Trust Inns

Better Pubs through Better People

MAY 2026

The INNcentive Magazine

WHAT'S INSIDE?

- WIN AN OFFICAL WORLD CUP FOOTBALL!
- PEPSI BUNDLE INSTALL DEAL
- CASK ALE DEALS
- GOOD NEWS STORIES FROM THE ESTATE



ORDER ONLINE

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Celebrate your garden on

National Beer Garden Day and beyond

Friday 22nd May *A day dedicated to the Great British love of beer gardens.*

Enjoy a pint under a parasol.

Buy any 2 x 9g or 2 x 4.5g and receive a

FREE PARASOL

of your choice

PLUS *a summer crowner*

Offer valid from 1st May – 31st May 2026. Purchase 2 x 9g firkins or 2 x 4.5g PINs to receive a free parasol of Abbot Ale, GKIPA or Old Speckled Hen. Plus a free summer crowner. Subject to stock and depot availability.

WIN A WORLD CUP FOOTBALL WITH Coca-Cola

BUY 3 CASES OF COCA-COLA PRODUCTS THROUGH MAY AND BE IN WITH A CHANCE TO WIN AN OFFICIAL WORLD CUP FOOTBALL



FIFA WORLD CUP 2026

iTrust Inns
Better Pubs through better People

Buy 3 CCEP products through CMBC/MC within 1st May - 31st May and be entered into a draw to win an official Adidas FIFA World Cup 26 League Ball in Box. 2 prizes to be won. Winners will be announced in the 1st week of June. CCEP products include brands Cocacola, Diet Coke, Coke Zero, Appletiser, Oasis, Schweppes and Fanta

NEW LOOK, SAME GREAT TASTE

ADNAMS
SOUTHWOLD

£15 OFF*

WHEN YOU BUY 2 X 9G'S OF GHOST SHIP PALE ALE

Plus a free Official Beer of Fish and Chips POS pack.™

The Official BEER OF FISH & CHIPS™

SCAN TO FIND OUT MORE

For pump clip & POS requests please email:
samantha.scriven@adnams.co.uk or call: 07787 151357

*To qualify, x2 9G cases of Ghost Ship Pale Ale must be purchased in a single transaction. A discount of £15 will be applied to qualifying orders and a POS pack supplied. POS kit includes: Ghost Ship glassware, beer mats, bar runners, and tasting note chalkboard. Limit: one deal per customer. Not to be used in conjunction with any other Adnams offer. Offer valid from 01.05.26 to 30.06.26.

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Better Pubs through Better People

NEW ACQUISITION

THE PETERSFIELD



Wishing all the success to our tenant, Adrian!

“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.





Community Hero Award

Our Community Hero Award celebrates pubs that go above and beyond to make a real difference in their local area — and The White Horse is a perfect example of that.



A well-deserved spotlight on Charlotte and James and the team at The White Horse, Birstall for winning a Community Hero award.

Recognised for their outstanding community spirit and passion for their business, this feature highlights the real impact they're making locally — from bringing people together to supporting those around them in meaningful ways 💛

Take a read and learn more about their amazing work and continued contribution to their community over the last 18 years.

SCOTLAND'S COMMUNITY HEROES: MICHELLE AND IAIN AND THEIR 3 BELOVED PUBS

During our visit to Scotland in November last year, we had the pleasure of sitting down with Michelle and Iain, the dedicated operators behind not just one, but three much-loved community pubs. Davidson's in Renfrew, The Horseshoe Bar in Greenock (now in its sixth year), and more recently, The Anvil Inn in Riddrie, Glasgow.



Their impact goes far beyond the bar. Over the years, Michelle and Iain have raised significant funds for causes close to their hearts. One of their proudest achievements is their annual fundraiser for Euan's Cause, supporting Glasgow Children's Hospital Charity—an event that continues to bring people together while making a real difference. More recently, they hosted a fundraiser for MS Revive Govan at Davidson's, alongside ongoing charity initiatives such as Blue vs Green darts days, raffle donations, and collections for organisations including Marie Curie.

