

# The Scottish **INNcentive** Magazine

## WHAT'S INSIDE?

- VALENTINES DRINKS IDEAS
- TENANT STORIES & SHOUT-OUTS FROM ACROSS THE ESTATE
- COCA COLA INSTALL DEAL

**ORDER  
ONLINE**

**WWW.MATTHEWCLARKLIVE.COM**

# BIB

## Price Drops



Coca Cola

BIB

7ltr - 44.8

RTD Ltrs

£79.95



Diet Coke

BIB

7ltr - 44.8

RTD Ltrs

£67.95



Schweppes

Lemonade BIB

7ltr - 59.5 RTD

Ltrs

£69.95

# STEAMBOAT LOSSIEMOUTH



## LADYBIRD DEVELOPMENT GROUP

Leonie from The Steamboat Bar in Lossiemouth recently visited the Ladybird Development Group. She frequently stops by, and the girls truly enjoy her visits as she delights them with story readings.

On this occasion, she generously brought along another incredible donation of £2,000, raised through meat raffles and a large Christmas raffle organized by her, her staff, and customers.

Since Leonie began fundraising for LDG in March 2022, they have collectively raised an astounding total of £18,100! A wonderful achievement—kudos to The Steamboat for their support!

# **VALENTINES DRINKS**

## **I CHERRY-ISH YOU**

CHERRY SOURZ/LIQUEUR TOPPED WITH LEMONADE + ICE

## **LOVE ON THE ROCKS**

GIN/VODKA, CRANBERRY JUICE, LIME JUICE/CORDIAL, ICE

## **ROSY SPRITZ**

PROSECCO/SPARKLING WINE, SPLASH OF GRENADINE +ICE

## **CUPID'S COOLER**

VODKA, CRANBERRY JUICE. SODA WATER +ICE

## **SPARKLING LOVE PUNCH**

PROSECCO/SPARKLING WINE, ORANGE JUICE, GRENADINE +  
ICE

## **NON- ALCOHOLIC OPTIONS:**

### **PINEAPPLE GINGER SPRITZ**

PINEAPPLE JUICE, GINGER ALE, LIME JUICE +ICE

### **CUPID'S LEMONADE**

LEMONADE, GRENADINE, +ICE AND LEMON

*Fancy switching up these ideas for your own pub? Share pics with us of your freestyle cocktails around February, or LOVE themed events in your pub by posting on socials, TAGGING @TrustInns for a chance to be featured in the next issue and on our socials!*

# FREE STOCK BUNDLE WORTH £10000+

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 SCHWEPPE'S TONIC | 24 X 200ML GLASS SCHWEPPE'S SLIMLINE TONIC | 24 X 275ML GLASS APPLÉTISER | 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 SCHWEPPE'S 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](mailto:POSTMIXENQUIRIES@CCEP.COM)



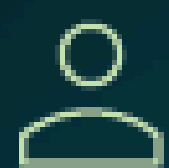
**MyCCEP**  
[my.ccep.com](http://my.ccep.com)

# 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

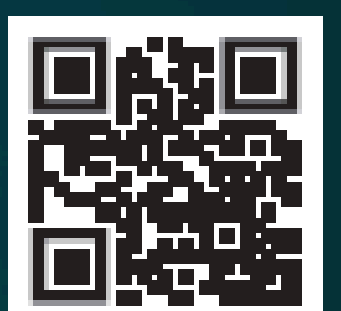
 Spending  
More

124k

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

£280k+

invested into activations  
by Heineken in 2024.



SIGN UP  
NOW

# 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. 🎉

# NEW

*La première bière française*

*La première bière française*



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.

[be.drinkaware.co.uk](http://be.drinkaware.co.uk)



*The Beer Line Cleaning Professionals*

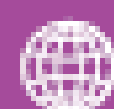
“

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](http://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.

# 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](http://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](mailto:william.watts@carlsbergbritvic.co.uk) for more information

**CARLSBERG  
BRITVIC**

# 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\*

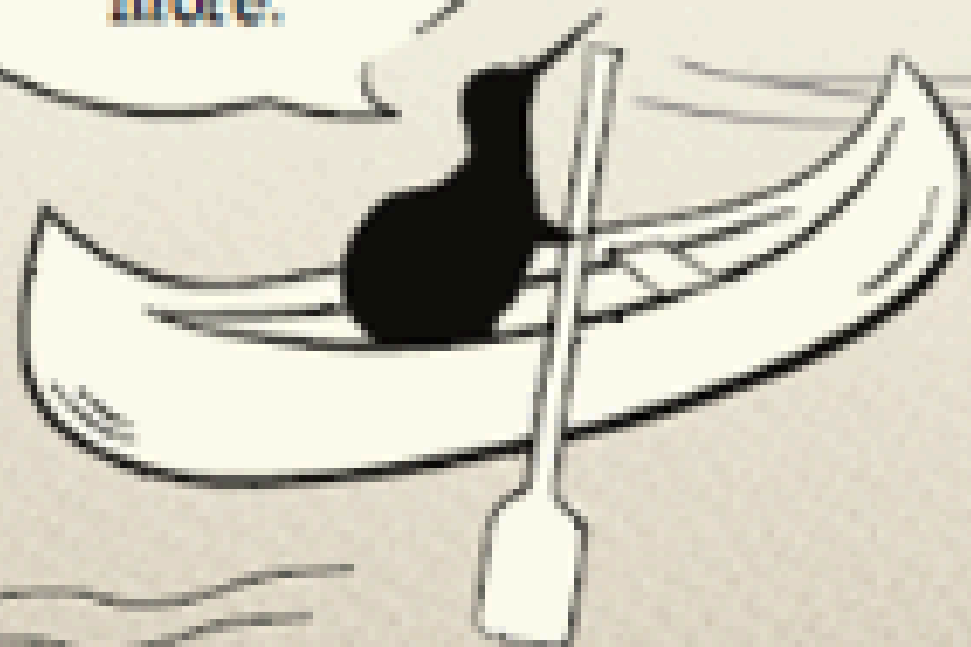
Berries & Cherries  
draught has grown by

**+19%**

MAT vs LY



Speak to  
your Account  
Manager to  
find out  
more.



