

The Scottish **INNcentive** Magazine

WHAT'S INSIDE?

- WIN AN OFFICIAL WORLD CUP FOOTBALL!
- STOUT OPTIONS FOR INSTALL
- SCOTLAND'S FIRST COMMUNITY HERO



**ORDER
ONLINE WWW.MATTHEWCLARKLIVE.COM**

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.

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 Coca-Cola, Diet Coke, Coke Zero, Appletiser, Oasis, Schweppes and Fanta

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

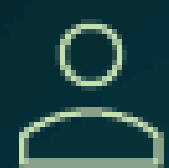
£67.45

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

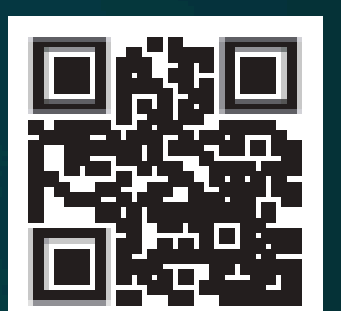
 Spending
More

124k

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

£280k+

invested into activations
by Heineken in 2024.



**SIGN UP
NOW**

"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



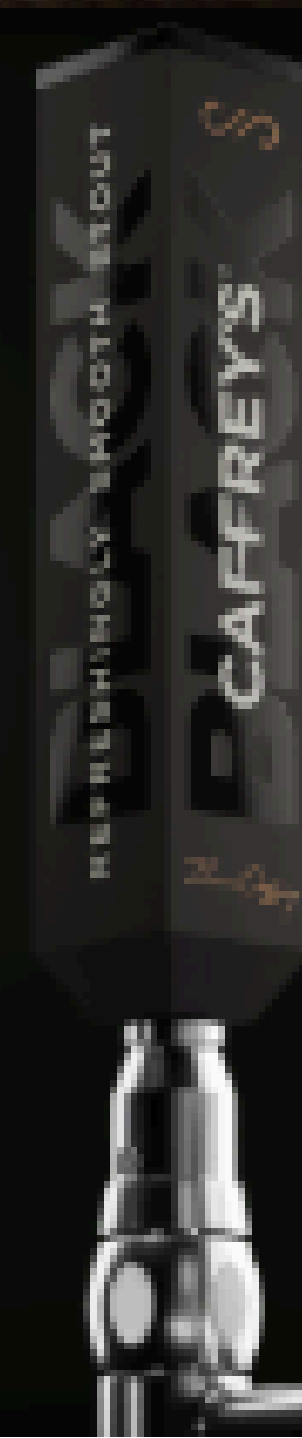
*Excluding any applicable discount



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

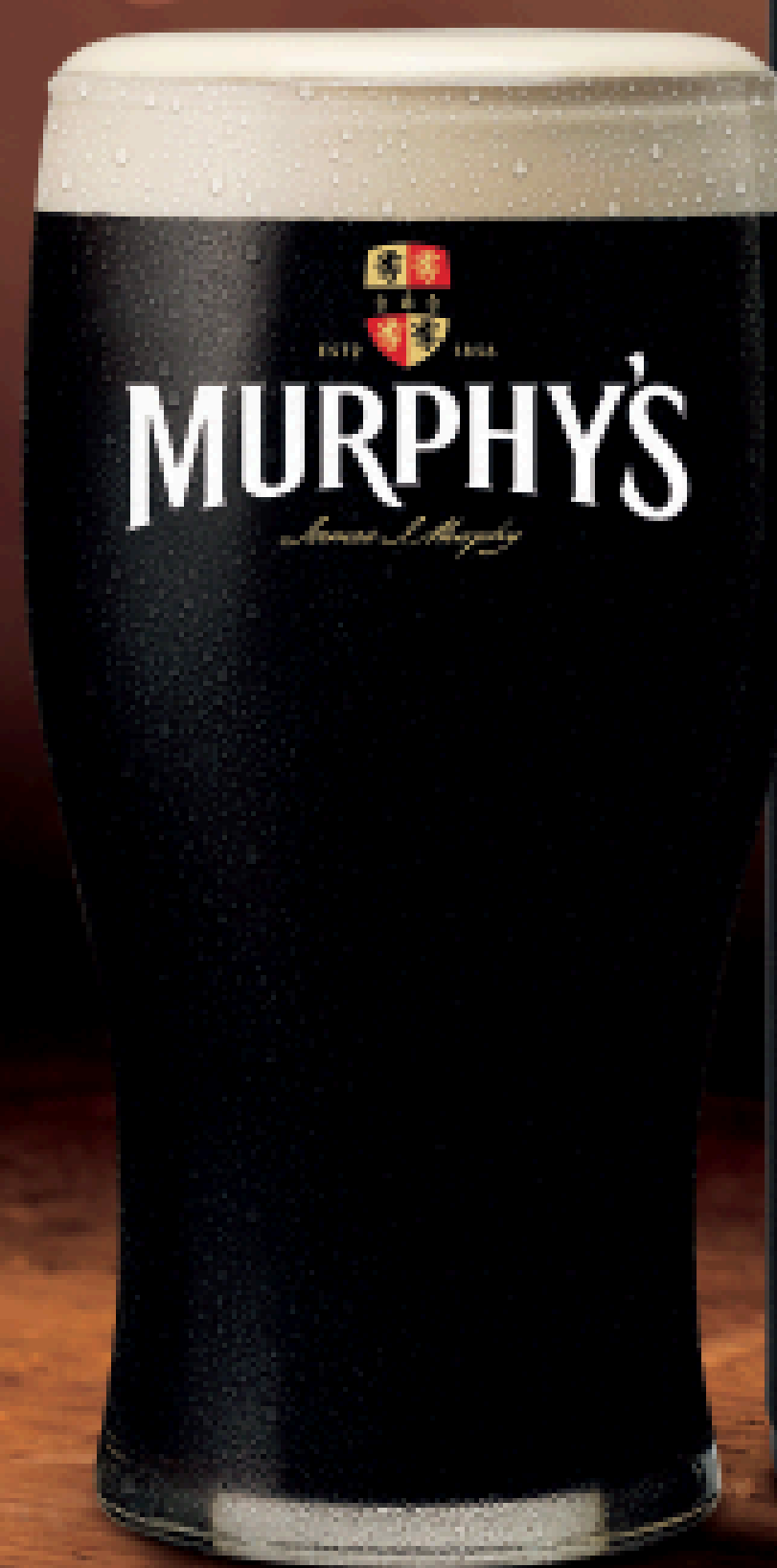
COLLECTOR
CARD KIT

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**



The Beer Line Cleaning Professionals

“

Six months in with Clear Brew and its been brilliant - spotless lines, great service, and real savings in time and cost. I can't recommend them enough!

”



**THANKS TO KEN MATTHEWS
FROM THE SOUTH WEST**

**JOIN OTHER TRUST INN TENANTS
AND GET YOUR FIRST CLEAN FREE***

 WWW.CLEARBREW.CO.UK  **0800 7810577**
 ENQUIRIES@CLEARBREW.UK

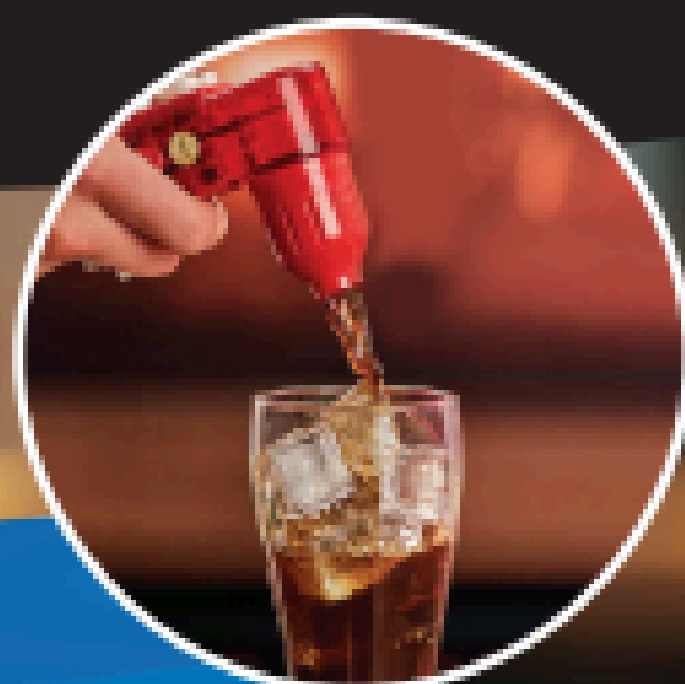
As the UK's leading independent beer line cleaning professionals, Clear Brew saves you time, money, and waste. Discover the benefits and book your **FREE*** clean today.

*subject
to survey

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

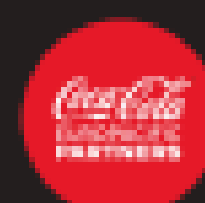


Coca-Cola
ORIGINAL
TASTE
IS THE **NO1**
DRAUGHT COLA
BRAND IN GB ON
PREMISE &
GROWING*

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



PLEASE CONTACT:
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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

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**

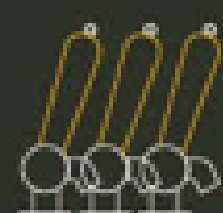
All-important hand pull theatre & serve



**EASY TO KEEP &
EASY TO INSTALL**

No conditioning or specialist cellar equipment

Reawaken dormant hand pulls sat on bar & easily & profitably extend your drinks range



**CREATE NEW
REVENUE
STREAM**

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



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BRITVIC**

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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, EH12 2HD.

FLAVOURWAVE
Multi-Fount Technology

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We want your stories!

- Fundraising events
- Staff/Pub Achievements
- Refurbishment transformations
- Behind-the-scenes
- Why do customers love your pub?

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