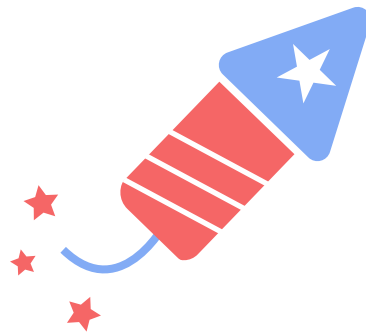
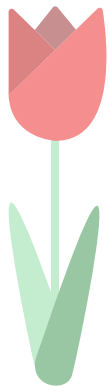


The Restaurant Holiday Handbook

Tips on Marketing, Management, and Menu Development





When Valentine's Day, Mother's Day, Halloween, Thanksgiving, Christmas, and all the other major holidays of the year roll around on the calendar, your guests think of presents, decorations, and maybe even holiday specials.

What you should be thinking is very simple: marketing!

Almost every month, there's a major opportunity for you to connect with your customer base with seasonal promotions.

And aside from the jingle bells, Easter eggs, and Valentine hearts, there's something for foodies to celebrate nearly every day of the year. For example, did you know about these annual food holidays?

- National Spaghetti Day - January 4th
- National Pizza Day - February 9th
- National Shrimp Day - May 10th
- National French Fries Day - July 13th
- National Coffee Day - September 29th
- National Cupcake Day - December 15th

These are just a few of the hundreds of daily, weekly, and monthly tributes to the most beloved delectables in America, and we haven't even gotten to National Taco Day, Lager Beer Week, or Frozen Custard Day.

Holidays and seasons come and go. When you don't take note of these in your restaurant, the chance passes by for you to:

- Increase your sales
- Sell more gift cards
- Promote your loyalty program
- Spruce up your menu, drinks, and specials
- Get creative with your restaurant marketing and advertising ideas
- Stay fresh and exciting in the eyes of your guests and community



Now, with food holidays *every day* in this country, it might not make sense to offer a special promotion or discount for each of them. In this guide, what we will seek to do is twofold.

First, we want to help your restaurant **stand out** from the rest on the biggest holidays of the year - the New Year's Eves, the Mother's Days, - etc. On these, your busiest days, we want to help you surpass your goals when it comes to guests served, upsells, gift card sales, and customer satisfaction.

Second, we want to highlight some of these lesser-known holidays and food-worthy events. Take ownership of these festivities in your restaurant. We'll help you come up with some irresistible ideas for timely marketing and go over how to best promote these strategies. You'll learn about some promotional ideas that are universal to any restaurant in addition to those very specific towards certain concepts.

On top of this, we'll dish out some strategic upselling strategies to help you sell more gift cards, increase loyalty, and manage your restaurant better during the holidays.

Obviously, the managing and marketing for your restaurant on New Year's will be different from your efforts on Christmas, the Fourth of July, and National Dessert Month. So let's look at these flagship holidays one by one before capping things off with a National Food Days calendar that you should keep in your back pocket if sales are slacking.

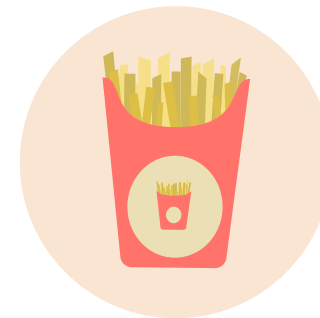
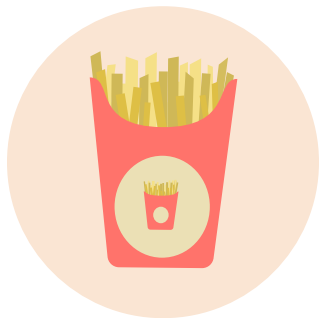
So carve your pumpkin, light the candles, and put on your Santa hat. Let's jump into the Restaurant Holiday Handbook.



On your busiest days, we want to help you surpass your goals when it comes to guests served, upsells, gift card sales, and customer satisfaction

The Holiday Table of Contents

New Year's	1	Fourth of July	6
Valentine's Day	2	Halloween	7
Easter	3	Thanksgiving	8
Mother's Day	4	Christmas	9
Father's Day	5	National Food Days	10



