harnesses the collective buying power of more than **30,000 members** including hundreds of pubs, bars and restaurants nationwide. Benefits include:

- Access exclusive brand-owner deals
- Improve your menu and product range
- Reduce costs without compromising on quality
- Strengthen your pub business for long-term growth.

About Regency

Regency Purchasing Group is part of the **UK's largest group purchasing organisation**, giving Trust Inns tenants access to exclusive pricing, bespoke offers, unrivalled brand-owner support, and supplier packages you won't find anywhere else.

Supporting Pubs

Working with over **700 local, regional and national suppliers**, our purchasing experts help pubs like yours elevate menus and enhance food offerings to boost customer experiences, increase your sales and drive sustained business growth.

SCAN TO UNLOCK SAVINGS FOR YOUR PUB:

+44 (0) 1934 646 135 info@regencypurchasing.co.uk
www.regencypurchasing.co.uk

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!



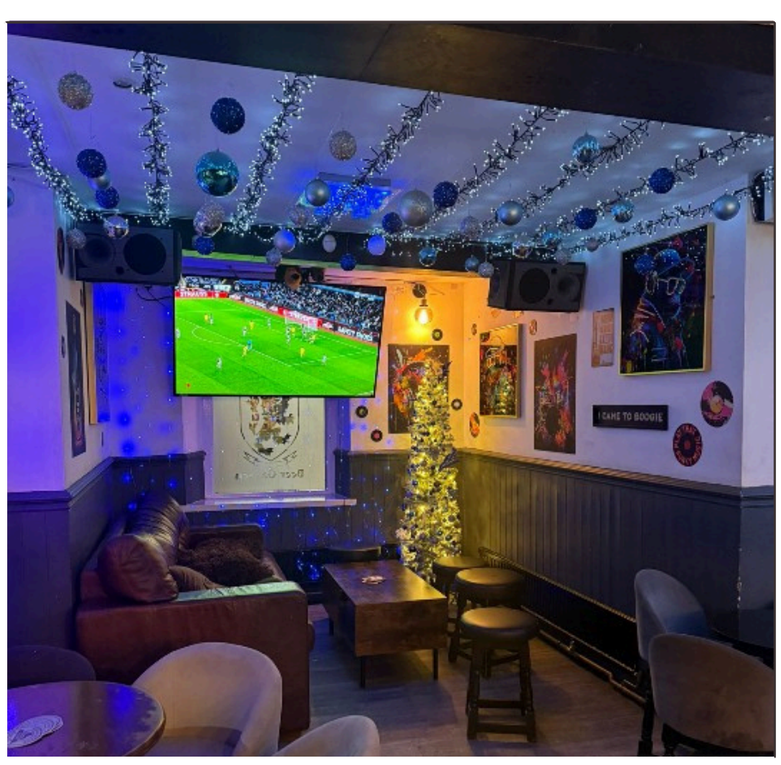
GILCOMSTON



OLDE TOWN HOUSE



BLUE BELL



DE LACY ARMS

Congratulations to the winners on winning their free 11g keg!

FREE CASE OF COCA-COLA ICON BOTTLES

WITH YOUR ALE ORDER IN JANUARY

BUY 2 X 9G FIRKINS OR 3 X 4.5G PINS OF ABBOT ALE,
OLD SPECKLED HEN OR GREENE KING IPA &
RECEIVE A FREE CASE OF DIET COKE
OR COKE ZERO ICON BOTTLES &
A FREE VALENTINE'S DAY CROWNER



T&C's: Promotional offer from 1st January – 31st January 2026. Purchase any 2 x 9g firkins or 3 x 4.5g PM's of Abbot Ale, Old Speckled Hen or GKIPA to receive a free case of your choice of Diet Coke or Coke Zero. Free Valentine's crowner with all orders. No limit to the number of deals available. Subject to stock and depot availability.

COMMUNITY CHRISTMAS EVENTS/CAUSES ACROSS OUR ESTATE!

