Trust Inns

Better Pubs through Better People

MARCH 2026

The INNcentive Magazine

WHAT'S INSIDE?

- ST PADDY'S COCKTAIL IDEAS
- PEPSI BUNDLE INSTALL DEAL
- CASK ALE DEALS
- STOUT OPTIONS FOR INSTALL!
- INCHS ACTIVATION

ORDER ONLINE

WWW.ORDER.CARLSBERGBRITVIC.CO.UK

GET PREPARED FOR *ST PATRICK'S DAY*

Easy Cocktail ideas for your pub!

FEELING BOLD?

Guinness, Irish Coffee, Jameson, and Baby Guinness shots are St. Patrick's Day staples—but how can your pub put a fresh twist on them using familiar bar staples and keep customers coming back for more?

JAMESON COLLINS-STYLE COCKTAIL

IRISH PALOMA

APPLE PROSECCO PUNCH

ELDERFLOWER SPRITZ

STRAWBERRY BASIL IRISH MULE







SPRING CHAMPIONS

FREE POS AND CROWNER - WHEN YOU BUY 1 FIRKIN OR 2 PINS



BUY 1 X 9G FIRKIN OR 2 X 4.5G PINS OF GREENE KING IPA, OLD SPECKLED HEN OR ABBOT ALE & RECEIVE FREE POS.

PLUS A FREE ST GEORGE'S DAY CROWNER

CELEBRATE ST. GEORGE'S DAY!



Promotion available 1st March - 31st March 2025. Buy 1 x 9g firkin or 2 x 4.5g pins and receive your choice of Abbot Ale, Old Speckled Hen or Greene King IPA glassware, drip mats and bar runner, plus a St George's Day crowner.
No limit to the number of deals available overall; max per customer is 2. Subject to stock and depot availability.

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.

Enjoy Inch's responsibly
be drinkaware.co.uk

2-4-1 pints on us

for your customers this April.

Scan to sign up
or for more info.



Sign up by 8th March

£0

No cost to participate

Drive footfall and sales

The Really Good Cider.

For Ts&Cs & sign up go to www.campaigns.eazie.co.uk. Opens 09:00 06/01/26 and closes 23:59 08/03/26 or when 3,000 outlets have signed up. POS kit includes 2x A3 Posters, 20x Tent Cards, 2x Strut Cards, 2x Foam Wobblers, 500x Coasters, 1xManager's Guide & 1x POS Sticker. Contents of POS Kit are subject to change. Consumers will receive cashback on a pint of Inch's Medium when purchasing 2 of the same pints together and uploading their receipt.. Promoter: Heineken UK Limited, EH2 2BD.

BUY A LANDLORD & GOLDEN BEST, RECEIVE A FREE HOODIE





For support contact ian.sykes@timtaylors.co.uk or 07808 096764

Time for that taste of Taylor's

TIMOTHY TAYLOR'S CHAMPIONSHIP BEERS EST. 1858

timothytaylor.co.uk

“Stout is driving the beer category and gaining share of the bar” Before Covid, Stout made up just 6% of total beer and cider volume. By 2030, it’s forecast to hit 14% - overtaking cider and becoming one of the fastest-growing categories in the trade.
As a result, a second stout offering on your bar is becoming more feasible.
Please speak to your BDM for any help or advice in deciding if a second stout line, or replacing your current stout, is commercially viable for your business.

Murphy’s Irish Stout is now the UK’s #2 stout. Despite the market leader dominating the category, Murphy’s can offer you legitimate challenger stout with authentic Irish heritage and clear commercial benefits.

Caffrey’s Black Stout has just been launched. A product created for anyone who values bold, distinctive flavours and enjoys trying something different. At 3.4% it is a sessionable alternative to the market leader.





SAVE £3.00

Appletiser 275ml 24 case pack only

Bubbles done *differently*

Appletiser 275ml glass bottle

1 of your 5 a day per 150ml serving

100% Natural Apple Juice

Contact your account manager for more information

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MyCCEP
my.ccep.com

INTRODUCING THE NEW OASIS 330ML SLEEK CAN

Unique to the On Trade

£3 OFF PER CASE

Oasis Still Fruit Juice Drink

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TRADE ONLY

NR&B26 | Uber Eats

NORTHERN RESTAURANT & BAR

10-11 MARCH 2026
MANCHESTER CENTRAL



REGISTER FOR **FREE**

BRINGING HOSPITALITY TOGETHER

VISIT US AT OUR STAND :ND107

Great Taste.
Zero Sugar.

SAVE £3.00

Coca-Cola Zero Sugar is the fastest growing Light Cola Brand in GB Pubs
in value (£)*

Coca-Cola Zero Sugar 330ml glass bottle

Contact your account manager for more information

MyCCEP
my.ccep.com

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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

PEPSI MAX

THE NUMBER 1 SUGAR FREE COLA ON DISPENSE



PEPSI MAX BIB
7LTR - 42 RTD LTRS

£47.45

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.

