



# LTO PROMO PLANNER

# 2022

Spotlighting key occasions for each month that you can market around to boost consumer appeal.



Mon	Tue	Wed	Thu	Fri	Sat	Sun
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04	05	06	07	08	09	10
11	12	13	14	15	16	17
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## 2022 LTO PROMO PLANNER

# FEBRUARY

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### Feb. 4: Winter Olympics Begins

Launch limited-time themed food and beverages such as patriotic red, white and blue drinks and desserts

Promote menu deals for in-store or at-home viewing parties during the competition

Present specials following a U.S. gold medal win, such as discounted appetizers or drinks

### Feb. 6: The Big Game

Promote specials on food platters and drink kits to help feed a crowd, making it easy for customers to host their own party

Encourage guests to make reservations in advance for in-person viewing parties to ensure they get a table during the game

Offer free or discounted delivery for large orders on game day and encourage customers to schedule their delivery orders in advance

### Feb. 14: Valentine's Day

Encourage customers to plan a date night in advance by offering special prix fixe dinners for two

Celebrate couples by including a free add-on, such as a bottle of wine or a dessert with the purchase of two entrees

Promote pink- and red-hued menu items or heart-shaped fare such as pizzas or doughnuts



Feb. 1

Feb. 2

Feb. 4

Feb. 6

Feb. 9

Feb. 13

Feb. 14

Feb. 16

Feb. 17

Feb. 27

Lunar New Year

Groundhog Day

Winter Olympics Begins

Superbowl

National Pizza Day

Galentine's Day

Valentine's Day

National Pancake Day

Random Act of Kindness Day

The Oscars Award Show

# 2022 LTO PROMO PLANNER

## MARCH

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### March 1: Mardi Gras

Develop a special New Orleans-themed menu featuring classic regional favorites such as the Sazerac and hurricane cocktails as well as beignet and king cake desserts

Host a Fat Tuesday event, complete with bead giveaways and jazz music

Emphasize your comfort food and drink selection for consumers looking to indulge during this time

### March 2: Lent Begins/Ash Wednesday

Promote Fish Fridays by offering special meal deals or family bundles on fish dinners for customers abstaining from meat

Spotlight seafood favorites on the menu for those who want something other than fish, such as shrimp or lobster options

Draw attention to plant-based items on your menu, including imitation-meat products that consumers may be craving during this time

### March 17: St. Patrick's Day

Develop Irish-inspired food specials for the weeks leading up to St. Patrick's Day such as corned beef and cabbage or soda bread

Craft St. Patrick's Day drink specials featuring Irish beer or whiskey or offer up green cocktail specials

Serve a curated Irish brunch for those looking to get an early start on the day's festivities



March 1	March 2	March 3	March 8	March 13	March 14	March 15	March 17	March 20	March 30
Mardi Gras	Lent Begins Ash Wednesday	World Wildlife Day	International Women's Day	Daylight Saving Begins	Pi Day	March Madness	St. Patrick's Day	First Day of Spring	Doctor's Day

# 2022 LTO PROMO PLANNER

## APRIL

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### April 7: World Health Day

Encourage customers to run, walk or bike to your restaurant by offering a discount to those who do

Educate consumers on your sanitation and food safety practices, both in and out of restaurants

Incentivize guests to order healthier options, including plant-based items, by offering spotlighting specials and promotions

### April 17: Easter

Recommend customers make reservations early for specially curated brunches or lunches

Advertise catering packages as an easy and delicious way to host an Easter meal at home

Create themed desserts, such as carrot cake or bunny-shaped cookies

### April 22: Earth Day

Team up for a local community service project by sponsoring the cleanup of a nearby outdoor area—such as a park, beach or river—and offer coupons to community members who participate

Update takeout forms or ask in person at the register to specify if customers need napkins, straws and plastic utensils instead of automatically including them

Highlight the use of sustainable or locally sourced ingredients on your menu and consider donating a portion of the proceeds from these dishes to an environmental charity



April 1

April Fools' Day

April 2

Ramadan Begins

April 5

National Deep Dish Pizza Day

April 7

World Health Day

April 11

National Pet Day

April 15

Passover Begins

April 17

Easter

April 22

Earth Day

April 28

Take Your Child to Work Day

# 2022 LTO PROMO PLANNER

## MAY

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### May 1: Graduation Season

Market gift cards as an easy graduation gift and display them prominently at the register