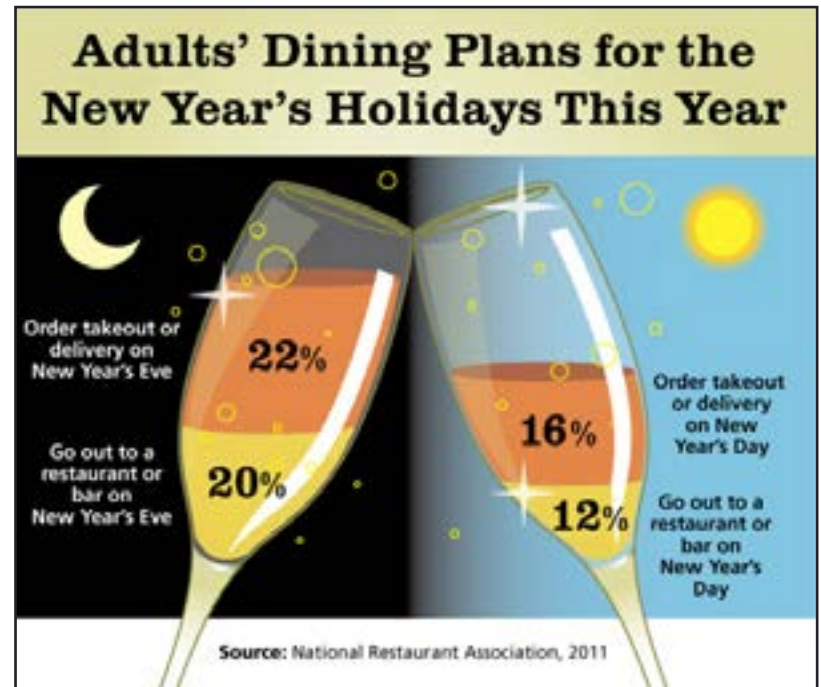
New Year's

As one year ends and another begins, there's a chance for your restaurant to kick things off on a high note. Some restaurants write off New Year's as a slow time, but the numbers show evidence to the contrary. The National Restaurant Association found that 42% of American adults planned to either order from or go out to a restaurant or bar on New Year's Eve, and 28% said the same about the following morning.

Let's go concept-by-concept and explore some of the best ways to market your restaurant on New Year's Eve and Day.

One universal tip to start: Decorate! All restaurants should have some festive party decorations to ring in the new year.

Couples that want to avoid the craziness of New Year's may prefer to visit your fine dining restaurant. Or, they may want to splurge before heading out to end the year right





Casual/Family Sit Downs:

If more than half of the people who frequent your restaurant are under the age of 21, there's a good chance you won't be bopping until the break of dawn.

Check your [POS sales reports](#) from your previous New Year's to see what hours were busiest. Maybe you find that sales were a bit slower from 6 to 8 p.m. because that's when parents bring the family over to the neighborhood New Year's Party. Maybe your sales are actually *higher* earlier in the evening, around 5 p.m.

If that's the case, post on social media that anyone coming in between 6 and 8 p.m. gets 20.18% off the check to celebrate 2018, or gets a \$20.18 gift card for their next purchase if they spend above a certain amount.

Quick Service, Pizza, and Fast Food:

Holiday promotions are all the rage. If your fast casual concept restaurant has a loyalty program, use this to your advantage. Current members can get extra points (say, 2,018) if they make an order on New Year's, and new members who sign up get a bonus starting amount (again, 2,018 points) on New Year's.

Fine Dining:

Couples that want to avoid the craziness of New Year's may prefer to visit your fine dining restaurant. Or, they may want to splurge before heading out to end the year right. For more elegant locations, a New Year's Day brunch is another idea. Market your brunch and dining specials for New Year's on your website and social media pages and encourage reservations as soon as possible. In fact, you can start advertising for New Year's right after Thanksgiving.

Bakery, Café, and Desserterie:

For bakeries and cafés, try a similar loyalty strategy. But for these types of eatiers, there's plenty of room to be creative. Seasonal beverages and eye-catching baked goods will set your social media pages abuzz. This can be as simple as sticking 2018 cupcake picks on top of your cupcakes or baking a cookie with fun-fetti sprinkles. Again - be creative!

National Restaurant Association found that 42% of American adults planned to either order from or go out to a restaurant or bar on New Year's Eve, and 28% said the same about the following morning

Valentine's Day

Ah, love is in the air. Don't you love it? If you're single, doesn't it make your stomach churn?

Here's the good news: [recent statistics](#) suggest that approximately a quarter of Americans went out to eat on Valentine's Day.

Here's the not so good news: only 13% chose a restaurant based on its specials or promotions.

So how can your restaurant speak to that 13%, and what can you do to convince the other 87% to change their minds about coming to you?

For all concepts, we suggest promoting as early as possible - right after New Year's to start. This way, you can remind people to start making reservations and get them excited for promotions early.

Casual/Family Sit Downs:

Of all those who go out to eat on Valentine's Day, 79% don't base their decision on a romantic atmosphere. For casual eateries, this is perfect for a couple wanting a more relaxed Valentine's excursion. While this means you won't have to do much promoting, you can still offer special promos in-house. Offering free dessert or drinks for married couples can help promote your restaurant's name in the community. Additionally, you can create a menu of Valentine's favorites.

