Trust Inns
Better Pubs through Better People

OCTOBER
2026

The INNcentive
Magazine

WHAT'S INSIDE?

- HALLOWEEN COMPETITION!
- INSTALL DEALS
- TENANTS EFFORTS FOR CHARITIES
- HEAD OFFICE HALF MARATHON WALK

ORDER ONLINE
WWW.ORDER.CARLSBERGBRITVIC.CO.UK

HALLOWEEN COMPETITION

1ST OCT - 1ST NOV 2026

Think your pub deserves to be crowned
Trust Inns' Best Decorated Pub?

Then it's time to show off your spookiest,
most spectacular Halloween decorations! 🕷️

For a chance to...
🍺WIN A KEG OF BEER!🍺

HOW TO ENTER:

📸 TAG US IN YOUR PHOTOS OF
YOUR SPOOKY DECORATED PUB

📧 OR EMAIL YOUR PHOTOS TO
MARKETING@TRUSTINNS.CO.UK

🏆 WINNER ANNOUNCED
2ND NOVEMBER 2026



The team at The White Horse in Birstall took on an exciting team challenge this September, while raising vital funds for charities within their local community.

Throughout September, the team walked to all the White Horse pubs across Leicestershire as part of their “Ultra Pub Crawl”, raising money for Birstall charity Pay It Forward.

Pay It Forward supports people in need across Birstall, providing Christmas dinners for elderly residents, helping families struggling with the cost of school uniforms, and donating equipment to the local special needs playgroup, among many other initiatives.

The challenge will see the team take on walks to the White Horse pubs in Seagrave, Quorn, Whitwick, Desford and Broughton Astley, as well as their home pub in Birstall.

There are three different challenges for the team to tackle:

* The Trot – over 11 miles
* The Canter – over 20 miles
* The Beast – a huge 41-mile walk in a single day, taking in all six White Horse pubs, including their own in Birstall.

PURCHASE ANY 9G FIRKIN OR 2 X 4.5G PINS
OF GREENE KING IPA OR ABBOT ALE AND

RECEIVE PINT GLASSES, BAR RUNNERS & DRIP MATS

PLUS A FREE **DUAL HALLOWEEN CROWNER PACK**



T&C's: Promotional offer from 1st October – 31st October 2025. Buy any 9g firkin or 2 x 4.5g pins of Abbot Ale or GK IPA to qualify.
POS includes 12 pint glasses, 2 bar runners and a pack of 100 drip mats. Max 2 deals per outlet. Subject to stock and depot availability.





Trust Inns Charity Walk

We completed our Half marathon walk for **Derian House**!
What a beautiful day it was for it - with a little tour of 4 of our pubs along the way!

We have raised a total of OVER £5,500!







NEW

THE INTERNATIONAL BREWING AWARDS 2026

BUY 2 CASES OF PROPER JOB 0.5% IPA & GET A FREE ICE BUCKET



Terms & Conditions: Each case of Proper Job 0.5% IPA contains 8x500ml bottles. Promotion runs from 1st October to 31st October 2026. Cases are required to be purchased at the same time to qualify for the free ice bucket. Maximum 1 deal per customer during the promotional period. Available while stocks last.

NEW

One cider. Two ways to serve!

Drive winter cider sales

ENJOY OVER ICE
OR GENTLY WARMED

Spiced clementine & cranberry

OLD MOUT CIDER

Stock up NOW!

ENJOY RESPONSIBLY be drinkaware.co.uk

Wainwright

WORTH THE WALK

ULLSWATER,
LAKE DISTRICT

BACK BY POPULAR DEMAND



Combining malty and hoppy flavours with a clean finish, some things are Worth the Walk.

ABV:	3.4%
See:	Deep Gold
Smell:	A touch of earthy hops, fresh
Taste:	Dry bitter finish
Sweet:	●●●○○
Bitter:	●●●○○

£152.66*

9G

***Before any applicable barrelage discount**

Promotion valid for the duration of the brochure promotional period.
Qualifying product: Wainwright Wanderer 9G. Deal subject to change.