Debut special menu items for the month, such as graduation cap or diploma-shaped cookies or cakes

Offer free or discounted delivery on catering orders to promote a stress-free graduation party

### May 8: Mother's Day

Update business hours if needed for brunch or lunch specials and send out emails reminding customers of modified hours

Encourage guests to preorder carryout meals as a way to celebrate mom at home without the cleanup

Develop a specialty cocktail for moms to enjoy on their special day, such a "Mom-mosa"

### May 31: Memorial Day

Offer special catering packages that cover all the bases for those hosting their own backyard barbecue, including meats, sides, desserts and drinks

Donate a portion of Memorial Day proceeds to a veteran's charity of your choice

Send out an email reminding customers that you are open on Memorial Day and include any special holiday hours you may be observing



All Month (May)	May 1	May 5	May 6	May 7	May 8	May 15	May 21	May 31
Asian American and Pacific Islander Heritage Month	Graduation Season Begins	Cinco de Mayo	National Nurses Day	Kentucky Derby	Mother's Day	World Whisky Day	National Pizza Party Day	Memorial Day

# 2022 LTO PROMO PLANNER

## JUNE

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### June 1: Start of Summer Hype

In the summer, people want to socialize outside but also watch their figures. If your restaurant or a nearby area has the space for it, outdoor fitness classes allow them to do both at once.

Few things pair with warm weather as well as live music does. That's why live music series — where restaurants host musicians during set days and times — are so popular during the summer.

### June 19: Father's Day

Advertise meat-heavy catering packages such as burgers, steaks or ribs as a way to give Dad a break from the grill

Craft a special prix fixe meal for families to enjoy together and remind customers to make reservations early

Celebrate dads by gifting them discounted or free drinks, appetizers or desserts

### June 21: First Day of Summer

Curate a special warm weather cocktail and/or mocktail menu featuring summer flavors such as cherry, peach or watermelon

Inspire kids to learn during summer break by providing a take-home reading log and rewarding them with a free drink or dessert after completing 10 books

Unveil a summer menu spotlighting fresh, seasonal produce such as corn or tomatoes



All Month (June)	June 1	June 4	June 5	June 14	June 17	June 18	June 19	June 21
Pride Month	Start of Summer Hype	National Cheese Day	World Environment Day	World Blood Donor Day	National Eat Your Vegetables Day	International Picnic Day	Father's Day Juneteenth	First Day of Summer

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## JULY

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### July 4: Independence Day

Market patriotic-themed food and drink specials

Highlight popular traffic drivers such as barbecue, grilled items and alcohol

Offer free meals to military members during select hours

### July 15: National Give Something Away Day

Offer a free treat or drink sample with no purchase required

Launch one-day BOGO deals, providing a free meal or drink with the purchase of another

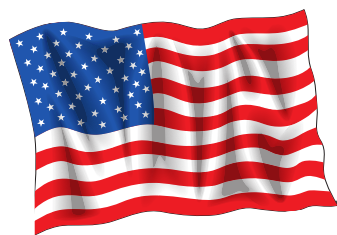
Give a charitable donation, either monetary or free meals, to local organizations and causes

### July 17: National Ice Cream Day

Put a new dessert on the menu for National Ice Cream Month: a sharebale ice cream sundae

Offer your patrons a free scoop of gelato

Offer a buy-one, get-one-free deal between a certain timeframe that day



July 4

Independence Day

July 7

World Chocolate Day



July 13

National French Fry Day

July 15

National Give Something Away Day



July 17

National Ice Cream Day

July 21

National Junk Food Day



July 22

National Refreshment Day



# 2022 LTO PROMO PLANNER

## AUGUST

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### All Month (August): Back to School

Offer discounts for school staff returning to the classroom and spotlight catering specials for first day of school events

Provide discounted or free kids meal with the purchase of an adult meal  
Market family-size meal deals and grab-and-go items for convenient lunch and dinner options

### Aug. 1: Launch of Football Season

Modify restaurant hours to match game times and promote watch parties by emphasizing comradeship and extended happy hours

Highlight to-go options for at-home watch parties by providing discounts on delivery and takeout orders

Spotlight LTOs featuring new beverages and finger foods to snack on while watching the games

### Aug. 1: National Friendship Day

Encourage friends to celebrate their friendship by launching one-day BOGO deals

Offer discounted or free desserts with the purchase of two meals or entrees  
Spotlight gift cards as an ideal option, with an emphasis on customization