Quick Service, Pizza, and Fast Food:

Fun fact: Did you know that Valentine's Day also doubles as National Single's Awareness Day?

For those who aren't in a committed relationship, make your restaurant the poster child of single's pride. Offer free delivery to appeal to those who don't plan on dining out. Offer a "We Love You Back" campaign for your loyalty program and give double the points on their purchase when they order from you on Valentine's Day. Lastly, free candy never hurts.

Fine Dining:

Obviously, these restaurants will be seeing quite an uptick in business on Valentine's Day. Publicize on your website and social media pages that you are taking reservations and that they *will* fill up fast. Depending on how renowned your restaurant is, you may even want to work with a PR company to help spread the word about your restaurant as the place to be for Valentine's Day.

For this special night, craft a special menu with some of your most elegant (and expensive) items, or even a prix fixe menu. If there's any night where your customers will drop a little extra on their bill, it's tonight.

Bakery, Café, and Desserterie:

Heart-shaped cookies, anyone? Maybe some strawberry-filled donuts? Light up your social media channels with pink, red, and white frosting. Share the love with a free donut all day with the purchase of a coffee, or a coupon for a free donut on their *next* visit if they spend over \$10 on their Valentine's Day purchase.



Easter

Would you believe me if I told you that Easter is one of the five most popular holidays for eating out? While many choose to spend the day with their families, data from the National Restaurant Association found that one-third of Americans go out to eat in a restaurant on Easter. Stay open for the 17% of Americans [who do not](#) identify themselves as Christian and the [29% of people](#) who plan to attend an Easter brunch. Start promoting about a month before the holiday, which has a calendar date that changes every year.

Casual/Family Sit Downs:

Families looking for a post-church meal might want to stop into your restaurant for an Easter breakfast buffet or early lunch. But this holiday isn't just restricted to breakfast or brunch. 46% of those surveyed by the NRA planned to go out for lunch, while 44% said the same for dinner. Put a sign by your door and post on your website that you will be open for Easter so those that do want to go out know they can come to you.

Quick Service, Pizza, and Fast Food:

Much like casual restaurants, it's better to alert your regulars early if you plan to be open for Easter. Prop your door open on Easter Day so people actually see you're open, or alert your online fan base and customer base to your plans.

Fine Dining:

Brunch. Brunch all the way. For those not traveling vast distances for family house parties, extended families can flock to your restaurant for a delicious brunch. Again, it's best to publicize whether or not you will be open about a month before the holiday.

46% of those surveyed by the NRA planned to go out for lunch, while 44% said the same for dinner

Bakery, Café, and Desserterie:

It's tough to compete with the Easter bunny, but bright colors on frosting, food-dyed donuts, or egg- or bunny-shaped cookies for the month leading up to Easter can keep familiar faces coming back again and again.

Mother's Day

Mother's Day is the busiest day for restaurants in America, according to the [National Restaurant Association](#). This is clearly - and forgive me for saying this - the mother of all holidays for restaurants.

Casual/Family Sit Downs:

Who's going out to eat on Mother's Day? Moms with families, of course. While this is a special occasion, it doesn't mean these families are always heading to the nicest restaurants in town. Families are on a budget, and want to enjoy a nice meal without breaking the bank to celebrate the mother in their life. Here are some ideas for Mother's Day promotions:

- Mom eats for free
- A free appetizer for every kid who comes in to celebrate the day with their mom
- A special Mother's Day menu, perhaps promoting family style or easily made food to decrease turn time

As with all of our suggestions, make sure you promote these specials on your website, through social media, and through any communication within your community (town newsletters or papers). You'll want to capitalize on this busy day as much as possible.

Bakery, Café, and Desserterie:

Chances are, you're at least one mother's favorite coffee shop. I'd argue that you are the favorite coffee shop or bakery of many moms. That sounds like a gift card opportunity! Spouses, significant others, and children all need to buy presents for mom, so why not promote gift cards in your coffee shop? If the mother's family knows how much she loves your coffee, they may stop in and get her a gift card to refuel.

Quick Service, Pizza, and Fast Food:

Let's face it - a fast casual restaurant might not always be mom's first choice for the best place to bring the family together for a fancy gathering - so speak to those who need a bite to eat before or after the grand Mother's Day event.

55% of those eating out for Mother's Day go out to dinner, while 34% go out to lunch. Capture the pre-dinner crowd with a social media post, reminding them stop in for a quick lunch to hold them over before your big dinner. Or, post a reminder to swing by tonight after they recover from their mother's day lunch food coma.



