Trust Inns

Better Pubs through Better People

MARCH 2026

The Scottish INNcentive Magazine

WHAT'S INSIDE?

- ST PADDYS COCKTAIL IDEAS
- STOUT OPTIONS FOR INSTALL!
- COCA COLA INSTALL DEAL
- INCHS ACTIVATION

ORDER ONLINE WWW.MATTHEWCLARKLIVE.COM

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







"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.





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

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

100s of bucket hats

for your customers to win this April.

Scan to sign up or for more info.





Sign up by 8th March

No cost to participate

Drive footfall and sales

The Really Good Cider.

For Ts&Cs & sign up go to www.campaigns.sazle.co.uk. Opens 09/03/26 01/01/26 and closes 23:59 08/03/26 or when 500 outlets have signed up. POS kit includes: 2x A3 Posters, 20x Tent Cards, 2 x Strut Cards, 50 0x Coasters 1x Manager's Guide & 1x POS Sticker. Contents of POS Kit are subject to change. Instant win notification. Winners receive bucket hats by post. Promoter: Heineken UK Limited, EH2 2BD.

SAVE £3.00

Appletiser 275ml 24 case pack only

Bubbles done *differently*



Contact your account manager for more information

MyCCEP
my.ccep.com

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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
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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

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



PLEASE CONTACT:
POSTMIXENQUIRIES@CCEP.COM

MyCCEP
my.ccep.com

* CGA GB on Premise Draught data MAT Value 31.05.24 ** CGA GB on Premise Draught MAT Value 31.05.24

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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.

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

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!

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.

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?

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www.matthewclarklive.com

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