Trust Inns

Better Pubs through Better People

APRIL 2026

The INNcentive Magazine

WHAT'S INSIDE?

- BOTTLE BUCKET DEAL
- PEPSI BUNDLE INSTALL DEAL
- CASK ALE DEALS
- GOOD NEWS STORIES FROM THE ESTATE
- STRONGBOW ACTIVATION

Don't forget St Georges Day!

Thursday 23rd April

ORDER ONLINE

WWW.ORDER.CARLSBERGBRITVIC.CO.UK

QUIZ NIGHT MADE EASY

BUY 1 X 9G FIRKIN OF OLD SPECKLED HEN AND RECEIVE A QUIZ KIT



TO USE WITH YOUR OWN QUIZ QUESTIONS!





SUPPORTING YOUR QUIZ NIGHT'S SUCCESS

T&C's: Promotion available from 1st-30th April 2025. Purchase 1 x 9g firkin of Old Speckled Hen during this period and receive an Old Speckled Hen quiz kit.
Quiz kit to include: 1 x light box, 1 x pen pot, 10 x pens, 1 x quiz answer pad. (Question cards not included). One kit per pub.

MOTHER'S DAY



BOUQUET WINNER!

GILCOMSTON BAR

be drinkaware.co.uk
Enjoy Heineken® Responsibly
Heineken 0.0 contains no more than 0.05% alcohol.
Heineken Original contains 5% ABV.
'Heineken®' is a registered trademark.

GET THE FANS TOGETHER

Buy any 4 cases of Heineken®
or Heineken 0.0 and get a
FREE POS kit including buckets.

Heineken®

Heineken

Buy any 4 cases of 24x330ml Heineken Original or 24x330ml Heineken 0.0% and receive a Heineken point of sale kit worth £45. Offer available 1st-30th April 2026. No alternative to free kit. Subject to availability. 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 9HJ.





THE MAURETANIA - RAISING MONEY FOR LITTLE 1 STOP

A MASSIVE WELL DONE TO THE MAURETANIA IN WALLSEND FOR RAIISNG £500 FOR THEIR CHARITY OF THE MONTH WHICH WAS ‘LITTLE 1 STOP’. LITTLE1STOP OFFERS FOOD, NAPPIES, CLOTHING, TOYS AND OTHER BABY ESSENTIALS FOR THOSE IN NEED, EITHER FOR FREE OR AT A VERY LOW PRICE.



“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.





ST. PATRICK'S DAY

COMPETITION WINNERS

HOP POLE



STEAMBOAT



CONGRATULATIONS!