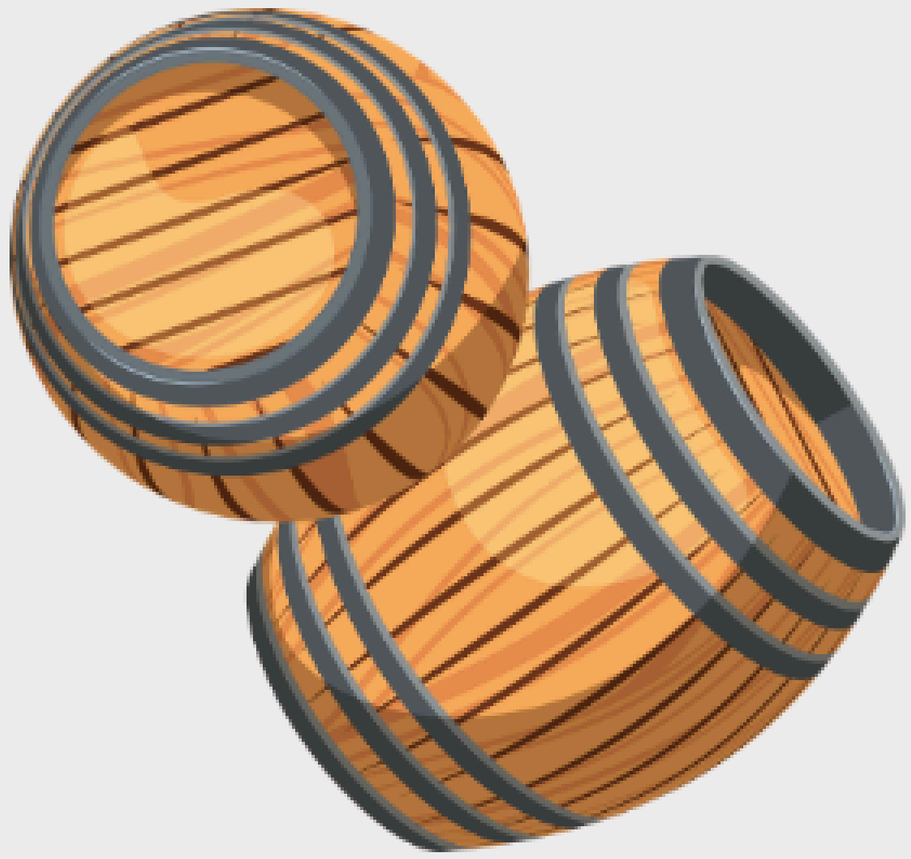
Enjoy responsibly. be**drinkaware**.co.uk

BEER & CELLAR QUALITY COURSE

DELIVERED ONLINE!

8TH OCTOBER 2026

09:30-12PM



CONTENT OVERVIEW:

- Introduction to Beer
- Cellar Environment
- Management of Cask Ale and Kegs
- Glass Washing and Care
- Serving the Perfect Pint
- Health and Safety
- Fault Finding



COURSE PROVIDER

Frazer Grant

marketing@trustinns.co.uk| OR contact your BDM!

CONFLICT RESOLUTION COURSE

28TH OCTOBER
09:30-12PM

DELIVERED ONLINE

- **Introduction - Instances of Conflict in Pubs**
- **Triggers & Inhibitors - what are they?**
- **The Psychology and Physiology of Conflict**
- **Using Dynamic Risk Assessments to enhance personal safety**
- **Training and the importance of clear policies and procedures reduces risk**
- **Using Body Language and Tone to reduce potential physical conflict**
- **Scenario-based learning: a look at best practices for typical in-pub conflict**
- **What the law states**
- **Creating safe places for all**
- **Ask for Angela & Spiking**
- **The importance of crime scene preservation, reporting, and recording incidents of violence and abuse**





COURSE PROVIDER

Frazer Grant

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INSTALL THE NATION'S FAVOURITE ALE*