Some pubs have caught our attention on social media or been nominated by BDMS with their displays of Christmas spirit within pub communities!

TYWARNHAYLE INN, CORNWALL

Charity Carol Singing – All proceeds go to Friends of Goonhavern School and a Christmas Giving Tree, bringing extra festive magic to children on Treliske Hospital's Children's Ward.

WHEATSHEAF, NEW YORK

Breakfats with Santa joined by a visit from the Grinch.

MIDLAND HOTEL, LAZONBY

Primary school children decorating the outdoor Christmas tree.

STIRRUP STANE, AIRDRIE

Staff and customers contributed toys, selection boxes, and more for children in the community. They also had a Santa's grotto.

SCARECROW, KILSYTH

As the council did not install any lights in the market square, Scarecrow sponsored the switch-on.

HOLLY HILL INN, RICHMOND

Held a 'Grinchmas' party for the kids in the community.

COBLE, NEWBIGGIN-BY-SEA

Hosted their very own Polar Express screening.

DIXIES ARMS, BAGTHORPE

Christmas Fair featuring a visit from Santa, craft and gift stalls, food, kiddies' rides, carols by Bagthorpe Primary School, a choir, and a singer.

be**drinkaware**.co.uk
Enjoy Murphy's Responsibly
Brewed in the UK

A BREAK FROM THE ORDINARY THIS JANUARY

INSTALL MURPHY'S IRISH STOUT TODAY

£135*
+ VAT

6.6g

*Before any applicable discount

MURPHY'S
IRISH STOUT
EST.1856 - CORK, IRELAND



NEW FORESTERS, NOTTINGHAM

On December 21st, Craig Revel Horwood, a judge from BBC's Strictly Come Dancing, made an exciting appearance at the New Foresters! A former drag queen in the UK, his visit was surely a hit with both the staff and the local community!



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

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.

VISITING A FEW OF OUR PUBS WITHIN MANCHESTER CITY CENTRE!



THE BRUNSWICK

Situated just five minutes from Piccadilly Station and a short stroll from Piccadilly Gardens, this pub has quickly become a vibrant hub for both visitors to Manchester and locals alike. Following its renovation, it now boasts a modern, welcoming, and lively atmosphere.

O'MALLEYS

Right across from Piccadilly Gardens, this is an Irish bar you won't want to miss!





BRIDGE TAVERN

Located close to Deansgate, which represents the more upscale area for bars of the city center, this traditional Manchester pub serve excellent beers and cocktails, and regularly host live music. You can also enjoy a game of pool or darts while you're there!

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

News Feature

IPSWICH STAR

Ipswich Star pub of the week is The Lattice Barn in town

17TH DECEMBER PUB OF THE WEEK BUSINESS IPSWICH



The Lattice Barn, in Woodbridge Road, Ipswich ***(Image: Newsquest)***



By Matthew Earth
Audience & Content Editor

Well Done Lattice Barn!

SHOULD I GET ACCREDITED?

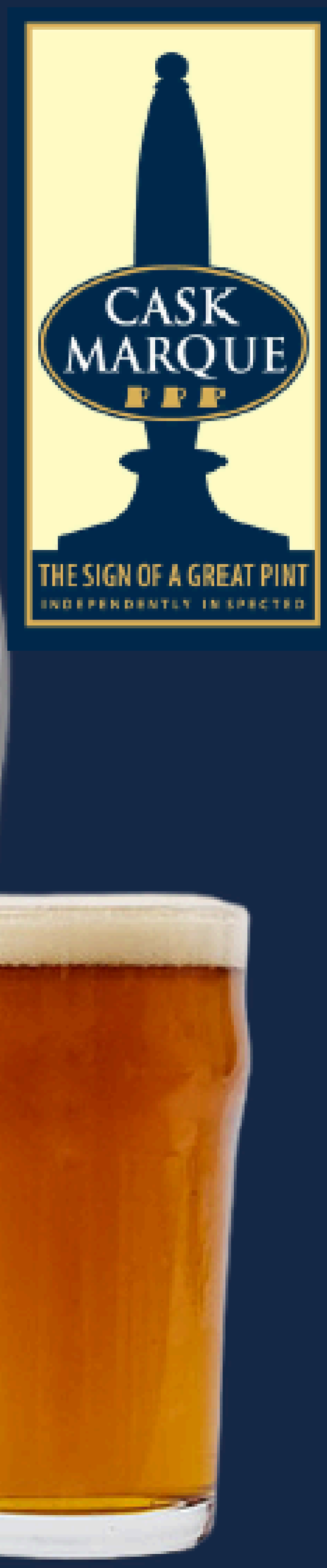
Are you selling great quality cask ale?
Want to be recognised for beer quality?
What happens if I apply?