55% of those eating out for Mother's Day go out to dinner, while 34% go out to lunch

Fine Dining:

Mothers whose kids are all grown up may be looking for a fancier place to reunite the family and bring everyone together. Similar to Valentine's Day, it might be smart to offer a prix fixe menu and share this on your website and social media pages - along with a reminder to make reservations - about a month in advance. While you may not be able to comp mom's full meal, comp her first alcoholic drink - she's earned it. Also (and needless to say), flowers *everywhere*.

Father's Day

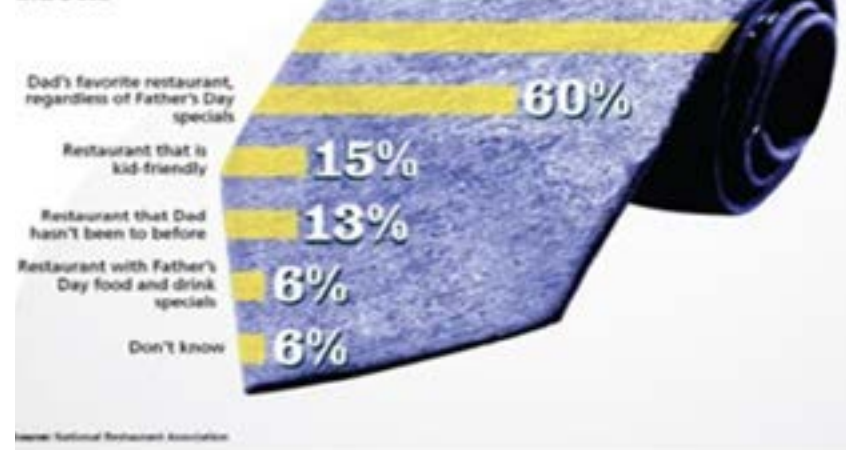
“It doesn't seem like anybody fully capitalizes on this holiday.”

- Maeve Webster, Datassential

While still one of the most popular days for going out to eat, many restaurants still struggle to create promotions around Father's Day. [60%](#) of those who do go out to eat for Father's Day go to a restaurant based solely on Dad's discretion - little or no consideration is given to specials. This puts your restaurant in the position to either:

- A. Appeal to the 40% that do consider specials, or...
- B. Reel in the 60% of fathers who have the final say.

Father's Day Diners' Most Important Factor in Choosing the Restaurant for Their Special Meal





Casual/Family Sit Downs:

Make an All-American Dad's menu chock full of steak, burgers, and barbeque, and don't forget to highlight your beer specials if you have them. Some restaurants also enjoy success with a "Hungry Man Special" - an enormous yet seemingly impossible meal to devour. Those who *do* finish it can get the meal for free and have their picture featured on your restaurant's Wall of Fame or social media page, because who doesn't love a little healthy competition?

Fast Casual, Pizza, and Fast Food:

67% of the 50 million Americans who go out to eat on this day will go to dinner, while only 24% plan on going to lunch. Work on upping your lunch numbers! Maybe a "Let us do the BBQ" social campaign can bring dads and their families in for a quick lunch before a big family dinner.

Fine Dining:

Use Father's Day as another opportunity to sell gift cards. After your servers clear the table but before they bring the check, have them remind customers of your gift card program so they can come back and join you again soon. You can even offer a free dessert for Dad if they purchase a gift card over a certain amount. That way you can sell more gift cards and maybe even get a round of dessert orders for the whole table so that Dad won't have to eat alone. Quick Service, Pizza, and Fast Food: 67% of the 50 million Americans who go out to eat on this day will go to dinner, while only 24% plan on going to lunch. Work on upping your lunch numbers! Maybe a "Let us do the BBQ" social campaign can bring dads and their families in for a quick lunch before a big family dinner.

Maybe a "Let us do the BBQ" social campaign can bring dads and their families in for a quick lunch before a big family dinner

Bakery, Café, and Desserterie:

Dads love coffee, too! Take a similar approach as Mother's Day, marketing gift cards as a present for Dad. After all, Dad can only have so many power drills and pairs of socks anyway, right? If you sell branded home brewing cups or K-Cups, offer a Father's Day bundle: two K-Cup boxes and a \$10 gift card for just \$25.

Fourth of July

Many restaurants aren't open on the Fourth of July, so it's best to let your guests know your plans as soon as possible. Regardless, Fourth of July restaurant marketing is similar to Thanksgiving restaurant marketing: it's not so much about the day itself. There's plenty you can do to promote *around* this day even if your doors remain closed.