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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

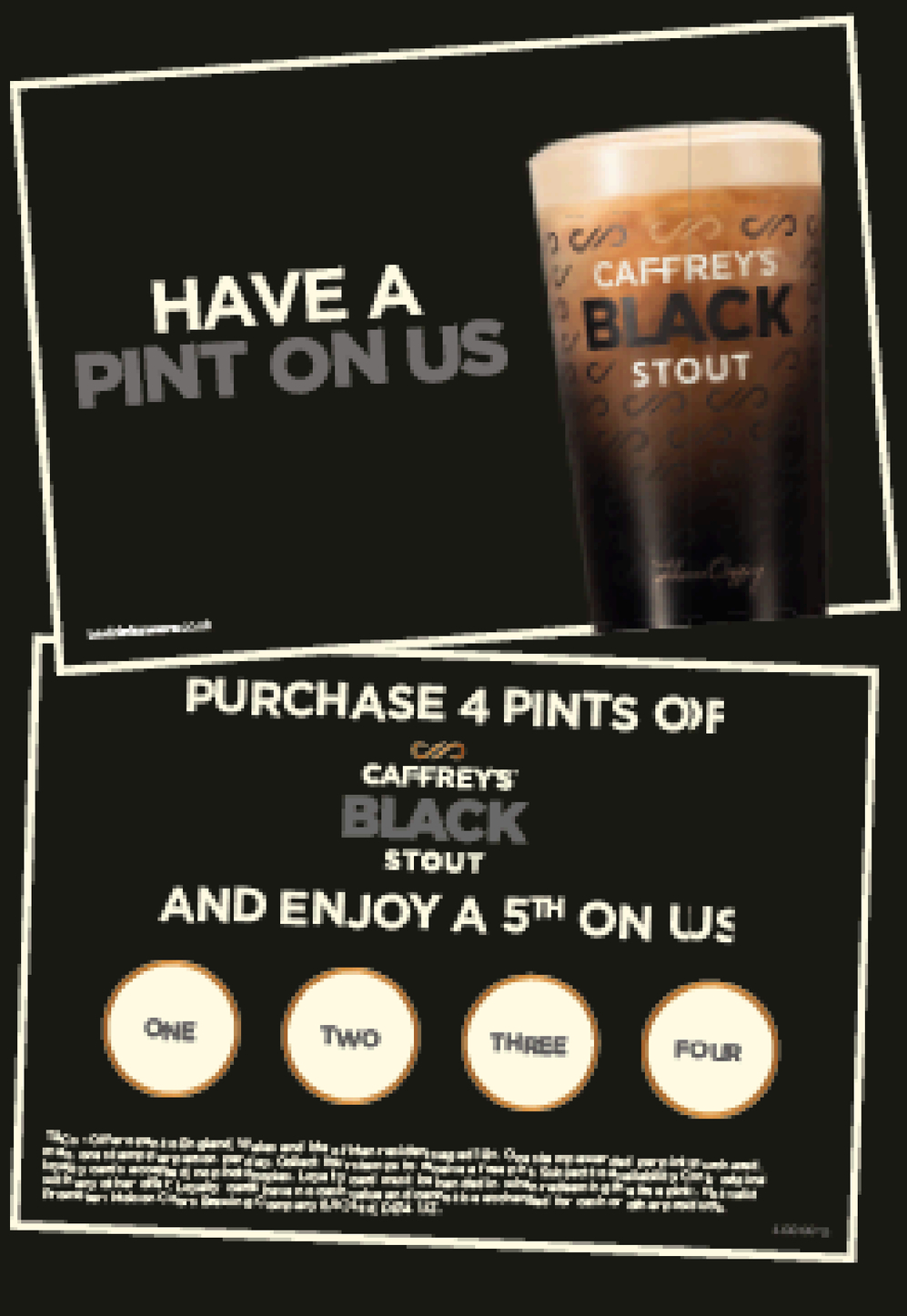


MURPHY'S
EST.1856 - CORK, IRELAND

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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HOBGOBLIN

4.5%

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



9G
£163.01
+ VAT*

Enjoy responsibly.
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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

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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

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EST·1851

ST AUSTELL
BREWERY

BUY 2x9G TO GET £5.00 OFF EACH CASK

Terms & Conditions: 2x9G casks must be purchased in one order during the promotional period to qualify for this offer. Promotion runs from 1st May to 31st May 2026. Limited deals available. Available while stocks last.

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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.

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*subject to survey

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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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EVENT POSTERS

BANNERS

MENUS

PRICE FIGHTERS



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marketing@trustinns.co.uk

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

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.

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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.

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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.

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SEE:	BEAUTIFULLY GOLDEN
SMELL:	HERBAL AND SPICY WITH FLORAL NOTES
TASTE:	CRISP AND FULL BODIED WITH A SLIGHT BITTERNESS WITH FRUITY AND FLORAL NOTES

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24 CASE

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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.

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Trust Inns
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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.

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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