Trust Inns
Better Pubs through Better People

JULY
2026

The INNcentive Magazine

WHAT'S INSIDE?

- OUTDOOR POS DEALS
- COCA COLA WORLD CUP GOODY BAGS!
- 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

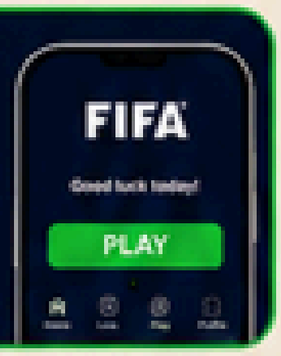
BUKTVNEM

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

Get big match ready

Buy

1 x case Diet Coke 330ml NRGB

&

1 x case Coca-Cola Zero Sugar 330ml NRGB

to receive a

FREE

football goody bag



Available July Only



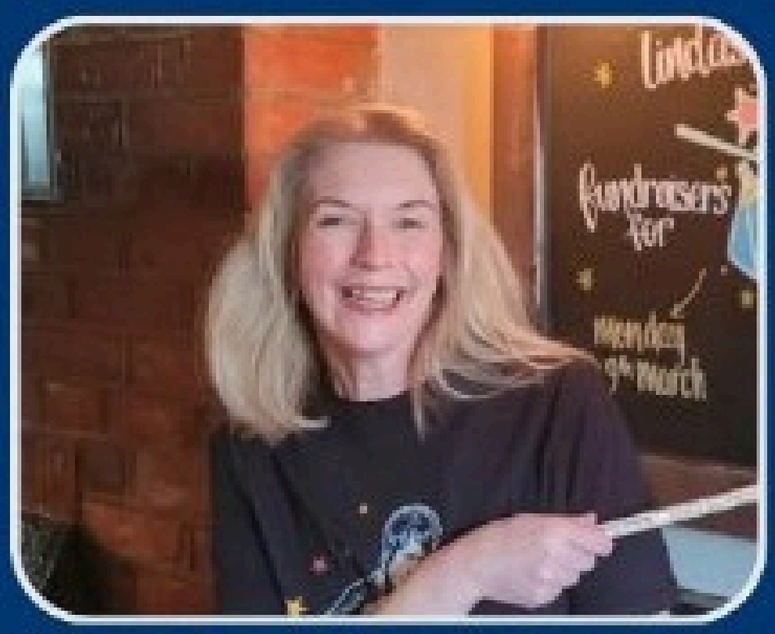
GB 18+. Purchase required. Promotion opens at 00:00 on 01.07.26 and closes at 23:59 on 31.07.26. Offer available to Trust Innscustomers only. Max 1 goody bag per qualifying purchase per outlet. There are 40 goody bags available to be claimed in total, including x40 Coca-Cola drawstring bags, x40 Coca-Cola football caps, x40 Coca-Cola bar runners, x80 Coca-Cola coasters, x40 Coca-Cola footballs, x40 football pumps, and x40 Coca-Cola trophy keychains. Offer applies only to purchases of specified SKUs: buy 1 case of Diet Coke 330ml NRGB and 1 case of Coca-Cola Zero Sugar 330ml NRGB from 1st July to 31st July 2026, with qualifying purchases tracked by Trust Inns and fulfilment after the promotion closes. Coca-Cola reserves the right to withdraw or amend the promotion at any time.

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A huge congratulations to The White Horse in Birstall for reaching the finals of the BII Awards 2026! This is an incredible achievement to have come so far.

Our Finalists

BII 26
LICENSEE OF THE YEAR
Finalists



The Berkeley Arms
PO18 8HG



The Windsor Castle
N2 8DL



The White Horse
LE4 4EF



The Swan CIC
SL4 5JG



The Fleece Inn
WR11 7JE



The Plough
SW14 7AF

#LOYA26

FREE POS

WHEN YOU BUY 1 X 9G FIRKIN OR 2 X 4.5G PINS OF ABBOT ALE OR GREENE KING IPA

RECEIVE: 1 X CASE OF PINT GLASSES, 2 X BEER CARRIERS AND 2 X TRAYS





PLUS X1 ABBOT ALE DOG BOWL, SO WE ARE NOT FORGETTING OUR FURRY FRIENDS!

Promotion is available from 1st - 31st July 2026. Purchase 2 x 9g Firkins or 2 x 4.5g Pins and receive case of 12 x pint glasses, 2 x beer carriers, 2 x trays for the brand of your choice, plus 1 x Abbot Ale dog bowl. Offer limited to 2 deals 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

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 Hope Inn, Leeds is a perfect example of that.