INSTALL JOHN SMITH'S DRAUGHT, GET FREE CASE OF BRANDED GLASSWARE



Scan this QR to order additional branded print POS and digital assets

Enjoy JOHN SMITH'S responsibly
be drinkaware.co.uk

*T&Cs apply, subject to availability
1. CGA Strategy NAT Value – 10/22

£179.50*
9g

***Before any applicable barrelage discount**

BY 'ECK

4.0% PREMIUM ALE ON CASK

Boasting a distinctive golden colour and a luscious creamy head when poured

GOLDEN

BANANA, GRAPEFRUIT, HERBAL

CARAMEL, TOFFEE, GRAPEFRUIT

INCLUDES GLASSWARE AND POS SUPPORT
Contact customer service: 0161 643 2487
or Jon Henderson: 07968 930283
For pump clip and POS requests

BODDINGTONS

CASK BREWED IN MANCHESTER BY JWLEES

Install
Birra Moretti L'Autentica

UK's #1 On Trade lager brand*

Speak to your BDM or HEINEKEN Representative for more information

ENJOY LIFE'S SIMPLE PLEASURES
BIRRA MORETTI
ITALIANA DAL 1859

FREE upweighted POS kit included**

be-drinkaware.co.uk
ENJOY BIRRA MORETTI* RESPONSIBLY

*Source: CGA BT MIQ, OPM GB, Value Sales, MAT P04 16/08/2026. Birra Moretti L'Autentica is brewed in the UK. Birra Moretti L'Autentica contains 4.6% ABV.
**T&Cs: Upweighted POS kit includes: 48 pint glasses, 24 half pint glasses, 2 bar runners and 1 pack of dripmats. One offer per customer, while stocks last. The promoter reserves the right to amend or withdraw the promotion at any time due to circumstances outside its control.

bedrinkaware.co.uk
Enjoy Heineken 0.0 Responsibly
Heineken 0.0 contains no more than 0.05% alcohol.

INSTALL HEINEKEN 0.0 ON DRAUGHT

Receive 24 pint glasses, 2 bar runners and 1 pack of drip mats*

Heineken
0.0

*Available to any Heineken 0.0 draught stockist only. One support package per outlet. Installation is subject to a successful technical survey. Where an installation is deemed unsuitable the offer will not apply. Offer available while stocks last and subject to availability. Alternative POS items of an equivalent type and value may be supplied. No cash alternative is available. Heineken UK reserves the right to amend substitute or withdraw this offer at any time.

