

The Scottish **INNcentive** Magazine

WHAT'S INSIDE?

- BOTTLE BUCKET DEAL
- STOUT OPTIONS FOR INSTALL
- GOOD NEWS STORIES FROM THE ESTATE
- STRONGBOW ACTIVATION

**ORDER
ONLINE** WWW.MATTHEWCLARKLIVE.COM

be [drinkaware.co.uk](https://www.drinkaware.co.uk)

Enjoy Heineken® Responsibly

Heineken 0.0 contains no more than 0.05% alcohol.

Heineken Original contains 5% ABV.

¹Heineken 0.0 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

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 2024. 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, EH2 2BD.



THE MAURETANIA - RAISING MONEY FOR LITTLE 1 STOP

A MASSIVE WELL DONE TO THE MAURETANIA IN WALLSEND FOR RAISING £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.



A BREAK FROM THE ORDINARY

**INSTALL
MURPHY'S IRISH STOUT
AND RECEIVE
A FREE KEG**

£139.73*
+ VAT
4.0% 6.6 keg



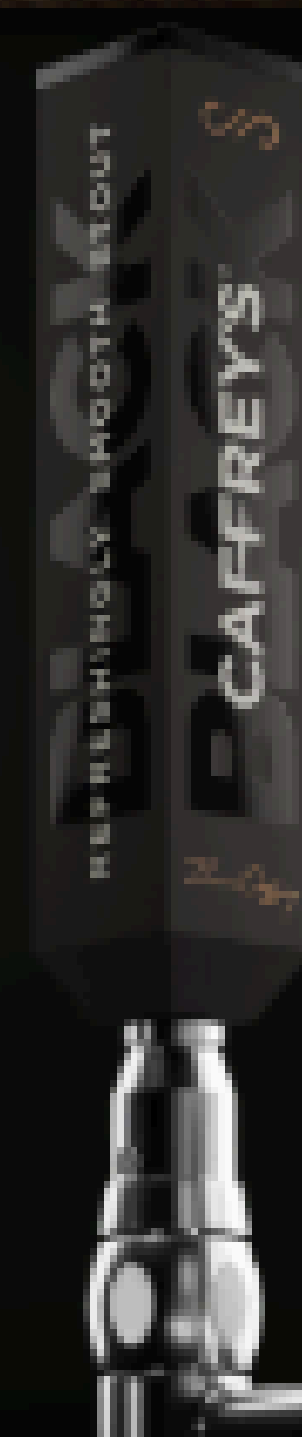
*Excluding any applicable discount



CAFFREY'S[®] IS BACK TO BLACK

**INSTALL
CAFFREY'S BLACK
STOUT
AND RECEIVE
A FREE KEG**

£133* + VAT
3.4% 6.6 keg



*Excluding any applicable discount

A BREAK FROM THE ORDINARY

INSTALL
MURPHY'S IRISH
STOUT TODAY

24x

PINT GLASSES

1x

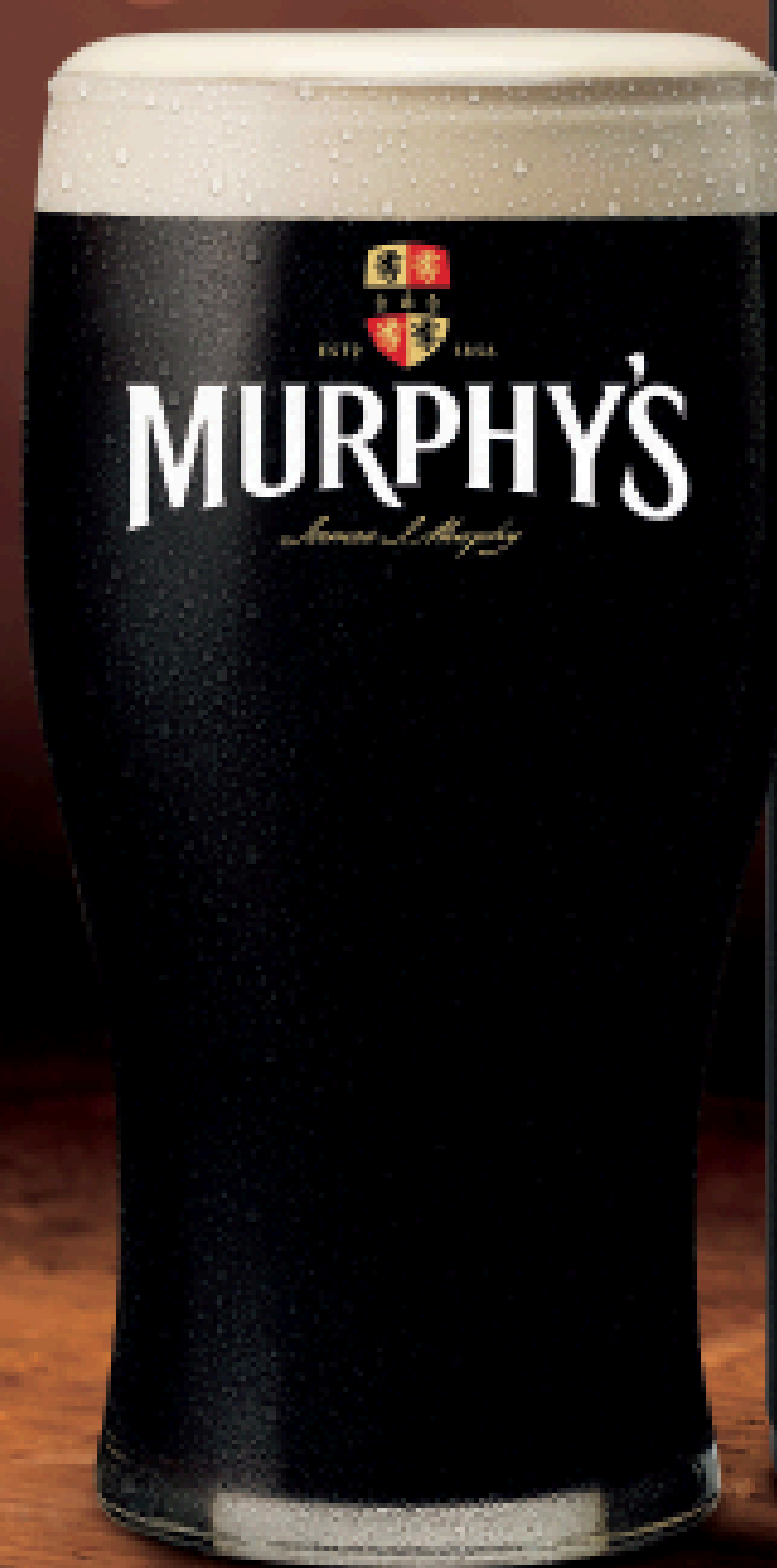
COLLECTOR
CARD KIT

1x

30L MURPHY'S
KEG

FREE

SOCIAL MEDIA
ASSETS



MURPHY'S
James J. Murphy
ESTD 1856

ESTD 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 dangle 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

be **drinkaware.co.uk**

MOTHER'S DAY



BOUQUET WINNER!

GILCOMSTON BAR



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

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

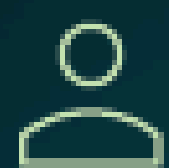
£67.45

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

