Trust Inns
Better Pubs through Better People

JUNE
2026

# The INNcentive Magazine

## WHAT'S INSIDE?

- GARDEN PARASOL DEALS
- MONEY OFF CASKS
- INSTALL DEALS
- JOIN THE TRUST INNS FANTASY FOOTBALL LEAGUE!

**ORDER ONLINE**
**WWW.ORDER.CARLSBERGBRITVIC.CO.UK**

FIFA WORLD CUP 2026

# THINK YOU KNOW FOOTBALL? PROVE IT. WIN IT.

## JOIN OUR FANTASY WORLD CUP LEAGUE

LEAGUE NAME

**Trust Inns League**

JOINING CODE

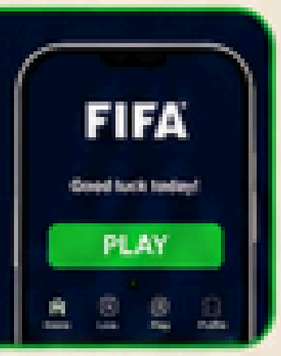
**BUKTVNEM**

Name yourself and use the format:

**Name - Pub Name**

HOW TO JOIN:

1. DOWNLOAD THE OFFICIAL FIFA APP
2. SELECT "PLAY"




PICK YOUR SQUAD

SCORE POINTS

COMPETE & WIN BRAGGING RIGHTS

## JOIN NOW!

LET THE GAMES BEGIN.




CANADA | MEXICO | USA

THREE NATIONS. ONE WORLD CUP.

#WEARE26

# FREE GARDEN PARASOL

**BUY 2 X 9G FIRKINS OR 2 X 4.5G PINS OF ABBOT, OLD SPECKLED HEN OR GREENE KING IPA AND RECEIVE A FREE BRANDED PARASOL.**




## PLUS A FREE FATHER'S DAY CROWNER

CELEBRATE THE DADS THIS FATHER'S DAY




**PREMIUM ALE • ABV: 5%**

- Rich amber
- Caramel & fruits
- Warming and fruity, with a mouth-filling biscuity maltiness

**ENGLISH PALE ALE • ABV 4.5%**

- Auburn, copper
- Malty toffee, roasted
- Malty, toffee, caramel and fruity

**INDIA PALE ALE • ABV: 3.4%**

- Tawny Amber
- Rich caramel, citrus hoppy edge
- Hoppy, dry, refreshing

Offer valid from 1st June – 30th June 2026. Purchase 2 x 9g firkins or 2x 4.5g PIN's to receive a free parasol of Abbot Ale, Old Speckled Hen or GK IPA.
Plus FREE crowners are available for GK IPA and Old Speckled Hen only. 1 parasol per brand per outlet. Subject to stock and depot availability.

be drinkaware.co.uk

Enjoy Heineken® Responsibly

Heineken 0.0 contains no more than 0.05% alcohol.

®Heineken® is a registered trademark.

*T&Cs apply

# GET THE FANS TOGETHER

Install Heineken 0.0% draught today and receive 24 x pint glasses, 2 x bar runners and 1 x pack of drip mats.*

Heineken®
0.0

Heineken 0.0

# JUNE OFFER

## £10 OFF*

MOORHOUSE'S

WHITE WITCH

### MOORHOUSE'S WHITE WITCH

A light, refreshing and easy drinking 3.9% pale blonde cask ale with a pleasing grapefruit aroma and a fresh citrus flavour from cascade and centennial hops

*EVERY 9 GALLON CASK

# 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 Red Lion in Northop is a perfect example of that.**

**Ceri's story is a reminder that pubs are about far more than food and drink — they're places where friendships are formed, memories are made and communities come together.**




**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 💛**

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.

be drinkaware.co.uk

# CONGRATULATIONS THE CASTLE!




## WINNER OF CREATIVE TOURISM: RIBBLE VALLEY ‘STARS IN TOURISM’ 2026

# PROPERLY CRAFTED 0.5% IPA

**Powerfully hopped and packed with vibrant tropical and citrus flavours. Fresh and crisp, with reliable quality in every sip.**

## £3 OFF PER CASE

**T&Cs**: Each case contains 8x500ml bottles. Promotion runs from 1st June – 30th June 2026. While stocks last.



FIFA

WORLD CUP
2026

# BEST DECOR SET UP

## COMPETITION

**WINNER ANNOUNCED 2ND JULY**

| | |
|---|---|
| Email your best pictures | Tag TRUST INNS |

MARKETING@TRUSTINNS.CO.UK OR VIA YOUR BDM!