All Month (August)

End of Summer

Aug. 1

Back to School Season Begins

National Friendship Day

Launch of Football Season

Aug. 4

National Chocolate Chip Cookie Day

Aug. 6

International Beer Day

Aug. 8

National Dollar Day

National Happiness Happens Day

Aug. 15

National Relaxation Day

Aug. 27

National Just Because Day

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## SEPTEMBER

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### Sept. 1: Pumpkin Season Begins

Roll out and highlight new LTOs that feature pumpkin flavors

Highlight the return of pumpkin-flavored favorites, including both beverages and food

Provide deals and discounts on pumpkin-flavored drinks and fare through mobile apps

### Sept. 5: Labor Day

As the unofficial end of summer, Labor Day is prime time for marketing value deals and the simple conveniences by touting the option to let someone else do the cooking

Drive takeout and catering sales with value bundles and online ordering specials

Provide one-day specials such as BOGO entrees or a free dessert or appetizer with the purchase of an entree

### Sept. 17: Oktoberfest Begins

Offer beer and snack pairings, including snacks such as pretzels and sliders

Full serves can serve their beer in keepsake steins or promote take-home growlers

Add a sense of fun by launching promotions for guests who dress up or say their order in German



Sept. 1	Sept. 3	Sep 5	Sept. 11	Sept. 14	Sept. 16	Sept. 17	Sept. 29
Pumpkin Season Begins	National Tailgating Day	Labor Day	National Grandparents Day	National Sober Day	National Working Parents Day	Oktoberfest Begins National Cheeseburger Day	National Coffee Day



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## NOVEMBER

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### All Month (November): Sweater Weather

Promote hot foods and drinks—such as soups, coffees and hot chocolates—as ways for guests to warm up

Focus LTO innovation on hearty comfort foods featuring favorite seasonal flavors like pumpkin, cranberry and apple

### Nov. 10: Veterans Day

Demonstrate patriotism by thanking veterans and current military members through promotional emails and social media posts

Launch meal specials for veterans with valid IDs, including percentage-based discounts, reduced entree prices and free appetizers or desserts. Encourage non-military members to show appreciation for veterans by offering BOGO deals

### Nov. 24: Thanksgiving

Announce whether restaurant is open or closed on the holiday; if closed, highlight compassion for employees

Highlight the following selling points for Thanksgiving meal packages: the convenience of not doing the cooking at home; food that's at or above the quality and craftsmanship that consumers might make themselves; and a package price that offers great value

Provide partial catering options, such as sides and desserts, to offer consumers added convenience without relinquishing tradition and control



All Month (November)	Nov. 6	Nov. 9	Nov. 10	Nov. 20	Nov. 24	Nov. 25	Nov. 28
Sweater Weather	Daylight Saving Ends	National Fried Chicken Day	Veterans Day	Friendsgiving	Thanksgiving	Black Friday	Cyber Monday

Gluten-Free Diet Awareness Month

World Vegan Month

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## DECEMBER

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### All Month (December):

Office and Home Holiday Parties  
For FSRs, highlight capacity for private dining rooms and reservations

Spotlight catering options and deals for events and gatherings outside of the restaurant

Showcase diverse menu selections to appeal to different dietary preferences within large groups, including vegetarian and gluten-free items

### Dec. 25: Christmas

Highlight holiday gift card deals around Christmas, such as a free bonus card with the purchase of a minimum amount of gift cards

Spotlight partial and full catering options with an emphasis on comfort and convenience

Launch holiday-themed LTOs, such as doughnuts, coffees, cocktails and cookies

### Dec. 31: New Year's Eve

For FSRs, market around two occasions: a special dinner with loved ones and friends—usually a fixed-price meal of mostly indulgent food and drink—and a late-night hangout where friends can celebrate as the clock strikes midnight

Advertise meal packages with a focus on delivery for revelers who plan to do their celebrating at home

Spotlight end-of-year promotions through email and social media



All Month (December)	Dec. 8	Dec. 9	Dec. 11	Dec. 17	Dec. 18	Dec. 21	Dec. 25	Dec. 26	Dec. 31
Office and Home Holiday Parties	National Bartenders Day	National Pastry Day	National App Day	National Ugly Sweater Day	Hanukkah Begins	Winter Solstice	Christmas	Kwanzaa Begins	New Year's Eve
									National Champagne Day

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GROUP**

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