






FOOD HOLIDAY CALENDAR & PROMOTION IDEAS FOR 2021

JANUARY 2021

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	<div>1</div> <div>○</div> <div>New Year's Day</div> <div>  </div>	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	<div>18</div> <div>○</div> <div>Martin Luther King Jr. Day</div> <div>  </div>	19	20	21	22	23
24	25	26	27	28	29	30
<div>31</div> <div>○</div> <div>National Hot Chocolate Day</div> <div>  </div>	1	2	3	4	5	6

IDEAS

New Year's Day

- first brunch of the year (coffee on the house);
- keep the party going (50% off all cocktails);
- celebrate with the kids (30% off the kids menu);

Martin Luther King Jr. Day

- lunch special (1 appetizer + 1 main course + 1 dessert for a fixed price);
- 15% off all delivery orders;
- 10% off appetizers for the entire weekend;

National Hot Chocolate Day

- 50% off hot chocolate;
- bring a friend and you both get a hot chocolate for free;
- free hot chocolate with every order;

FEBRUARY 2021

SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3	4	5	6
7  Super Bowl 	8	9  National Pizza Day 	10	11	12	13  National Italian Food Day 
14  Valentine's Day 	15  Presidents' Day 	16	17	18	19	20
21	22	23	24	25	26	27
28	1	2	3	4	5	6

IDEAS

Super Bowl

- 10% off every bulk wings order (over 50);
- free fries with every wings order;
- 15% off appetizers like chips and dip, nachos, or potato skins;

Valentine's Day

- a bottle of champagne on the house;
- full dinner for two at a fixed price;
- a bouquet of flowers with every order;

National Pizza Day

- buy one, get one for free;
- add as many toppings as you want at no extra charge;
- 50% off the entire pizza menu;




Presidents' Day

- presidents quiz night with nachos on the house;
- answer a question about a president correctly for 10% off the bill;
- free delivery all day;

National Italian Food Day

- buy 2 pizzas and get the third one for free;
- 30% the entire pasta menu;
- a tiramisu on the house with every order;

MARCH 2021

SUN	MON	TUE	WED	THU	FRI	SAT
28	1 ○ National Pancake Day 	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17 ○ Saint Patrick's Day 	18	19	20
21	22	23	24	25	26	27 ○ National Spanish Paella Day 
28	29	30	31	1	2	3

IDEAS

National Pancake Day

- 20% off pancake breakfast;
- free pancakes if you sign up for our newsletter;
- free delivery if you add pancakes to your order;

Saint Patrick's Day

- costume party where the winner gets a free meal;
- 40% off all traditional Irish dishes;
- one shot of whiskey on the house;

National Spanish Paella Day

- free delivery on all orders that include paella;
- paella cooking demonstration with your chef;
- 15% off paella;

APRIL 2021

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1	2	3
4	5	6	7  National Beer Day	8	9	10
11	12	13	14	15	16  Emancipation Day	17
18	19	20	21  National Tea Day	22	23	24
25	26	27	28	29	30	1

IDEAS

National Beer Day

- 1 gallon of beer for a fixed price;
- 25% off all local beers;
- beer pong competition;





Emancipation Day

- charity event where you donate all profits for the day;
- volunteering at local shelters;
- promoting Black-owned businesses in the community;

National Tea Day

- hot/ice tea pitcher for \$3;
- free delivery on all orders that contain an ice tea;
- tea and finger sandwiches party;

MAY 2021

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	29	30	1
2 ○ Mother's Day 	3	4	5	6	7	8
9 ○ Father's Day 	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28 ○ National Burger Day 	29
30	31 ○ Memorial Day 	1	2	3	4	5

IDEAS

Mother's Day

- take your mom to lunch and the dessert is on us;
- gift card with a personalized message for your mom;
- give a flower to every mom;

Father's Day

- lunch special (1 appetizer + 1 main course + 1 dessert for a fixed price);
- 15% off all delivery orders;
- 10% off appetizers for the entire weekend;

National Burger Day

- 50% off all burgers;
- make your own burger for a fixed price;
- buy any regular-sized burger and you get a mini burger for free;

Memorial Day

- veterans eat for free;
- collect donations for military people;
- 25% off all family meals;

JUNE 2021

SUN	MON	TUE	WED	THU	FRI	SAT
30	31	1	2	3	4 ○ National Fish and Chip Day 	5
6	7	8	9	10	11	12
13	14	15	16	17	18 ○ International Sushi Day 	19
20	21	22 ○ National Onion Ring Day 	23	24	25	26
27	28	29	30	1	2	3

IDEAS

National Fish and Chips Day

- first 20 customers get a free serving of fish and chips;
- 2 fish and chips serving for the price of 1;
- fish and chips are 50% off between 1 and 3 PM;

International Sushi Day

- 30% off the entire sushi menu;
- sake for free with every order;
- earn how to make sushi cooking class;

National Onion Ring Day

- bring 4 friends and you get unlimited onion rings for the table;
- a variety of onion ring sauces with every order;
- order a serving of onion rings and you get a free beer;

