







FOOD HOLIDAY CALENDAR & PROMOTION IDEAS FOR 2024

JANUARY 2024

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

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);

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;

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 2024

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

IDEAS

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;

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;

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 Pancake Day

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

MARCH 2024

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	29	1 ○ National Peanut Butter Lover's 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 ○ National Crunchy Taco Day 	22	23
24	25	26	27 ○ National Spanish Paella Day 	28	29	30
31	1	2	3	4	5	6

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;

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 Crunchy Taco Day

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

National Spanish Paella Day

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

APRIL 2024

SUN	MON	TUE	WED	THU	FRI	SAT
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	4

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 2024

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

IDEAS

National Shrimp Day

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

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;

Memorial Day

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

JUNE 2024

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

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 2024

SUN	MON	TUE	WED	THU	FRI	SAT
30	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
21  National Ice Cream Day	22	23	24	25	26	27
28	29	30	31	1	2	3

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;

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 2024

SUN	MON	TUE	WED	THU	FRI	SAT
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 ○ National Lemonade Day 	21	22 ○ National Burger Day 	23	24
25	26	27	28 ○ National Red Wine Day 	29	30	31

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 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;

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 2024

SUN	MON	TUE	WED	THU	FRI	SAT
1	2  Labor Day 	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	5

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 2024

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

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 2024

SUN	MON	TUE	WED	THU	FRI	SAT
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	28  Thanksgiving	29  Day after Thanksgiving	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;

DECEMBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
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	4

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;