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

FIRST BEER LINE CLEAN FREE

FOR **NEW** CUSTOMERS

Clear Brew takes care of beer line cleaning for over 3,000 licensed premises, with a fully managed, dedicated service designed to keep your beer at its best.



- SAVE TIME
- SAVE MONEY
- SAVE WATER
- SAVE GAS
- SAVE CHEMICALS
- SAVE ULLAGE



clear brew

The Beer Line Cleaning Professionals

WWW.CLEARBREW.CO.UK | **0800 7810 577**

No contract and initial clean completely FREE!

Email us to book your free non-contractual clean.

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
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.

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.

NEED HELP WITH MARKETING DESIGNS?

DRINK DEAL POSTERS

EVENT POSTERS

BANNERS

MENUS

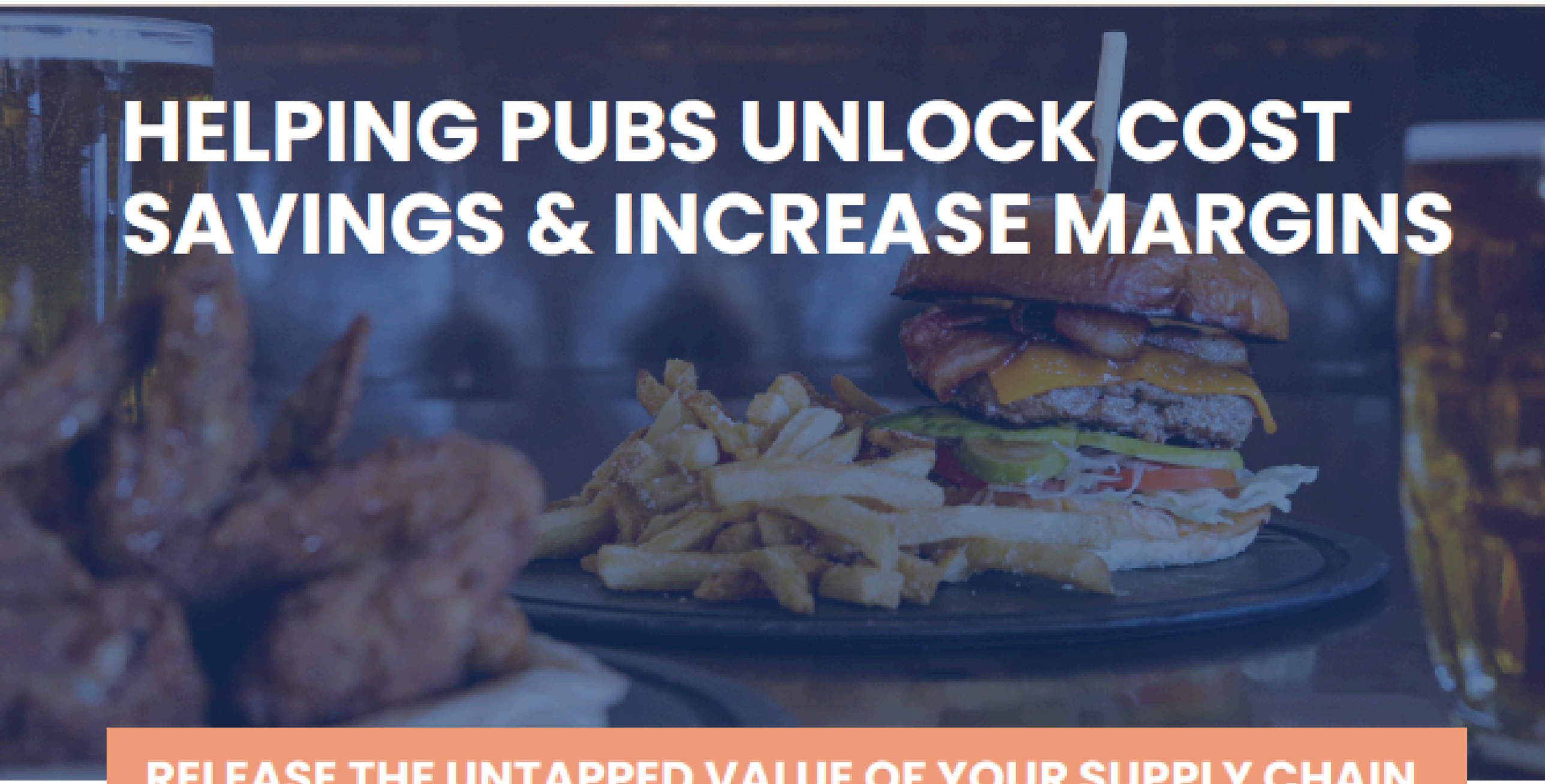
PRICE FIGHTERS



Just send us your content/text/info to:
marketing@trustinns.co.uk

👨‍💻 We'll mock up a design for your approval – you just need to print!

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

Order Online with Carlsberg Britvic

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