Heineken 0.0

Fanta is the #1 Flavoured Carb Brand in on-premise in value (£)*

The Iconic, sparkling soft drink

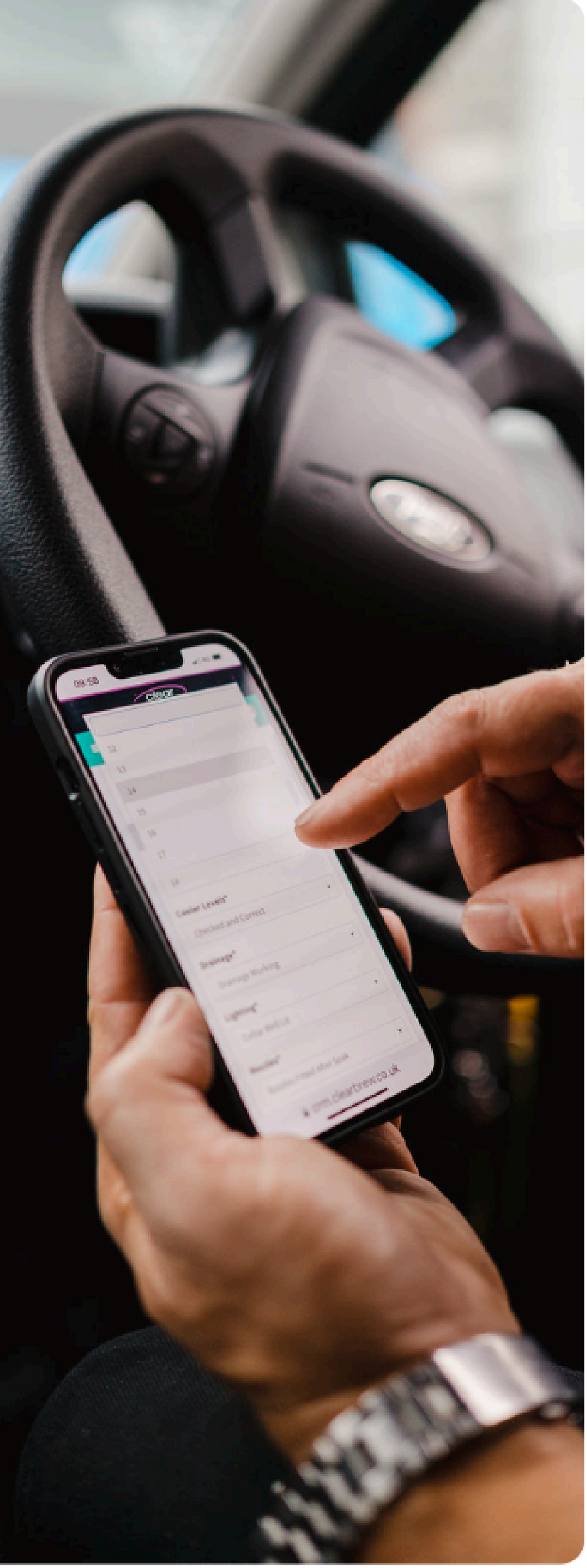
Fanta 330ml glass bottles

SAVE £2 per case

Contact your account manager for more information

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*Source: Nielson and CGA GB data, Value (£), MAT to 30.04.26

Coca-Cola Europacific Partners
My CCEP™



Supporting You and Your Venue with the Full Picture

Part of our Clear Brew process as the nation's leading beer line cleaning professionals is providing you with all the information and data you need to make smart decisions with your cellar to bar management.

On each visit our trained technicians complete a full beer line clean and cellar check. At the end of the visit our technicians utilise our own fully integrated verification system to input data into a centralised database.

As a Clear Brew customer, you have full visibility of this information to help inform your management decisions.

Head to our website: **www.clearbrew.co.uk** to discover the Clear Brew benefits for yourself and book in your first **FREE*** clean.

**subject to cellar survey*

clear brew

The Beer Line Cleaning Professionals

0800 7810 577

enquiries@clearbrew.co.uk

www.clearbrew.co.uk

Great Taste. Zero Sugar.



SAVE £3

Coca-Cola Zero Sugar
330ml glass bottle

Contact your account manager for more information

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MyCCEP
my.ccep.com

FREE STOCK BUNDLE WORTH £1400+*

ON INSTALL OF COCA-COLA POSTMIX

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

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

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



PLEASE CONTACT
POSTMIXENQUIRIES@CCEP.COM

MyCCEP
my.ccep.com

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*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.

Switch to install Foster's. Unlock Enhanced POS Support.

- 48 branded pint glasses
- 24 half pint glasses
- 2 bar runners
- 1 pack of drip mats
- 2 packs of 1.5m parasols or
- 6 branded t-shirts

GOOD CALL

be drinkaware.co.uk
Drink Foster's® Responsibly
Brewed in the UK

Terms & Conditions: Available to eligible outlets installing Foster's draught following the removal of a competitor draught lager line. Installation is subject to a successful technical survey. Where an installation is deemed unsuitable, the offer will not apply. One enhanced POS support package per outlet. Offer available while stocks last and subject to availability. Alternative items of an equivalent type and value may be supplied. No cash alternative is available. Heineken UK reserves the right to amend, substitute or withdraw the offer at any time.

Do you need help with marketing designs?

DRINK DEAL POSTERS

EVENT/SPORT 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!

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