David and Becky'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.



SAVE £1.00 PER CASE

SCHWEPPES TONIC WATER, SLIMLINE TONIC AND GINGER ALE 150ML CANS

Available July & August Only

Schweppes 150ml mixers be**drinkaware**.co.uk

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SAVE £1 per case

My Coke 200ml
Schweppes Classic Mixers
& Juice 200ml NRGB

Available July & August Only

Schweppes has gained **1.8%** Volume share in On-Premise*

Coca-Cola Original Taste is the **#1** glass bottled cola**



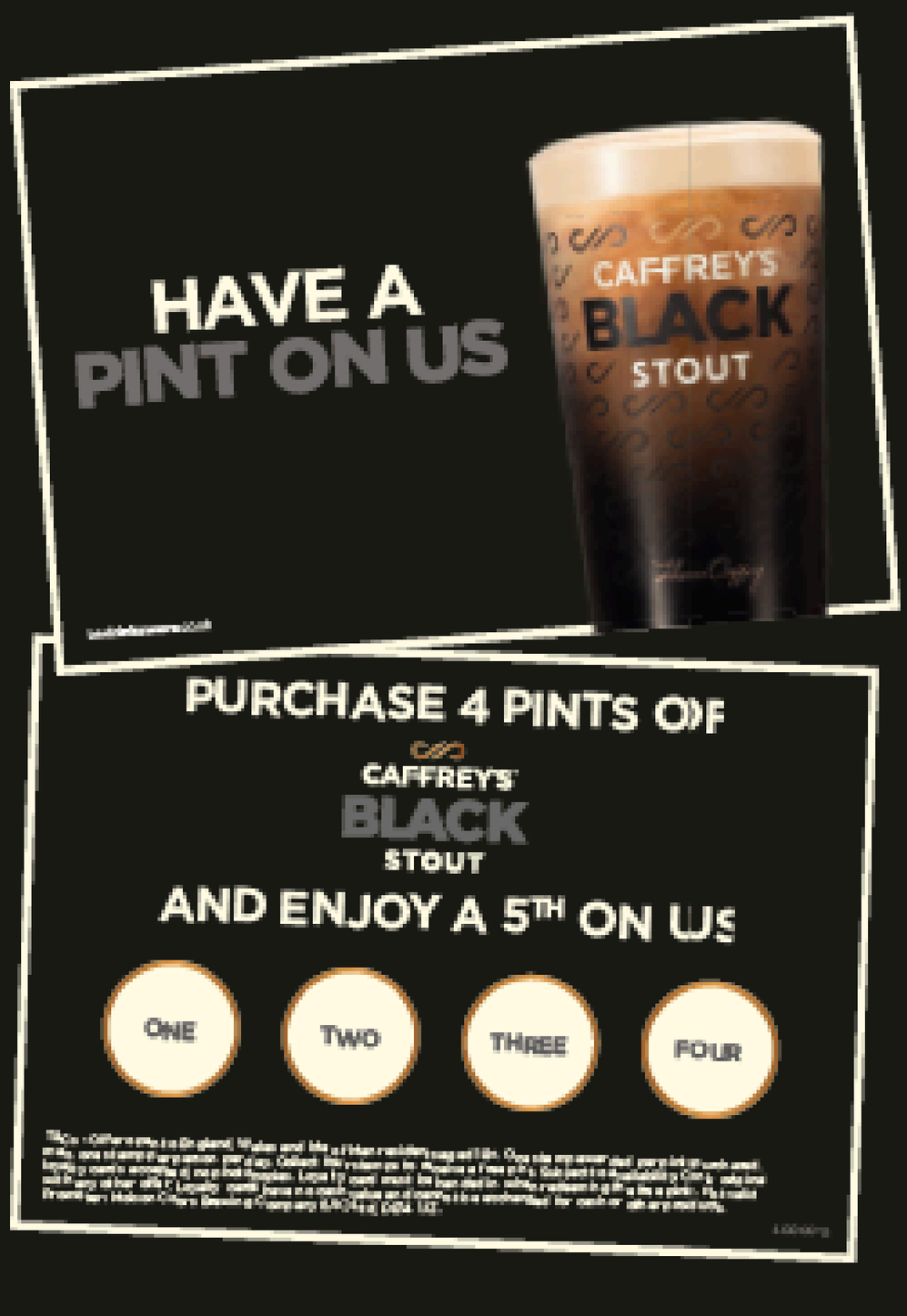
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© 2026 Schweppes is a registered trademark of European Refreshments UC. Please drink responsibly. While stocks last.
*Source: CGA, GB, On-Premise, Mixers, Volume share vs PY MAT (Excluding Lemonade) Date to 31.01.26
**Source: CGA, GB, On-Premise, Value Sales, Value % Sales vs PY, L12W, Date to 31.03.26

