

The Scottish **INNcentive** Magazine

WHAT'S INSIDE?

- INSTALL DEALS
- JOIN THE TRUST INNS FANTASY FOOTBALL LEAGUE!
- COMPETITION: BEST WORLD CUP SET UPS!

**ORDER
ONLINE** WWW.MATTHEWCLARKLIVE.COM



THINK YOU KNOW FOOTBALL? PROVE IT. WIN IT.

JOIN OUR FANTASY
WORLD CUP LEAGUE

LEAGUE NAME

Trust Inns League

JOINING CODE

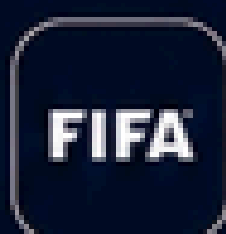
BUKTVNEM

Name yourself and use the format:

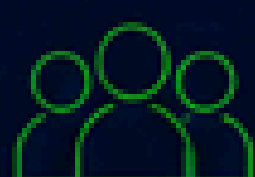
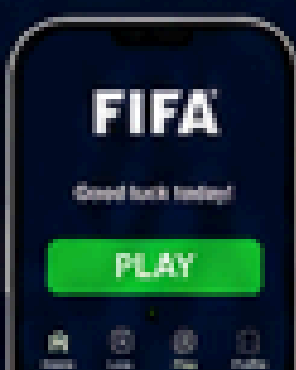
Name - **Pub Name**

HOW TO JOIN:

1 DOWNLOAD
THE OFFICIAL
FIFA APP



2 SELECT
"PLAY"



PICK YOUR
SQUAD



SCORE POINTS



COMPETE &
WIN BRAGGING
RIGHTS

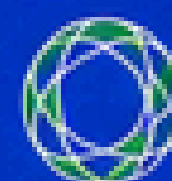
JOIN NOW!



LET THE GAMES BEGIN.



CANADA



MEXICO



USA

THREE NATIONS. ONE WORLD CUP.

#WEARE26

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 🧡

be **drinkaware**.co.uk

Enjoy Heineken® Responsibly

Heineken 0.0 contains no more than 0.05% alcohol.

Heineken 0.0 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



CONGRATULATIONS
THE CASTLE!



WINNER OF CREATIVE TOURISM:
RIBBLE VALLEY
'STARS IN TOURISM'
2026



— WORLD CUP —
2026

BEST DECOR SET UP

COMPETITION

WINNER
ANNOUNCED
2ND JULY



Email your
best pictures



Tag
TRUST INNS

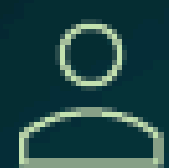
MARKETING@TRUSTINNS.CO.UK OR VIA YOUR
BDM!

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

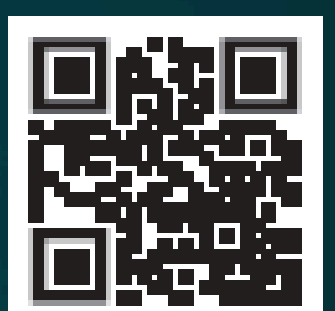
 Spending
More

124k

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

£280k+

invested into activations
by Heineken in 2024.