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.

Knaresborough Business Collective

# Business Awards




## Exciting News!

The Half Moon has been shortlisted for "Best Place to Drink" in Knaresborough's Business Awards, alongside many other wonderful pubs!

Congratulations to the entire team!

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.

# Better Beer
# Better Business.

Clear Brew serves hundreds of award-winning venues just like our recent winners in Scotlands first Trust Inns Community Hero Awards; Davidson's Bar in Renfrew!

Our non-contractual and fully managed service includes all labour and chemicals, saving you time, money and waste. Improving yields whilst protecting dispense quality across all keg/cask and No/Lo draught products. Book your **FREE** no obligation survey and clean today.

clear brew

*The Beer Line Cleaning Professionals*

**0800 7810 577**

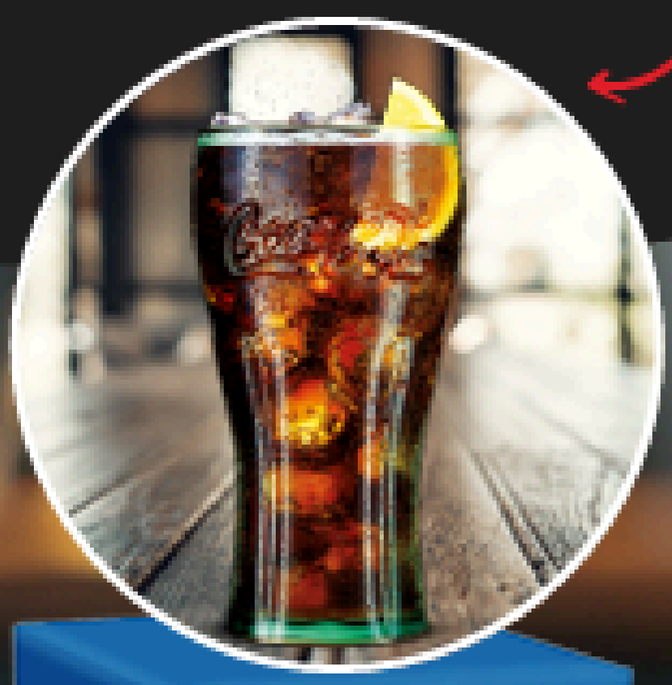
**enquiries@clearbrew.co.uk**

**www.clearbrew.co.uk**

# FREE STOCK BUNDLE WORTH £1400+*

## 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
7L COCA-COLA ZERO SUGAR BAG IN BOX | 7L DIET COKE BAG IN BOX | 7L SCHWEPPES LEMONADE BAG IN BOX
AND 24 X 16OZ COCA-COLA GLASSWARE



EACH COKE™ BAG-IN-BOX PROVIDES **113** PERFECT SERVE 14OZ SERVINGS**

SCHWEPPES LEMONADE BAG-IN-BOX PROVIDES **150** 14OZ SERVINGS***




**PLEASE CONTACT:**
**POSTMIXENQUIRIES@CCEP.COM**

myccep.com

My CCEP™

* CGA GB On Premise Data RSV Brand Pack Performance - value based on the average RSV per RTDL, per SKU, MAT 31.12.25.
**Based on 113 x 14oz Perfect Serve servings from a 7-litre Coca-Cola Bag-in-Box. ***Based on 150 x 14oz servings from a 7-litre Lemonade Bag-in-Box.
Offer open to Independent outlets only, not multi-operating groups and subject to having an equipment hire contract in place with CCEP.
Free stock bundle will be delivered after install. Offer subject to availability, while stocks last. Max 1 per outlet.
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# 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!

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

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.

# Order Online with Carlsberg Britvic



Follow Trust Inns

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Better Pubs through Better People