be **drinkaware**.co.uk
Enjoy Murphy's Responsibly
Brewed in the UK

A BREAK FROM THE ORDINARY

INSTALL MURPHY'S IRISH STOUT TODAY

- 24x PINT GLASSES
- 1x COLLECTOR CARD KIT
- 1x 30L MURPHY'S KEG
- FREE SOCIAL MEDIA ASSETS

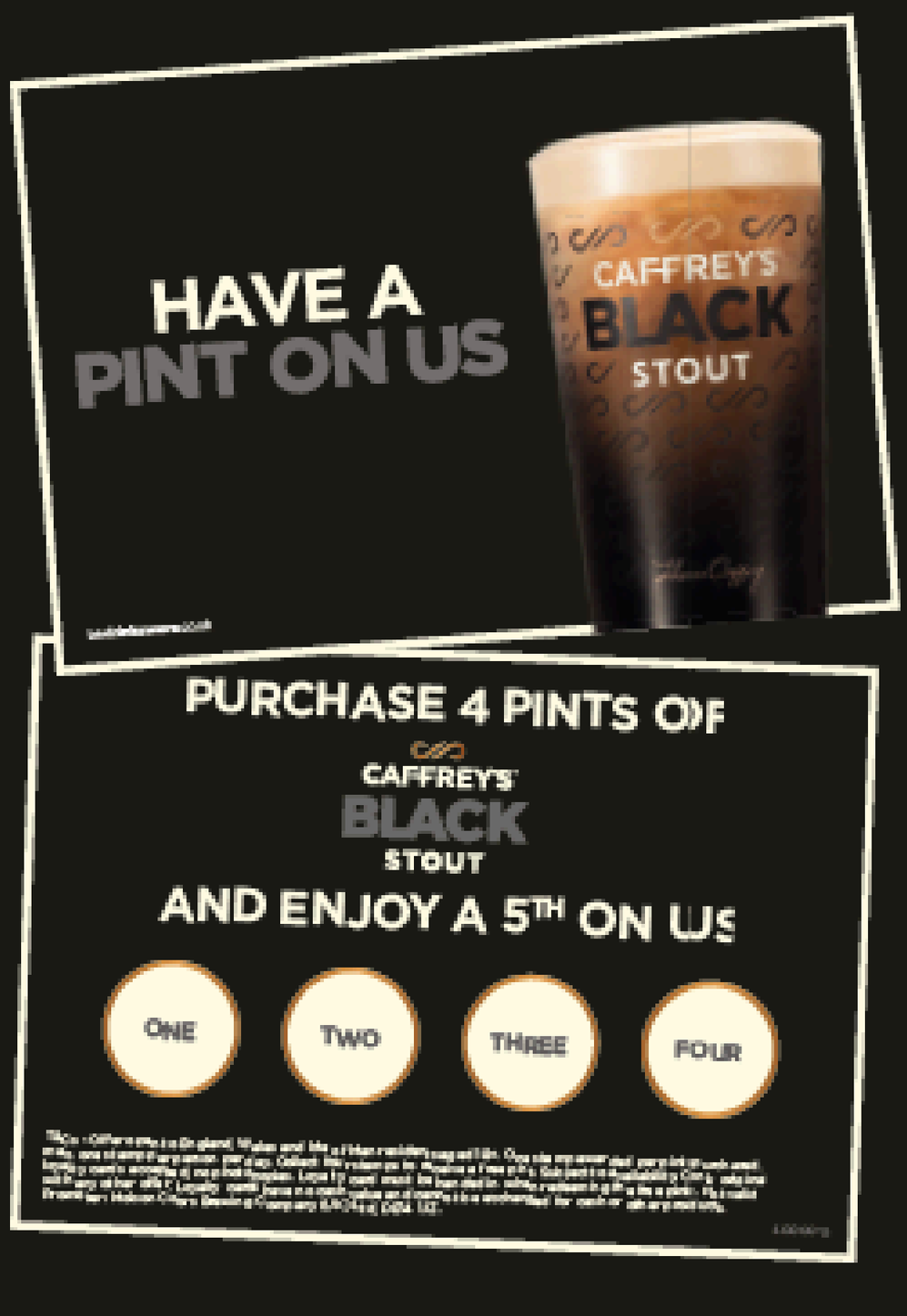


MURPHY'S
EST.1856 - CORK, IRELAND

CAFFREY'S BLACK STOUT
1 x FREE 30L KEG
+ LOYALTY KIT
FOR ALL NEW STOCKISTS!

PINT ON US

COLLECT YOUR REWARD CARD AT THE BAR





Offer open to new stockists.
Eligible new stockists will receive 1 x 30L keg free of charge and a Loyalty Kit containing loyalty cards, font dangler and tent cards upon first order placement.
Promotion period: Valid 1 March – 30 April 2026.
First qualifying order must be placed within this period to receive the offer.
One offer redemption per outlet.
No cash alternative. Promoter reserves the right to amend or withdraw the offer where necessary due to circumstances beyond its control.

Promoter: Molson Coors Brewing Company (UK) Ltd, DE14 1JZ

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BII 26

LICENSEE OF THE YEAR

Quarter Finalists

Trust Inns

Better Pubs through Better People

CONGRATS TO OUR QUARTER FINALISTS!