Casual/Family Sit Downs:

Family restaurants should decorate accordingly. Red, white, and blue party should make up the inside and outside of your restaurant. Whip up an All-American menu of limited-time steak, hamburgers, and domestic beers. Try combinations that you've thought of experimenting with before (like bacon and egg on a cheeseburger), and if it performs well, add it to your menu permanently. You can also use this time to engage with the community. Sponsor your city's Fourth of July Parade for some town exposure and engagement.

Fine Dining:

Fancier establishments can still get in the patriotic spirit. Steak specials are a great way to change up your menu for the Fourth of July, and discounted Budweiser beers are the way to a true American's heart. If you operate on higher margins, you can also pledge to give a portion of your sales for the day to an American [charity](#) to add some good will to your brand.

Quick Service, Pizza, and Fast Food:

Use this opportunity to ramp up your loyalty program. Offer a "FREEdom Special," and give free bonus points to those who sign up for your loyalty program or make a purchase in the week of Independence Day. If your restaurant offers catering and/or party deals, try to get more sales on this day and alleviate some of the home barbeque struggles that some households face.



Offer a "FREEdom Special," and give free bonus points to those who sign up for your loyalty program

Bakery, Café, and Desserterie:

You can offer a similar "FREEdom Special" in your establishment: free points, a free beverage, or a pastry if someone signs up for your loyalty program in the week of July 4th.

Halloween

Halloween is the time to get spooky and silly in your restaurant, and to have some fun!

The great thing about Halloween is that it's not age specific. You have plenty of opportunities to market to children, families, and adults. Even fine-dining restaurants have an opportunity to mix things up.

Casual/Family Sit Downs:

For family restaurants, don't be afraid to go all out! Have your servers come in wearing their costumes, and decorate all over for the weeks leading up to Halloween. If you're able to, decorate outside your restaurant as well. This will help make your restaurant seem more exciting to those driving or walking by. This is also an incredible time to engage with your community. Sponsoring your town's haunted hayride or raffling off a gift card at a school's Halloween party can help boost your reputation and your sales.

Quick Service, Pizza, and Fast Food:

Like casual eateries, decorations should go up way before the 31st, and you should decorate. On Halloween, most people will be looking for a quick bite to eat before going trick-or-treating or to a party, so you're in luck! Instead of trying to capture the dinner crowd, focus on trying to boost your lunch sales. If you're by an office complex, offer a special price for employees who wore their costume to work if they come in wearing it. If you're by a school, give children a free drink or appetizer if they come in from school wearing their costume before 5:00 to get a pre-trick-or-treat snack.

Bakery, Café, and Deserterie:

Halloween is one of the best times to make seasonal baked goods. Not only can you offer a new look for your food, you can also offer new tastes. Food can look orange and black from frosting, food dye, and chocolate batter, but you can also add some pumpkin variety to your menu. Post these limited time menu items on your social media accounts to get your followers excited. You can also use this opportunity to increase your loyalty program sign ups. Put a notice on your counter, website, and social media pages the week leading up to Halloween that says something like "Don't be afraid to join our loyalty program - We'll welcome you in with a free donut for joining!"

Fine Dining:

For this kind of restaurant, you'll want to acknowledge the time of year while also retaining your elegance. Some gourds outside your restaurant or by the waiting area speak to this (plus, these can carry over to Thanksgiving). You can also have your staff add some more black and/or orange to their attire for the occasion. If you feel like going a bit farther than that, offer specials on Bloody Marys or other red drinks for the week of Halloween.



Thanksgiving

Some restaurants feel the need jump the gun on Thanksgiving and decorate for Christmas right after Halloween. Our advice - *don't* do this!

Thanksgiving in your restaurant might involve fewer decorations and festivities sandwiched between Christmas and Halloween, but there's still plenty you can do in the two or three weeks leading up to Thanksgiving.

This holiday is all about [being thankful](#). While your doors probably won't be open on that fourth Thursday of November, you can offer deals, specials, and promotions for this holiday in the theme of being thankful. Plus, knowing that Christmas and the holidays are around the corner, it's a great time to start thinking about gift card sales.

Casual/Family Sit Downs:

The focus here should be more on gift cards and loyalty programs over menu changes. Try offering a "We're Thankful For You" campaign and reward guests for their business. Before Thanksgiving, if guests buy \$50 in gift cards, give them an extra gift card for \$10. If they come in during the week of Thanksgiving, offer bonus points to their existing loyalty program or additional points to sign up for one. Guests who are hoping for a good deal on restaurant gift cards or restaurant discounts around Black Friday will appreciate this.

Bakery, Café, and Desserterie:

If you run a bakery or coffee shop, you could also jump on the "We're Thankful For You" bandwagon, because this is too good of an opportunity for loyalty program sign ups to pass up. You can also - as with the other holidays - have some fun with your menu. How about some turkey-shaped cookies with orange, yellow, and red frosting?