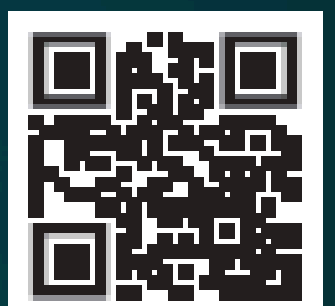
 Spending
More

124k

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

£280k+

invested into activations
by Heineken in 2024.



**SIGN UP
NOW**

ST. PATRICK'S DAY
COMPETITION WINNERS

HOP POLE



STEAMBOAT



CONGRATULATIONS!



Appletiser 275ml 24 case pack only

Bubbles done *differently*

100%
Natural
Apple
Juice



1 of
your 5
a day per
150ml
serving

Appletiser 275ml glass bottle

Contact your account manager
for more information



MyCCEP
my.ccep.com

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

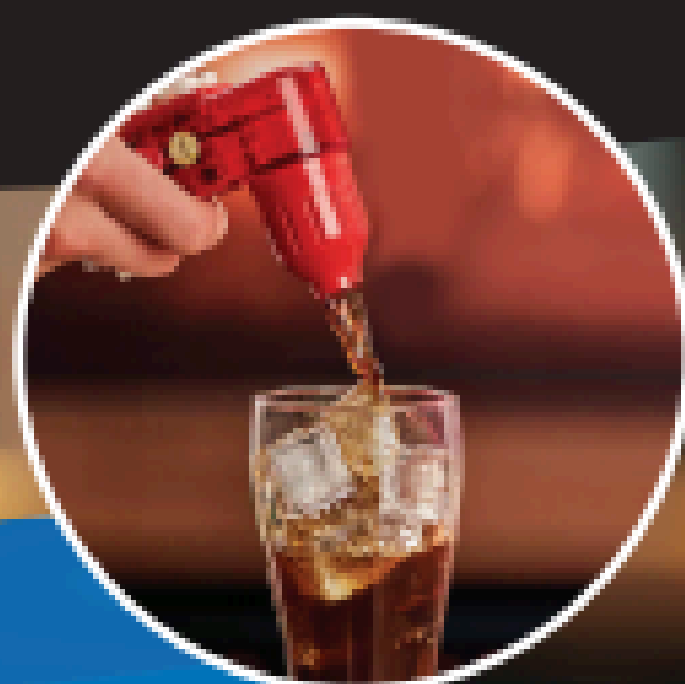


CONGRATS TO OUR
**QUARTER
FINALISTS!**

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

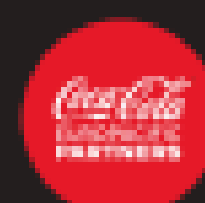


Coca-Cola
ORIGINAL
TASTE
IS THE **NO1**
DRAUGHT COLA
BRAND IN GB ON
PREMISE &
GROWING*

Schweppes
IS THE **NO1**
DRAUGHT
LEMONADE
BRAND IN GB
ON PREMISE**



PLEASE CONTACT:
POSTMIXENQUIRIES@CCEP.COM



MyCCEP
my.ccep.com

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



DRIVE RATE OF SALE WITH STRONGBOW.

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



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.



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



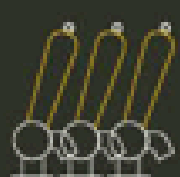
TRADITIONAL
& AUTHENTIC
EXPERIENCE

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

ENJOY RESPONSIBLY be 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, EH1 2HD.

FLAVOURWAVE
Multi-Fount Technology

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!



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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.

Order online:
www.matthewclarklive.com

Follow Trust Inns