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

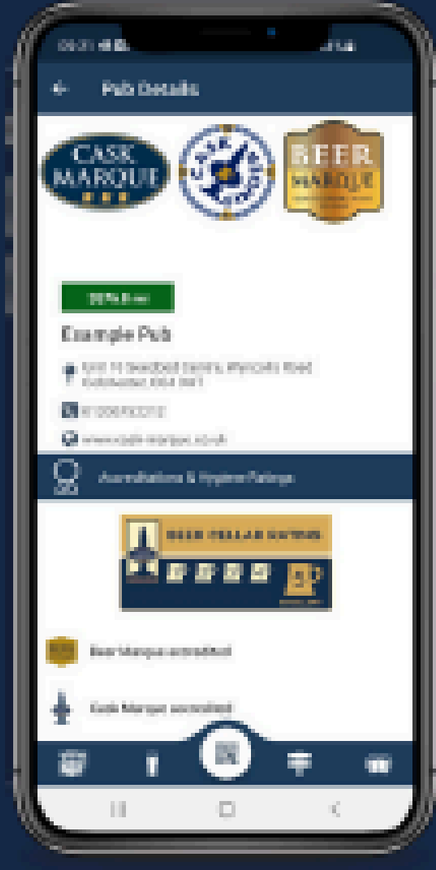
Free Point of Sale material to publicise your success



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



BUY 2 CASES OF PROPER JOB 0.5% IPA & GET ONE FREE

REASONS TO STOCK:

- In a category dominated by Low & No lagers, Proper Job 0.5% IPA gives consumers the choice they deserve, from one of the most popular ale brands in the country.
- The Low & No category is the fastest growing category in beer with On Trade volume up +36% vs 2023.[1]
- The Low & No category provides a great opportunity to trade customers up from soft or hot drink alternatives.

Terms & Conditions: Cases must be purchased in one order during the promotional period to qualify. Each case of Proper Job 0.5% IPA contains 8x500ml bottles. Available while stocks last.
[1]CGA OPM Data MAT to 18.05.24 vs YA.

THIS IS BROOKLYN @BKLYNBREWERYUK BROOKLYNBREWERY.COM

BROOKLYN BREWERY

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

START THE NEW YEAR RIGHT!

As one of the UK's leading beer line cleaning experts, **Clear Brew** saves you time, money, and waste by providing a fully managed repeat 3 weekly, dedicated beer line cleaning service to over 3000 licenced premises across the UK.

To help you start the year off right you'll get your **first clean** completely **FREE**, and, as it is our 20th anniversary year, you'll then get your **fourth clean ½ price** if you sign up for your first clean in Jan & Feb 2026!

Join your fellow Trust Inn tenants and book in for your first **FREE** clean today.

