Trust Inns

Better Pubs through Better People

JANURAY 2026

The Scottish INNcentive Magazine

WHAT'S INSIDE?

- PACKAGED PRICE DROPS!
- CHRISTMAS COMPETITION RESULTS
- TENANT STORIES & SHOUT-OUTS FROM ACROSS THE ESTATE

ORDER ONLINE WWW.MATTHEWCLARKLIVE.COM

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

CELEBRATE HOGMANAY IN STYLE AT ABBOT IN ABERDEEN!

The P&J
YOUR VOICE OF THE NORTH
TRAPPED BY RAAC
£10M LIFELINE TO DIRECTLY BENEFIT TORRY FAMILIES
BE HEARD
SUBSCRIBE NOW

Abbot Bar Aberdeen



The Abbot is located in Kincorth. Image: The Abbot.

If you managed to grab tickets for the Abbot Bar's New Year's party, then count yourself lucky as the event is now officially sold out.

With music from Pepperpot, guests are sure to celebrate the New Year with a bang.

What a fantastic achievement for The Abbot Bar! The beloved local pub has just been named one of the top 14 spots to celebrate Hogmanay in Aberdeen, and this is a milestone that deserves to be celebrated.

This recognition reflects everything that makes The Abbot Bar such a special place in the heart of Aberdeen. From the vibrant atmosphere and incredible live entertainment ,it's clear why it's become a go-to destination for ringing in the New Year.

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.

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.

GIVEAWAY FOR THE BEST FESTIVE PUB!



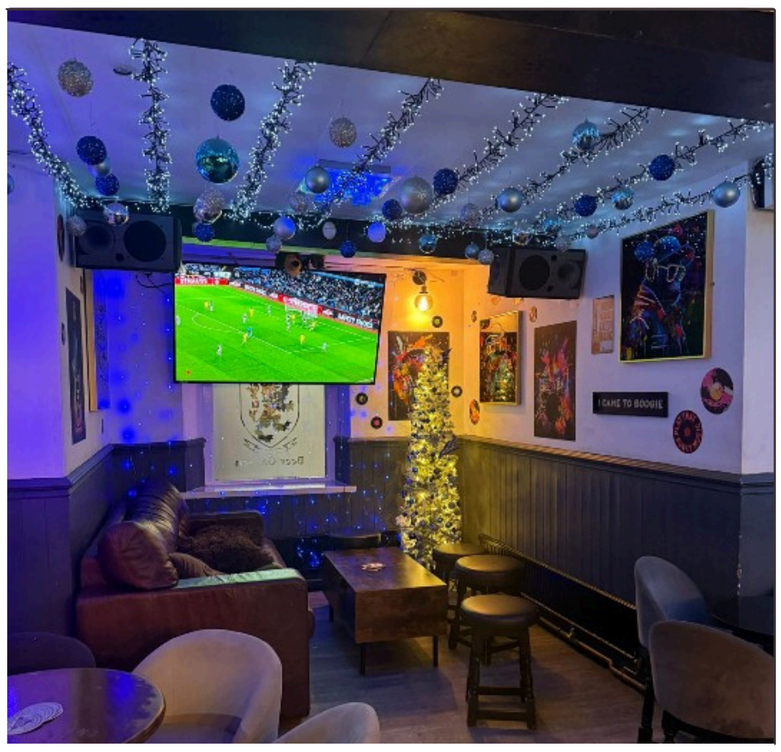
GILCOMSTON



OLDE TOWN HOUSE



BLUE BELL



DE LACY ARMS

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

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

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.

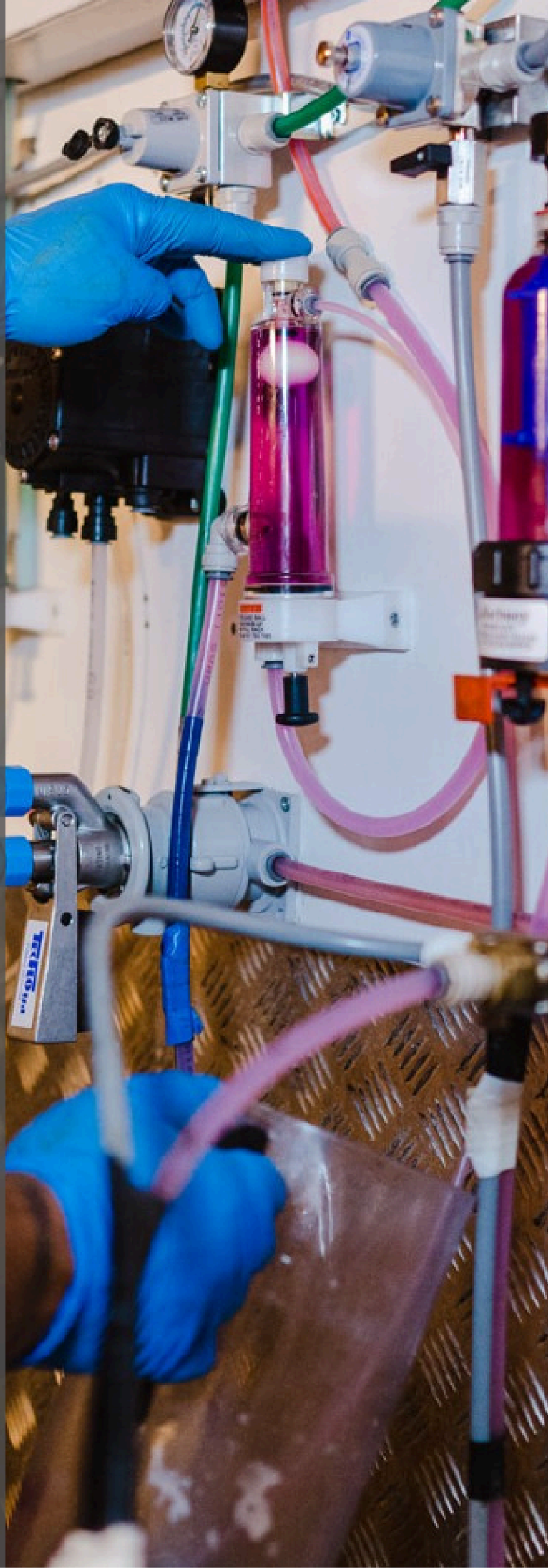
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The Beer Line Cleaning Professionals



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

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

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!

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 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
EST.1856 · CORK, IRELAND

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

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