

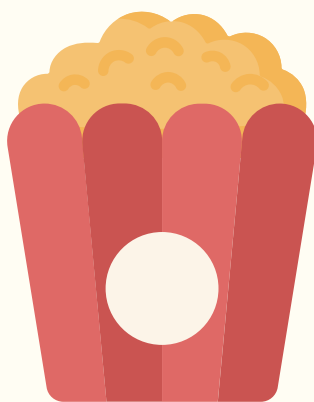
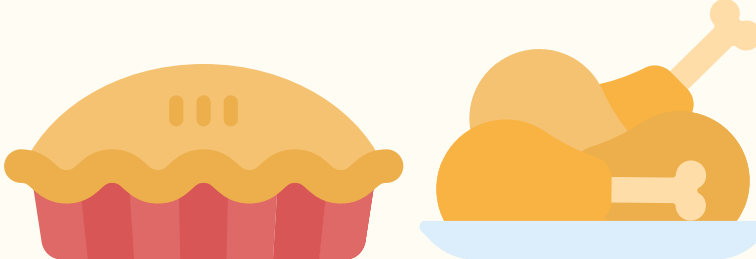





FOOD HOLIDAY CALENDAR & PROMOTION IDEAS FOR 2025

JANUARY 2025

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

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 Buffet Day

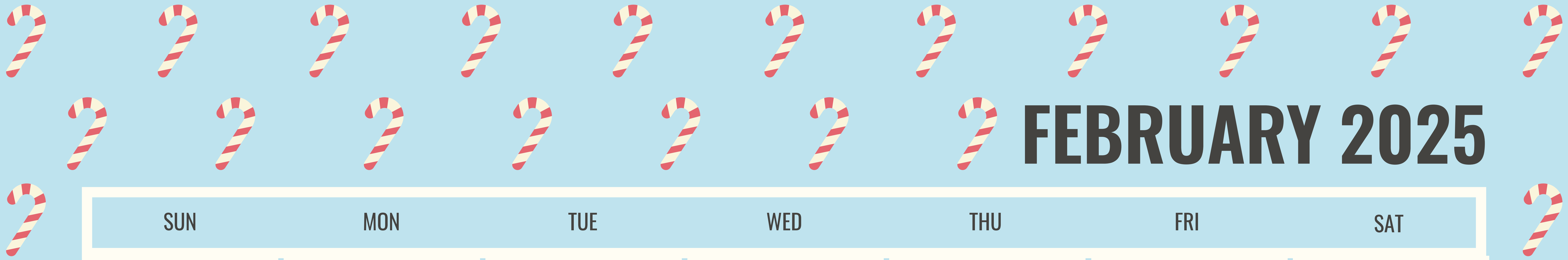
- serve a buffet breakfast/brunch;
- reserve a table for our brunch buffet to get 10% off;
- bottomless champagne for our brunch buffet;


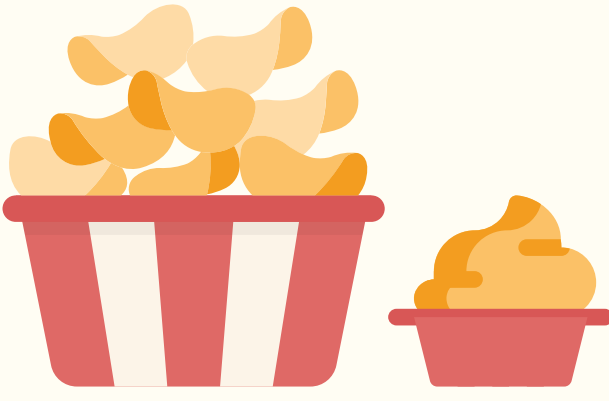

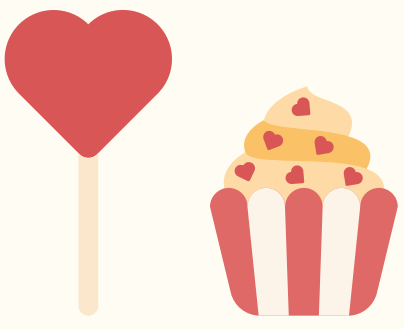


National Hot Chocolate Day

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

International Popcorn Day

- offer a free entrée of popcorn for every order;
- create a unique dessert featuring popcorn;
- create a meal combo featuring a drink and a popcorn portion;



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

IDEAS

Super Bowl

- 10% off every bulk wings order (over 50);
- free fries with every wings over;
- 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;

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;

MARCH 2025

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

IDEAS

National Peanut Butter Lover's Day:

- reimagine your dishes with a peanut butter twist;
- add PB&Js to the menu;
- free peanut butter ice cream with every meal;

National Crunchy Taco Day

- make your own taco bar;
- buy two tacos and get the third for free;
- free delivery on all tacos;

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;

National Spanish Paella Day

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

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;

APRIL 2025

SUN	MON	TUE	WED	THU	FRI	SAT
30	31	1	2	3	4	5
6	7 ○ National Beer Day 	8	9	10	11 ○ National Poutine Day 	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	2	3

IDEAS

National Beer Day

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

National Poutine Day

- 15% off all poutine variations;
- all you can eat poutine buffet;
- make your own poutine bar;