MyCCEP
my.ccep.com

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

be **drinkaware**.co.uk

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

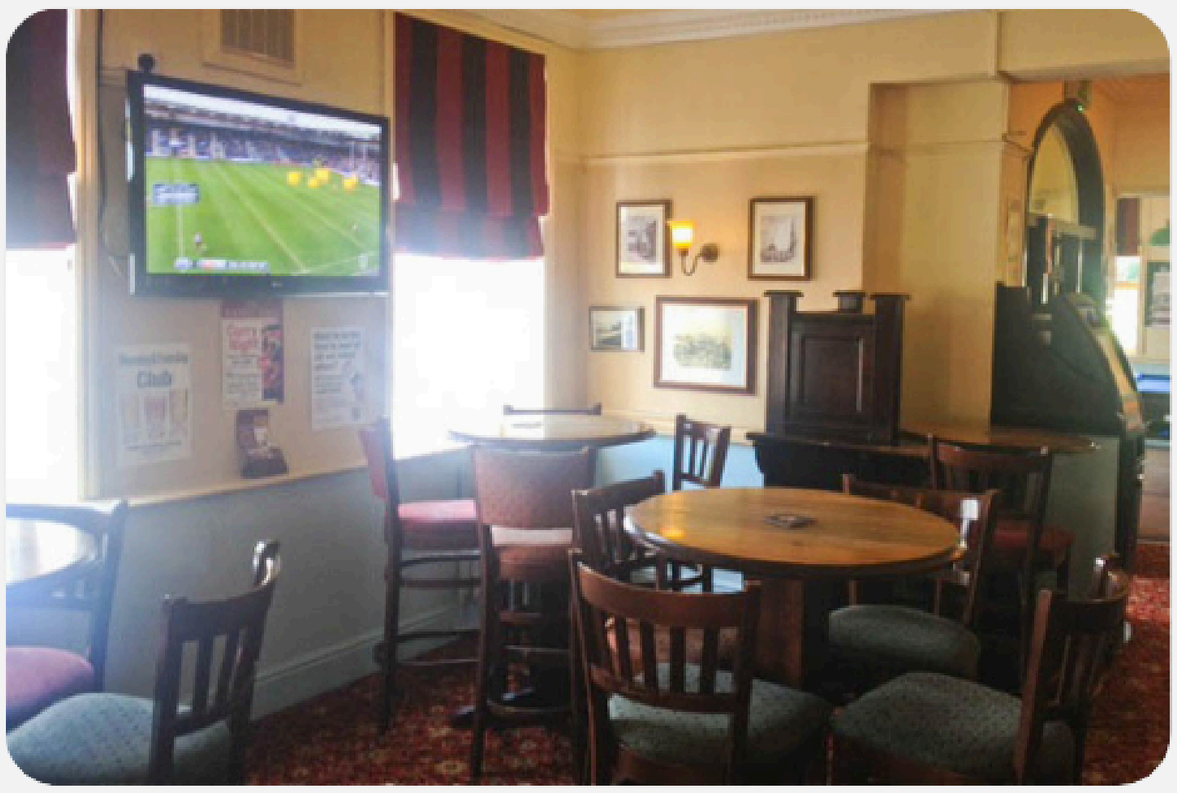
IS THE NUMBER 1 SUGAR FREE COLA ON DISPENSE*

