Trust Inns

Better Pubs through Better People

FEBRUARY 2026

The INNcentive Magazine

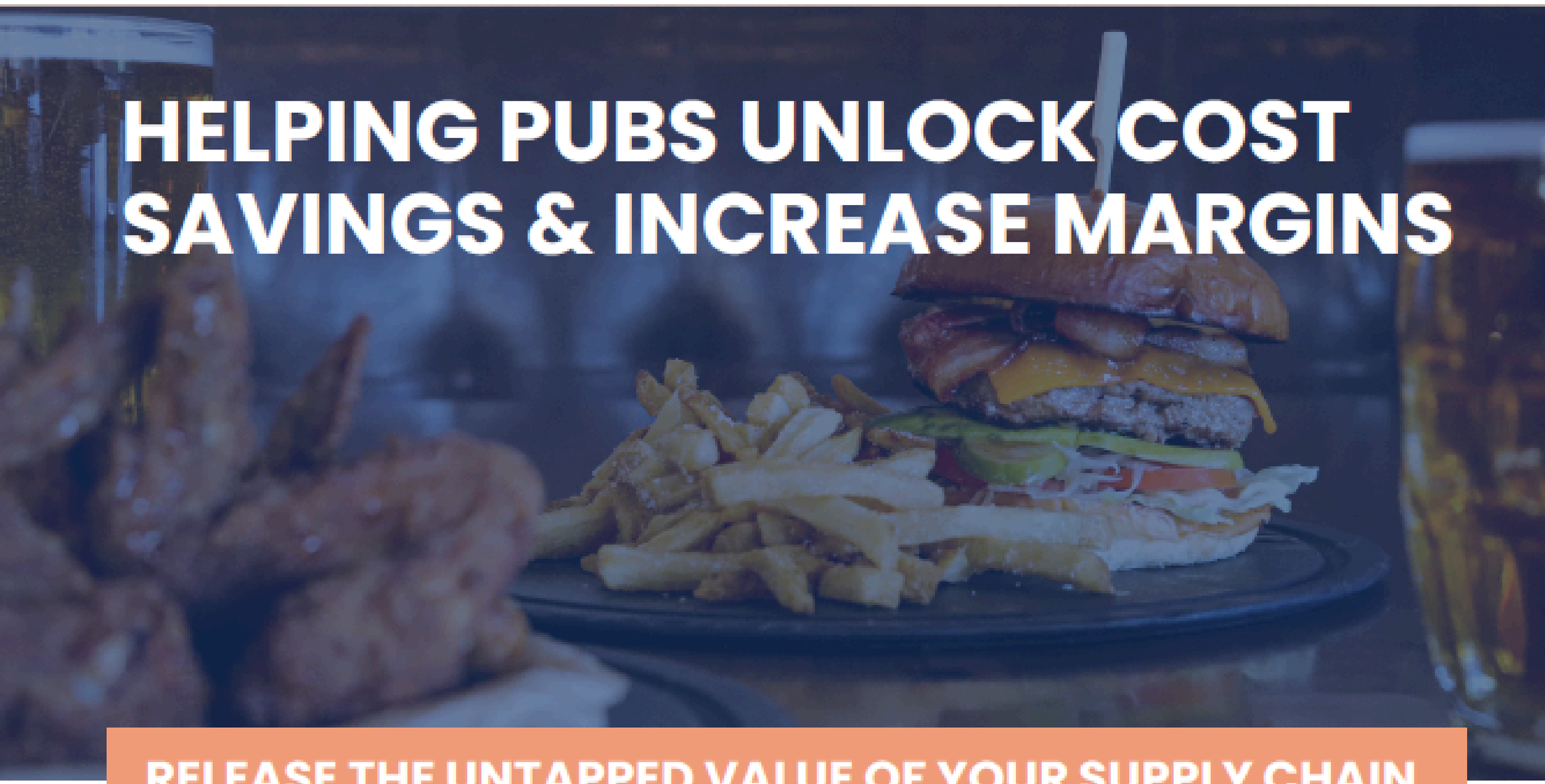
WHAT'S INSIDE?