Fine Dining:

While casual restaurants may not make many menu changes, fine dining restaurants can certainly change their offerings to creative takes on the traditional Thanksgiving menu. A nice turkey dish with some seasonal wines can definitely help create some buzz, especially if this is advertised on your website and social media pages. You can also offer a gift card special, but you can set the bar higher - maybe \$25 in free gift card credit if they purchase \$100 worth of gift cards.

Quick Service, Pizza, and Fast Food:

The "We're Thankful For You" campaign can also work well in these concepts. Highlight the push for loyalty sign ups over gift cards if you feel that your loyalty program needs more engagement. Additionally, your restaurant can partner with a local charity and pledge a certain percentage of sales from the weeks leading up to Thanksgiving. You could also implement a "get one, give one" program, where, for every ten meals purchased at your restaurant, you donate one to a homeless shelter for Thanksgiving.

Christmas

Christmas is not a day. It's a month.

The second Thanksgiving ends, you should be getting your restaurant decked out for Christmas if you want to stay relevant.

Christmas is a two-sided holiday. It's one part crash-consumerism, one part do good for your fellow man. As a restaurant, you can work with both of these for short-term and long-term success.

Casual/Family Sit Downs:

Christmas is the time when families unite and celebrate their blessings. Make that your focus for the month of December. Remind your followers on social media to bring the whole family in for a meal - the more people in the party, the larger a discount they get if they come in on your slowest day of the week all December long.

This is also a great opportunity to improve your gift card sales - if you are one of your town's favorite spots, regulars will want to come by to get gift cards. Make sure that you place table tents, plaster signs inside and outside your restaurant, and post online saying "Gift Cards Available." You could even offer a bonus bucks program to those who spend over a certain amount in gift cards (i.e. buy \$50, get \$10 free).

Also - decorate, decorate, decorate! Everything green, white, and red should be in your restaurant. Stockings on the wall and other decorations on your counters will get your patrons in the spirit. Post a photo of your newly-decorated venue on social media as well!

The second Thanksgiving ends, you should be getting your restaurant decked out for Christmas if you want to stay relevant





Quick Service, Pizza, and Fast Food:

To match the concept of your restaurant, your Christmas promotions should be quick and simple. Throw in a free candy cane with every large pizza a customer orders.

Tell customers that if they enter their email address at each purchase through December they'll be entered to win a gift card or a holiday catered meal for their company. Another idea is to offer an incentive to join your loyalty program with a 25 days of Christmas countdown special. Break it down like this: if they join on December 1st, they earn 250 points upon joining. If they join on the 2nd, they get 240 points, and so on. This will incentivize more people to come in for the short term and will make them loyal customers in the long run.

Fine Dining:

As with the other holidays, your restaurant should find reserved and elegant ways to decorate for Christmas. Deeper red and green decorations can help your guests have a merry little Christmas, so put wreaths on the wall and a container of baubles on the table. You could even hire a professional decorating company and have them decorate your appearance in exchange for free advertising at your restaurant. This would get you a Christmas tree and other concept-appropriate decor.

Bakery, Café, and Desserterie:

Your café can use a similar strategy to the casual and quick service restaurants: a countdown offer to join your loyalty program with bonus points and/or a gift card special. This is also one of the best times of the year to be creative with your menu. Experiment with different flavors like peppermint in your pastries and coffees. Frosting should be green, red, and white, and you should be posting a picture of one of your new pastries on Instagram every day.

Another idea is to offer an incentive to join your loyalty program with a 25 days of Christmas countdown special... if they join on December 1st, they earn 250 points upon joining. If they join on the 2nd, they get 240 points

National Food Days

Need to sell more of your excess supply of cold cuts?

Want to introduce fettuccine alfredo to your menu?

Trying to reinvigorate interest in nachos?

That's why there are national food holidays, celebrating everything from tacos, donuts, and catfish, to gumbo and peanuts.

Use the following calendar to reference some of the more popular food days each month, and keep them in mind when you're looking to boost sales at a slow time of the year

What's next?



Get Your Demo Today!

Now, it's time for YOU to cash in for the holidays!

Toast Point of Sale is a cloud-based restaurant management platform. It allows for quick transactions and easy menu changes (so you won't have to call us every time you want to switch up your specials for the holidays). The platform also incorporates a digital gift card and loyalty program so you can truly capitalize on the holiday joy.

Not to mention, Toast has an abundance of other features like online ordering, inventory tracking, and advanced data reporting. Think Toast would be a great way to kick off the new year? Request your demo of Toast today!