WHITE HORSE, BIRSTALL

HOBGOBLIN

4.5%

BUY TWO HOBGOBLIN AMBER 9G CASKS AND RECEIVE FREE GLASSWARE AND POS



9G
£163.01
+ VAT*

Enjoy responsibly.
be**drinkaware**.co.uk

Max one deal per customer. Stock and POS subject to availability.
To qualify you must purchase 2 x 9g Hobgoblin Amber in the same delivery.
Promotion valid for duration of brochure promotional period.

@HOBGOBLINBEER

*Before any applicable discount

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.

DRIVE RATE OF SALE WITH STRONGBOW.

YOUR CUSTOMERS CAN BUY CIDERS TO WIN SLIDERS. 1000's TO BE WON.

STRONGBOW

REFRESHING THE NATION

SCAN TO SIGN UP



be **drinkaware**.co.uk

ENJOY RESPONSIBLY

For full Ts&Cs & to enter visit https://www.campaigns.eazle.co.uk/. Sign-up opens 5pm 20/03/26 and closes 5pm 04/05/26. Limited to 700 outlets Independent Free Trade (IFT) customers in England, Wales and Scotland stocking draught Strongbow Cider. Sign up limited to one per outlet. Consumers must purchase a pint or half pint of Strongbow (Original, Dark Fruit or Strawberry) or soft drink to receive a scratchcard to participate. Winning scratchcards reveal a matching pair of Strongbow sliders. Consumers can win one prize of a pair of Strongbow branded sliders. UK (inc. CI & IOM) residents 18+. Promotional period 9am on 18/05/26 & 23:59 on 14/06/26. Promoter: Heineken UK Ltd Edinburgh EH2 2BD.

THIS IS BROOKLYN @BKLYNBREWERYUK BROOKLYNBREWERY.COM

BROOKLYN BREWERY

THIS IS BROOKLYN

HOPPY. FLAVORFUL. ALCOHOL FREE.

£20.18
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.
be **drinkaware**.co.uk

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!



EST · 1851

ST AUSTELL
BREWERY

BUY 1x9G TO GET A FREE CASE OF PROPER JOB 0.5% IPA BOTTLES



Terms & Conditions: Free case of Proper Job 0.5% IPA bottles contains 8x500ml bottles. Casks must be purchased in one order during the promotional period to qualify for this offer. Promotion runs from 1st to 30th April 2026. Limited deals available. Available while stocks last.



PROPER JOB
0.5% IPA

BUY 2 CASES OF PROPER JOB 0.5% IPA & GET ONE FREE

Terms & Conditions: Cases must be purchased in one order during the promotional period to qualify. Each case of Proper Job 0.5% IPA contains 8x500ml bottles. Available while stocks last.

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

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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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

My CCEP™

* CGA GB on Premise Draught data MAT Value 31/01/25 ** Based on 16oz Servings from a 7 Litre Bag in Box

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THE NATIONS LEADING BEER LINE CLEANING PROFESSIONALS

With our fully managed beer line cleaning service, you can rest assured knowing that you are reducing waste, saving money, and improving the quality of all draught beers.

Want to find out more?

Join the thousands of venues across the UK already benefitting from Clear Brew and book your **FREE** initial cellar survey and beer line clean to see how much you could save!



Your potential savings at a glance:

Based on an ullage of 30 pints at an average of £3.50 a pint

70%

REDUCE WATER AND CHEMICAL USE BY 70%

66%

REDUCE BEER WASTE BY 66%

100%

ENERGY EFFICIENT

BOOK YOUR *FREE* CLEAN

enquiries@clearbrew.uk
0800 7810 577

WWW.CLEARBREW.CO.UK



*SUBJECT TO SURVEY

PEPSI MAX

THE NUMBER 1 SUGAR FREE COLA ON DISPENSE



PEPSI MAX BIB
7LTR - 42 RTD LTRS

£47.45

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

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.

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

£19.15

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

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.

Order Online with Carlsberg Britvic

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