- VALENTINES DRINKS IDEAS
- TENANT STORIES & SHOUT-OUTS FROM ACROSS THE ESTATE
- PEPSI BUNDLE INSTALL DEAL

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

BIB

Price Drops



Diet Pepsi BIB
7ltr - 42 RTD Ltrs
£47.45



Pepsi BIB
7ltr - 42 RTD Ltrs
£59.45



Pepsi Max BIB
7ltr - 42 RTD Ltrs
£47.45



R Whites BIB
7ltr - 42 RTD Ltrs
£44.95

BIB

Price Drops

Coca Cola
BIB
7ltr - 44.8
RTD Ltrs

£79.95

Diet Coke
BIB
7ltr - 44.8
RTD Ltrs

£67.45

Coke Zero
BIB
7ltr - 44.8
RTD Ltrs

£64.45

Schweppes Lemonade BIB
7ltr - 59.5 RTD Ltrs

£67.45

recycle

FREE STOCK BUNDLE INCLUDES

2X PEPSI MAX BAG IN BOX
1X PEPSI REG BAG IN BOX
1X R WHITES BAG IN BOX
1X PEPSI GLASSWARE CASE
1X ICE BUCKET
2X BAR RUNNERS
1X T-SHIRT PACK

SPEAK TO YOUR ACCOUNT MANAGER TODAY!

FREE £1,100 STOCK BUNDLE

WHEN YOU INSTALL PEPSI DISPENSE™

PEPSI MAX

IS THE NUMBER 1 SUGAR FREE COLA ON DISPENSE*

PLEASE CONTACT YOUR BRITVIC REPRESENTATIVE OR SCAN THE QR CODE TO REGISTER YOUR INTEREST

T&Cs: Free stock bundle includes 4 x BIBs, 1 x Case of Glassware, 1 x Ice Bucket, 2 x Bar Runners, 1 x T-Shirt Pack. *CGA by NielsenIQ, Licensed database, Value & Volume sales (L), Sugar Free Draught Colas Britvic defined, MAT TY 06.09.25. For further information, please contact Carlsberg Britvic at pressoffice@carlsbergbritvic.co.uk. **Based on retail value of 4 free BIBs (92.38 serves x 4 BIB = 369.52 serves at average retail sale price of £2.71. Prices always at the discretion of the customer) plus Welcome Bar bundle (value of over £80). Subject to availability and while stocks last. Max 1 of each stock bundle per outlet. Subject to customer having a PEPSI Max Dispense unit contract and installed. 4x FREE BIBs and POS items will be delivered prior to installation. Please refer to your dispense contract for full Terms and Details. Promotor: Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

CELEBRATE ST. PATRICK'S AND ST. GEORGE'S DAY

BUY ANY FIRKIN OR PIN AND RECEIVE YOUR FREE ST. PATRICK & ST. GEORGE'S DAY CROWNERS

« 17TH MARCH

23RD APRIL »

CELEBRATE ST. PATRICK'S DAY

GREENE KING
BURY ST EDMUNDS
IPA
INDIA PALE ALE
alc. 3.4% vol.

"OLD SPECKLED HEN"
DISTINCTIVE
English Pale Ale
alc. 4.5% vol.

CELEBRATE ST. GEORGE'S DAY

GREENE KING
BURY ST EDMUNDS
Abbot
RICH AND MALTY
alc. 5% vol.

Promotional offer available from 1st - 28th February. Purchase any firkin or Pin to receive your free crowners. No limit to the number of deals. Subject to stock and depot availability.

Congratulations!

We are delighted to celebrate the fantastic achievement of Caitlin, who has successfully completed her Business Administration Level 3 Apprenticeship within our Licensing Department.

Throughout her apprenticeship, Caitlin demonstrated exceptional commitment and capability, achieving distinction-level results across all of her modules. Her performance culminated in an outstanding End Point Assessment, where she passed both her portfolio and professional discussion with a remarkable 100% score - a truly impressive accomplishment!

As a final element of her apprenticeship, Caitlin spent time out in trade with the Marketing team in December, visiting three Manchester-based sites and representing the company. This experience provided Caitlin with valuable first-hand insight into the day-to-day operations of our tenants, their needs from us as a business, and the vital role our field-based Business Development Managers play in supporting them.

This opportunity broadened Caitlin's understanding of the wider business and demonstrated her confidence and professionalism when representing the company externally.

Congratulations to Caitlin on her well-deserved success—we are incredibly proud of her achievements and look forward to seeing her continue to grow and thrive within the business. 🎉

iTrust Inns
Better Pubs through Better People

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



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.

clear brew

The Beer Line Cleaning Professionals

"OUR BEER LINES ARE AS CLEAN AS THE DAY THEY WERE FIRST INSTALLED AND WE NEVER HAVE PROBLEMS WITH THE QUALITY OF OUR PRODUCTS. BEST OF ALL IT'S NOT ONLY A GREAT SERVICE BUT ULTIMATELY WE SAVE MONEY THROUGH THEIR PROCESS OF CLEANING THE LINES!"

- CAROL FROM THE MIDLANDS



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.

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.
bedrinkaware.co.uk

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
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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.

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

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