JULY 2021

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	1	2	3
4  Independence Day	5	6	7  World Chocolate Day	8	9	10
11	12	13  National French Fry Day	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

IDEAS

Independence Day

- fireworks show at the end of the day;
- hot dog eating contest;
- family-sized platters with an assortment of food;

World Chocolate Day

- 30% off every chocolate item on the menu
- a slice of chocolate cake on the house if you purchase a main course;
- a free chocolate bar in every takeaway bag;

National French Fry Day

- a free serving of fries with every grilled item on the menu;
- 60% off fries;
- first 15 visitors get a serving of fries on the house;

AUGUST 2021

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4  National Chocolate Chip Cookie Day	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20  National Lemonade Day	21
22	23	24	25	26	27  National Red Wine Day	28
29	30	31	1	2	3	4

IDEAS

National Chocolate Chip Cookie Day

- a chocolate chip cookie in every takeaway bag;
- buy a coffee and you get a free chocolate chip cookie;
- chocolate chip cookies baking competition;





National Lemonade Day

- a pitcher of lemonade for just \$3;
- free bottle of lemonade to go if you know the special code shared on social media;
- 30% off lemonade;

National Red Wine Day

- a bottle of red wine on the house if you buy an appetizer + main course;
- all women get a glass of red wine for free;
- wine tasting event;

SEPTEMBER 2021

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2	3	4
5	6  Labor Day 	7	8	9	10	11
12	13	14	15	16  National Guacamole Day 	17	18
19	20	21	22	23	24	25
26  Better Breakfast Day 	27	28	29	30	1	2

IDEAS

Labor Day

- dress in white party;
- Labor Day cocktail special;
- a free kids meal with the purchase of any regular-sized meal;

National Guacamole Day

- all you can eat guacamole for orders over \$30;
- 30% nachos and a free serving of guacamole;
- guacamole-based brunch featuring guac toast, pita, and deviled eggs;

Better Breakfast Day

- 30% off all breakfast orders between 8 and 10 AM;
- free OJ with any breakfast item on the menu;
- bring your entire family to breakfast for a 25% discount on the bill;

OCTOBER 2021

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	1 ☉ International Coffee Day 	2
3	4	5	6	7	8	9
10	11 ☉ Columbus Day 	12	13	14	15	16
17 ☉ National Pasta Day 	18	19	20	21	22	23
24	25	26	27	28	29	30
31 ☉ Halloween 	1	2	3	4	5	6

IDEAS

International Coffee Day

- share your favorite coffee and tag us on Instagram for a free coffee;
- every coffee order gets a free donut;
- order 3 coffees and you get a bag of roasted beans;

Columbus Day

- Sunday night football watching party;
- 10% discount on the drinks menu;
- half-off kids menus;

National Pasta Day

- 35% discount on the entire pasta menu;
- every serving of pasta comes with a glass of wine on the house;
- make your own pasta atelier;

Halloween

- serve scary-shaped foods;
- contest competition with a voucher as a prize;
- pumpkin carving contest;

NOVEMBER 2021

SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3  National Sandwich Day	4	5  National Chinese Takeout Day	6
7	8	9	10	11  Veterans Day	12	13
14	15	16  National Fast Food Day	17	18	19	20
21	22	23	24	25  Thanksgiving	26  Day after Thanksgiving	27
28	29	30	1	2	3	4

IDEAS

National Sandwich Day

- 20% off all sandwiches;
- every sandwich comes with a free juice;
- buy 2 sandwiches and you get the third one for free;

National Fast Food Day

- everyone gets a free serving of fries if they go through the drive-through;
- 2 menus for the price of one;
- free delivery on all orders;

National Chinese Takeout Day

- all takeout orders are 30% off;
- free fortune cookie with every takeout order;
- takeout orders over \$40 get a free dessert;

Thanksgiving

- create Thanksgiving-themed drinks;
- serve Thanksgiving brunch;
- bring a person you're thankful for and you both get a free dessert;






Veterans Day

- veterans eat for free;
- 50% discount for veteran families;
- donate part of the proceeds to a charity helping veterans;

Day after Thanksgiving

- organize a leftovers buffet;
- 20% off the entire coffee menu;
- kid-friendly event;

DECEMBER 2021

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	1	2	3	4
5	6	7	8  National Brownie Day 	9	10	11
12	13  National Ice Cream Day 	14	15	16	17	18
19	20	21	22	23	24	25
26  Christmas Day 	27	28	29	30	31	1

IDEAS

National Brownie Day

- a free brownie with every online order;
- a free brownie if you order a menu;
- buy a brownie and we donate the second to a food bank;

National Ice Cream Day

- ice cream making station;
- get up to 4 flavors of ice cream for the price of 1;
- get a free ice cream cone if you buy an appetizer;

Christmas Day

- host a Christmas giveaway;
- serve vegetarian and gluten-free Christmas food options;
- people who subscribe to your newsletter get 20% off your Christmas brunch specials;