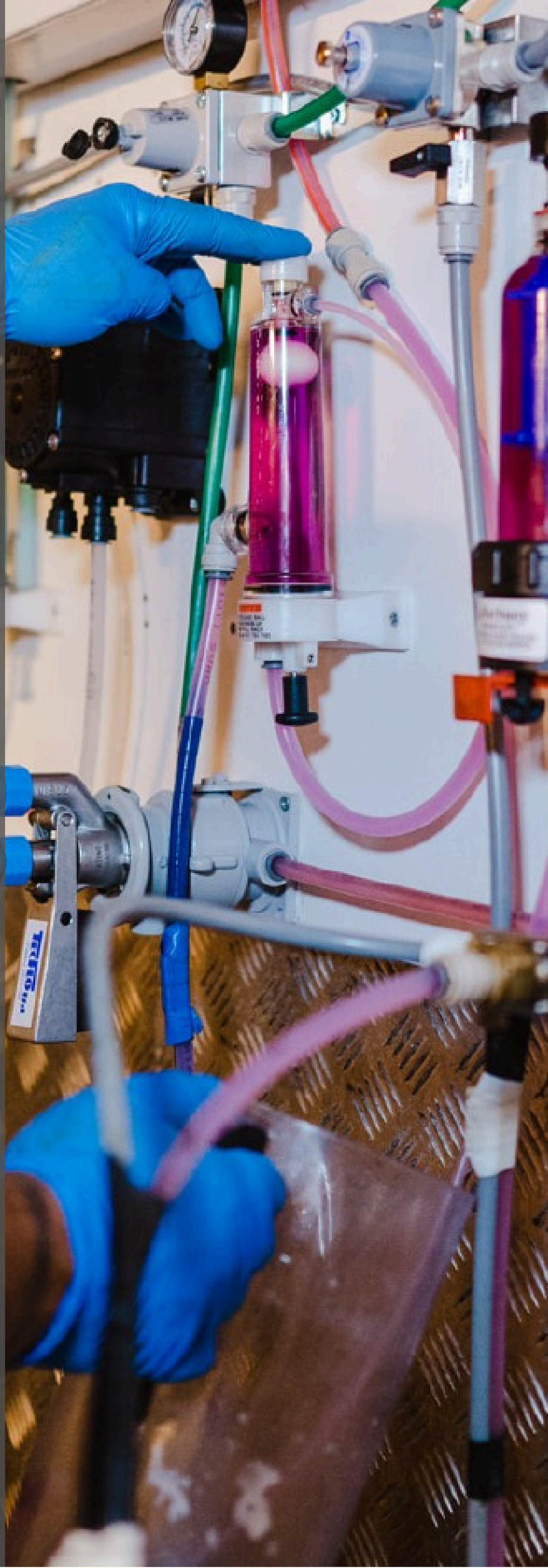
WWW.CLEARBREW.CO.UK

0800 7810577

@ CLEARBREW

clear brew

The Beer Line Cleaning Professionals



*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

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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

*CGA GB on Premise Draught data MAT Value 31.05.24 ** CGA GB on Premise Draught MAT Value 31.05.24 © 2025 All rights reserved. All brands are a registered trademark of their respective owners. While stocks last

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

1664 BIERE 0,0







1664 BIERE 0,0

1664 BIERE 0,0% IS A BEAUTIFULLY BALANCED, FULL FLAVOURED ALCOHOL-FREE LAGER, EXPERTLY CRAFTED TO DELIVER EASY REFRESHMENT DESIGNED TO HELP BRING PEOPLE TOGETHER. BREWED WITH FLAVOURFUL STRISSELSPALT HOPS, A RARE AND AROMATIC VARIETY OF HOPS FROM ALSACE, WHICH GIVES THE BEER ITS ICONIC, RICH FLAVOUR WITHOUT THE ALCOHOL.

ABV:	0.0%
STYLE:	ALCOHOL FREE LAGER
SEE:	BEAUTIFULLY GOLDEN
SMELL:	HERBAL AND SPICY WITH FLORAL NOTES
TASTE:	CRISP AND FULL BODIED WITH A SLIGHT BITTERNESS WITH FRUITY AND FLORAL NOTES

£18.50
24 CASE

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

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!

Order Online with Carlsberg Britvic

Follow Trust Inns

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Better Pubs through Better People