Emancipation Day



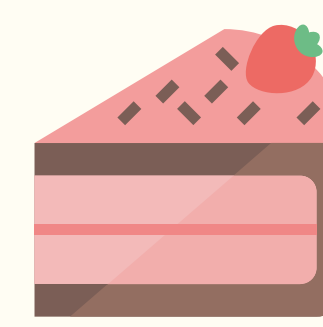

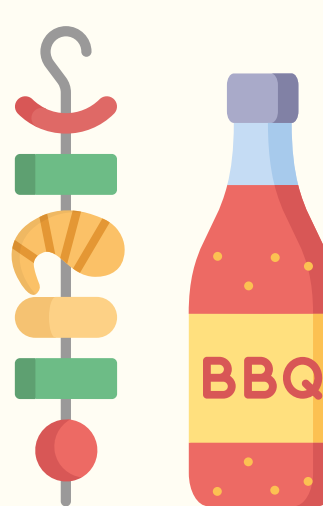
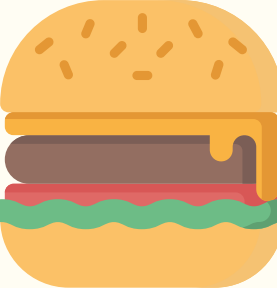
- charity event where you donate all profits for the day;
- volunteering at local shelters;
- promoting Black-owned businesses in the community;

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 2025

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

IDEAS

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 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;

National Shrimp Day

- shrimp pasta 30% off;
- order the shrimp pizza and you get second one for free;

Memorial Day

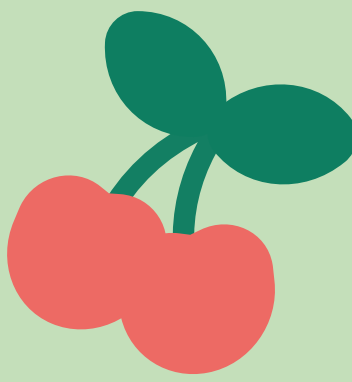
- veterans eat for free;
- collect donations for military people;
- 25% off all family meals;

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;

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;



JUNE 2025

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

IDEAS

National Cheese Day

- fondue party for 4: appetizers on the house;
- all of our cheese platters 20% off;
- add any of our cheese toppings to your pizza for free;

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;

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 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 2025

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

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 everygrilled item on the menu;
- 60% off fries;
- first 15 visitors get a serving of fries on the house;

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;

AUGUST 2025

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	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	21	22 ○ World Plant Milk Day 	23
24	25	26	27	28 ○ National Red Wine Day 	29	30 ○ International Bacon Day 
31	1	2	3	4	5	6

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;

World Plant Milk Day

- 10% off on all drinks made with plant milk;
- run a social media campaign showcasing your plant milk offerings;
- new exclusive dessert using plant milk;

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;

International Bacon Day

- free bacon topping for selected dishes;
- bacon brunch event with limited seats;
- bacon tasting event

SEPTEMBER 2025

SUN	MON	TUE	WED	THU	FRI	SAT
31	1 ☉ Labor Day 	2	3	4	5	6
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	3	4

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 2025

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

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;
- ontest competition with a voucher as a prize;
- pumpkin carving contest;

NOVEMBER 2025

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	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	26	27  Thanksgiving 	28  Day after Thanksgiving 	29/30

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

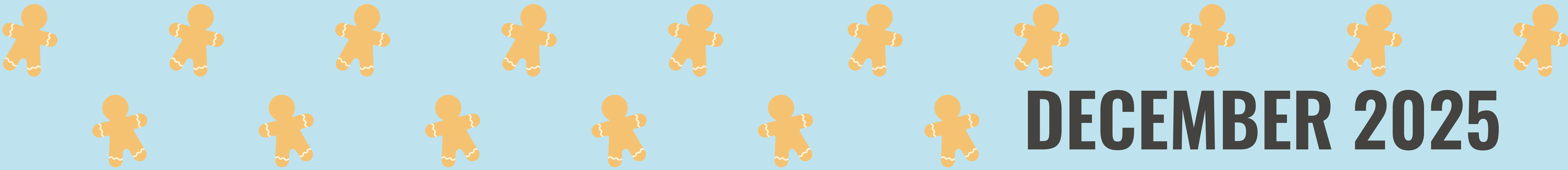
- create Thanksgiving-themed drinks;
- serve Thanksgiving brunch;
- bring a person you're thankful for and you both get a free dessert;

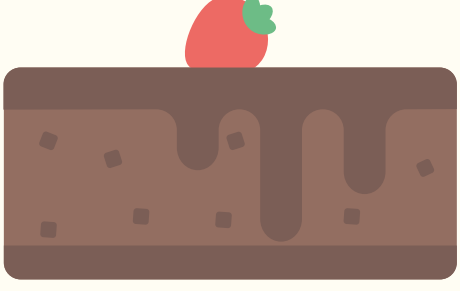
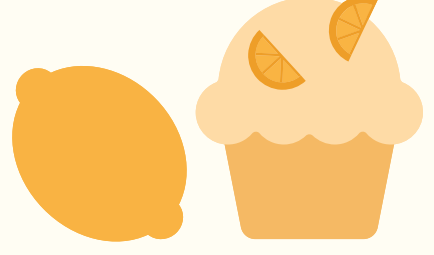


Veterans Day

- 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;



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

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 Lemon Cupcake Day

- 2 for 1 lemon cupcakes;
- big box of 6 lemon cupcakes for the price of 5;
- Lemon Day: buy a lemon cupcake and you get a lemonade on the house;

National Sangria Day

- Sangria pitcher 15% off;
- Limited-edition Sangria flavors: Spicy Pepper Sangria, Cherry Sangria, Berry Limoncello Sangria, Citrus Pomegranate Sangria

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;