PLEASE CONTACT YOUR BRITVIC REPRESENTATIVE OR SCAN THE QR CODE TO REGISTER YOUR INTEREST

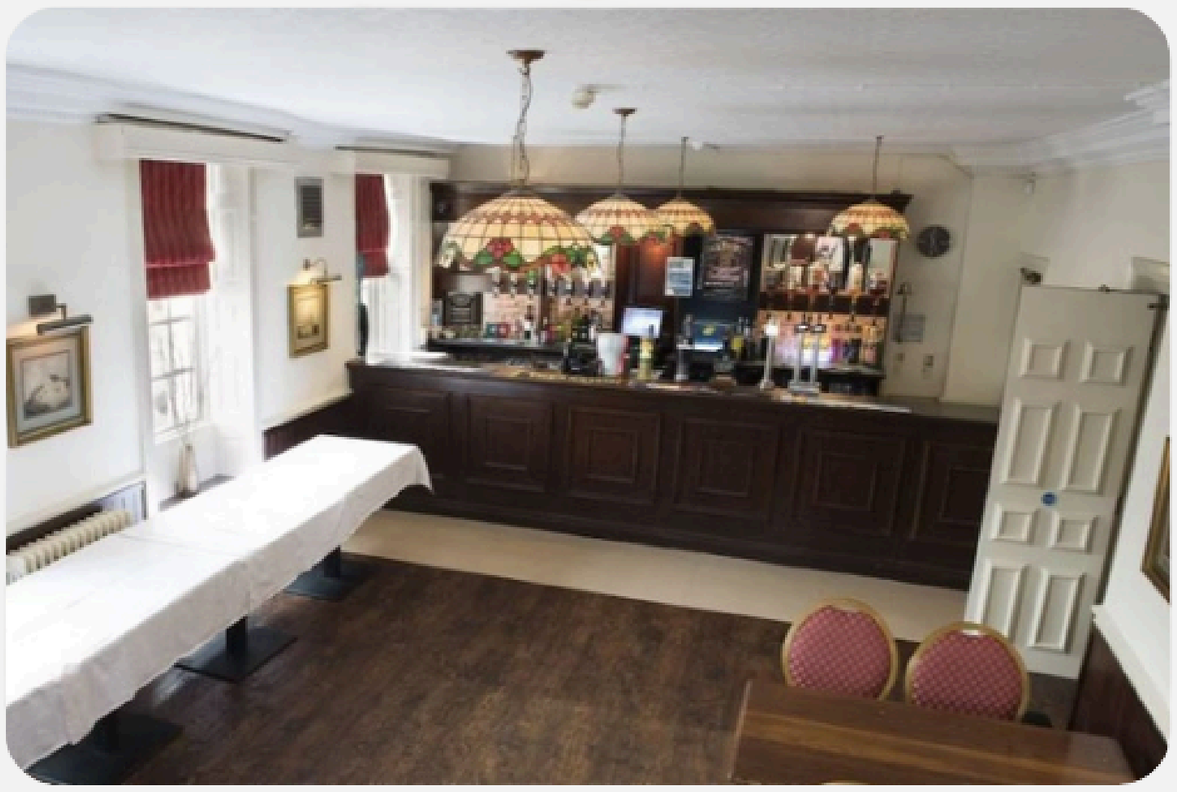
T&Cs: Free stock bundle includes 4 x BIBs, 1 x Case of Glassware, 1 x Ice Bucket, 2 x Bar Runners, 1 x T-Shirt Pack. *CGA by NielsenIQ, Licensed database, Value & Volume sales (L), Sugar Free Draught Colas Britvic defined, MAT TY 06.09.25. For further information, please contact Carlsberg Britvic at 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.

RAIKES HALL

Refurbishment









The refurbishment at Raikes Hall, Blackpool is now complete, and the transformation is remarkable.

The new tenants have revitalised the interior, creating a fresh and welcoming environment that breathes new life into this well-known local venue.

A tremendous achievement by all involved!

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

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

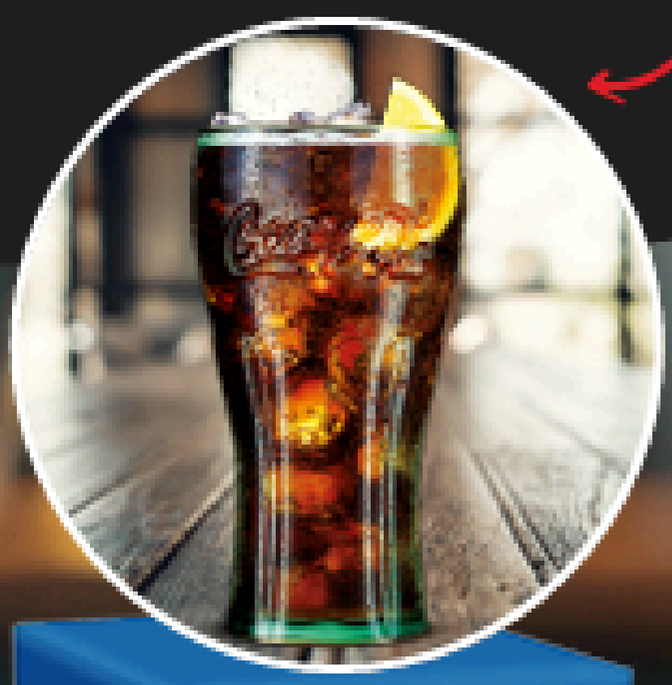
enquiries@clearbrew.co.uk

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!

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.

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

Trust Inns

Better Pubs through Better People