OLD  
MOUT  
CIDER

ENJOY RESPONSIBLY be [drinkaware.co.uk](http://drinkaware.co.uk)

Source: OIA QPMS OB Value Sales % Chg vs LY MAT P 12 20/12/2016

\*Free OLD MOUT point of sale kit worth £150 for every Flavourwave fount installed by a UK on-trade customer prior to 31/12/2016. 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, EH12 2HD.

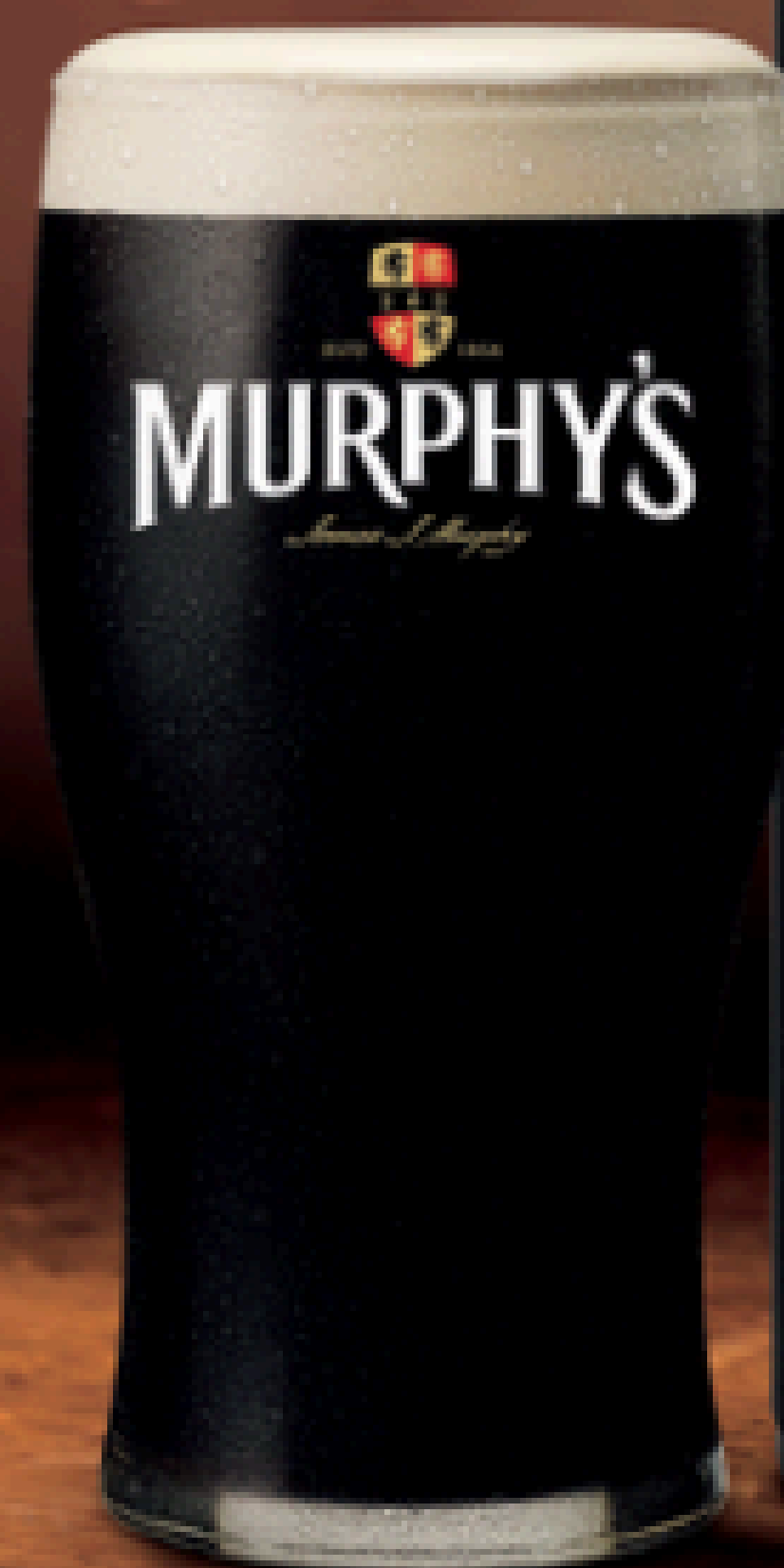
**FLAVOURWAVE**  
Multi-Fount Technology

# A BREAK FROM THE ORDINARY THIS JANUARY

INSTALL  
MURPHY'S IRISH  
STOUT TODAY

**£135\***  
+ VAT

**6.6g**



**MURPHY'S**  
EST. 1856 - CORK, IRELAND

**\*Before any applicable discount**

# 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](mailto:marketing@trustinns.co.uk) if you'd like to share or require any extra marketing help let us know.

**Order online:**  
**[www.matthewclarklive.com](http://www.matthewclarklive.com)**

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