JANUARY

2018

NOTES :

SUN	MON	TUE	WED	THUR	FRI	SAT
	1	2	3	4 NATIONAL SPAGHETTI DAY	5	6 NATIONAL BEAN DAY
7	8	9	10	11	12	13
14	15	16	17	18	19	20 NATIONAL CHEESE LOVER'S DAY
21 NEW ENGLAND CLAM CHOWDER DAY	22	23	24	25	26	27 CHOCOLATE CAKE DAY
28	29	30 NATIONAL CROISSANT DAY	31			

MENU
IDEA



FREE SLICE OF CHOCOLATE
CAKE WITH A \$25 PURCHASE

toast

#toast2food

FEBRUARY

2018

SUN MON TUE WED THUR FRI SAT

NOTES :

				1	2	3
4	5	6	7 <small>NATIONAL FETTUCCINE ALFREDO DAY</small>	8	9 <small>NATIONAL PIZZA DAY</small>	10
11	12	13	14	15	16	17
18	19	20	21	22 <small>NATIONAL MARGARITA DAY & CHILI DAY</small>	23	24
25	26	27 <small>NATIONAL STRAWBERRY DAY</small>	28			



#toast2food



MENU
IDEA

BUY ONE GET ONE
SMALL PIZZA FREE

MARCH

2018

SUN MON TUE WED THUR FRI SAT

1

2

3

BANANA CREME
PIE DAY

NATIONAL COLD
CUTS DAY

4

5

6

7

8

9

10

NATIONAL CRAB
MEAT DAY

11

12

13

14

15

16

17

NATIONAL POTATO
CHIP DAY

18

19

20

21

22

23

24

NATIONAL RAVIOLI
DAY

25

26

27

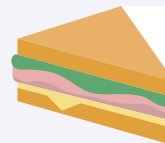
28

29

30

31

MENU
IDEA



1/2 OFF DELI SUB
OR SANDWICH

NOTES :



#toast2food

APRIL

2018

SUN MON TUE WED THUR FRI SAT

1

2

3

4

5

6

7

NATIONAL CORDON BLEU DAY

8

9

10

11

12

13

14

NATIONAL GRILLED CHEESE DAY

15

16

17

18

19

20

21

NATIONAL GARLIC DAY

22

23

24

25

26

27

28

NATIONAL PRIME RIB DAY

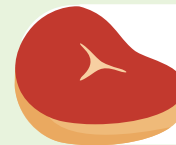
BLUEBERRY PIE DAY

29

30

NOTES :

MENU IDEA



10% OFF PRIME RIB ENTREE



#toast2food

MAY

2018

NOTES:

SUN	MON	TUE	WED	THUR	FRI	SAT
-----	-----	-----	-----	------	-----	-----

	1	1	2	3	4	5
--	---	---	---	---	---	---

	1	1	2	3	4	5
--	---	---	---	---	---	---

	1	1	2	3	4	5
--	---	---	---	---	---	---

	1	1	2	3	4	5
--	---	---	---	---	---	---

	1	1	2	3	4	5
--	---	---	---	---	---	---

	1	1	2	3	4	5
--	---	---	---	---	---	---

	1	1	2	3	4	5
--	---	---	---	---	---	---

	1	1	2	3	4	5
--	---	---	---	---	---	---

6	7	8	9	10	11	12
---	---	---	---	----	----	----

6	7	8	9	10	11	12
---	---	---	---	----	----	----

6	7	8	9	10	11	12
---	---	---	---	----	----	----

6	7	8	9	10	11	12
---	---	---	---	----	----	----

6	7	8	9	10	11	12
---	---	---	---	----	----	----

6	7	8	9	10	11	12
---	---	---	---	----	----	----

6	7	8	9	10	11	12
---	---	---	---	----	----	----

6	7	8	9	10	11	12
---	---	---	---	----	----	----

13	14	15	16	17	18	19
----	----	----	----	----	----	----

13	14	15	16	17	18	19
----	----	----	----	----	----	----

13	14	15	16	17	18	19
----	----	----	----	----	----	----

13	14	15	16	17	18	19
----	----	----	----	----	----	----

13	14	15	16	17	18	19
----	----	----	----	----	----	----

13	14	15	16	17	18	19
----	----	----	----	----	----	----

13	14	15	16	17	18	19
----	----	----	----	----	----	----

13	14	15	16	17	18	19
----	----	----	----	----	----	----

20	21	22	23	24	25	26
----	----	----	----	----	----	----

20	21	22	23	24	25	26
----	----	----	----	----	----	----

20	21	22	23	24	25	26
----	----	----	----	----	----	----

20	21	22	23	24	25	26
----	----	----	----	----	----	----

20	21	22	23	24	25	26
----	----	----	----	----	----	----

20	21	22	23	24	25	26
----	----	----	----	----	----	----

20	21	22	23	24	25	26
----	----	----	----	----	----	----

20	21	22	23	24	25	26
----	----	----	----	----	----	----

27	28	29	30	31		
----	----	----	----	----	--	--

27	28	29	30	31		
----	----	----	----	----	--	--

27	28	29	30	31		
----	----	----	----	----	--	--

27	28	29	30	31		
----	----	----	----	----	--	--

27	28	29	30	31		
----	----	----	----	----	--	--

27	28	29	30	31		
----	----	----	----	----	--	--



#toast2food



MENU
IDEA

FREE CHOCOLATE CHIP
COOKIE WITH PURCHASE

JUNE

2018

SUN

MON

TUE

WED

THUR

FRI

SAT

3

NATIONAL EGG DAY

4

5

6

NATIONAL FROZEN YOGURT DAY

7

8

9

10

NATIONAL ICED TEA DAY

11

12

13

14

15

16

17

NATIONAL FRESH VEGGIES DAY

18

19

20

NATIONAL ICE CREAM SODA DAY

21

22

NATIONAL ONION RINGS DAY

23

24

25

26

27

28

29

30

NOTES:



#toast2food



MENU IDEA

FREE ICED TEA FOR DINE-IN MEALS

JULY

2018

SUN

MON

TUE

WED

THUR

FRI

SAT

1

2

3

4

5

6

7

NATIONAL FRIED
CHICKEN DAY

8

9

10

11

12

13

14

NATIONAL PIÑA
COLADA DAY

NATIONAL FRENCH
FRIES DAY

15

16

17

18

19

20

21

NATIONAL
CAVIAR DAY

22

23

24

25

26

27

28

NATIONAL VANILLA
ICE CREAM DAY

29

30

31

NATIONAL
CHEESECAKE DAY

NOTES :



#toast2food

MENU
IDEA



FREE FRIES WITH A
DRINK ORDER

AUGUST

2018

SUN

MON

TUE

WED

THUR

FRI

SAT

NOTES:

1

2

3

4

5

NATIONAL OYSTER DAY

6

7

8

NATIONAL ZUCCHINI DAY

9

10

11

12

13

NATIONAL FILET MIGNON DAY

14

15

16

17

18

19

20

21

22

23

NATIONAL SPONGECAKE DAY

24

25

NATIONAL BANANA SPLIT DAY

26

27

28

29

30

31

MENU IDEA



\$1 RAW BAR OYSTERS



#toast2food

SEPTEMBER

2018

SUN MON TUE WED THUR FRI SAT

1

2

3

NATIONAL WAFFLE WEEK

4

5

6

7

8

9

10

11

12

13

14

15

16

NATIONAL GUACAMOLE WEEK

17

18

NATIONAL CHEESEBURGER DAY

19

20

21

22

23

24

25

26

NATIONAL PANCAKE LOVER'S DAY

27

28

29

NATIONAL COFFEE DAY

30

MENU IDEA



BUY ONE COFFEE
GET ONE 50% OFF

NOTES:

Horizontal lines for notes.



#toast2food

OCTOBER

2018

NOTES:

SUN

MON

TUE

WED

THUR

FRI

SAT

1

WORLD VEGETARIAN DAY // NATIONAL DESSERT MONTH

2

3

4

NATIONAL TACO DAY

5

6

NATIONAL NOODLE DAY

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

NATIONAL BOLOGNA DAY

25

26

27

28

NATIONAL CHOCOLATE DAY

29

30

31

MENU IDEA



BUY 3 TACOS,
GET 4TH FREE



#toast2food

NOVEMBER

2018

NOTES:

SUN

MON

TUE

WED

THUR

FRI

SAT

1

2

3

NATIONAL
SANDWICH DAY

4

5

6

7

8

9

10

NATIONAL
NACHOS DAY

NATIONAL
CAPPUCCINO DAY

11

NATIONAL
SUNDAE DAY

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

NATIONAL
CAKE DAY

27

28

NATIONAL FRENCH
TOAST DAY

29

30

MENU
IDEA



BUY ONE NACHO APPETIZER,
GET ONE FREE

 **toast**

#toast2food

DECEMBER

2018

SUN MON TUE WED THUR FRI SAT

1
NATIONAL
PIE DAY

2

3

4
NATIONAL
COOKIE DAY

5

6

7

8

9

10
NATIONAL
LAGER DAY

11

12

13

14

15
NATIONAL
CUPCAKE DAY

16

17
NATIONAL MAPLE
SYRUP DAY

18

19

20

21
NATIONAL
HAMBURGER DAY

22

23

24

25

26

27

28

29

30

31

MENU
IDEA



FREE SELECT LAGER WITH
A \$20 PURCHASE

NOTES:



#toast2food