SIGN UP
NOW

A BREAK FROM THE ORDINARY

INSTALL
MURPHY'S IRISH
STOUT TODAY

24x

PINT GLASSES

1x

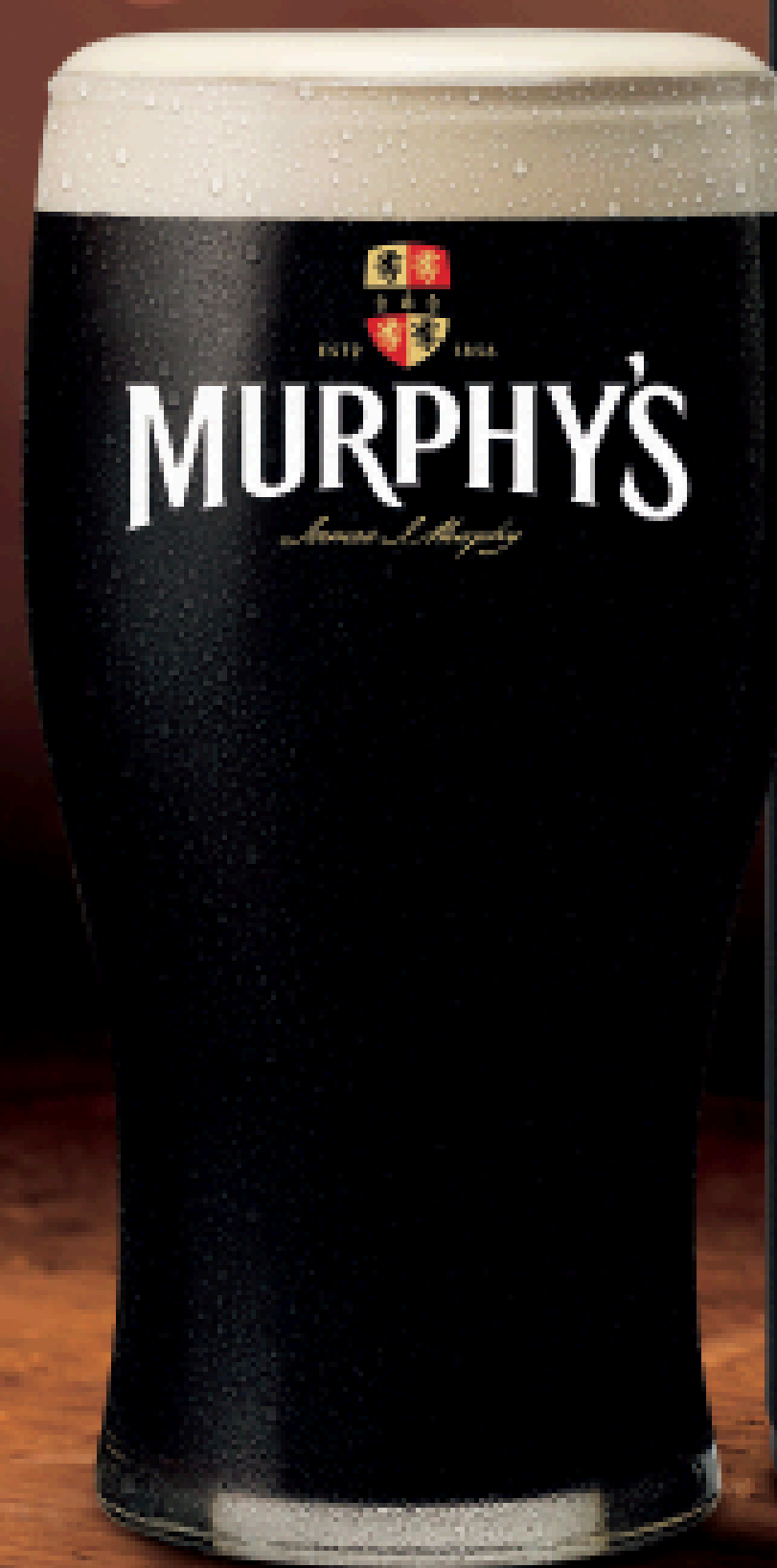
COLLECTOR
CARD KIT

1x

30L MURPHY'S
KEG

FREE

SOCIAL MEDIA
ASSETS



MURPHY'S
James J. Murphy
ESTD 1856

ESTD 1856 - CORK, IRELAND



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.



The Beer Line Cleaning Professionals

0800 7810 577

enquiries@clearbrew.co.uk

www.clearbrew.co.uk

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

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

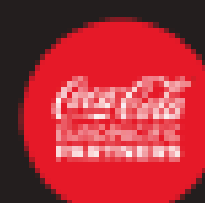


Coca-Cola
ORIGINAL
TASTE
IS THE **NO1**
DRAUGHT COLA
BRAND IN GB ON
PREMISE &
GROWING*

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



PLEASE CONTACT:
POSTMIXENQUIRIES@CCEP.COM



MyCCEP
my.ccep.com

Knarborough Business Collective

Business Awards



Exciting News!

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

Congratulations to the entire team!

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**

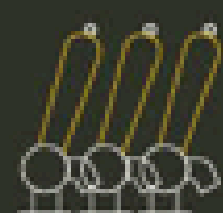
All-important hand pull theatre & serve



**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



**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: OLA 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

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:
www.matthewclarklive.com



Follow Trust Inns



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Better Pubs through Better People