



# LTO PROMO PLANNER

# 2022

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



**1** **January 2022**

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
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## 2022 LTO PROMO PLANNER

# FEBRUARY

S	M	T	W	T	F	S
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### 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. 6	Feb. 7	Feb. 9	Feb. 14	Feb. 15	Feb. 18	Feb. 19	Feb. 21	Feb. 22	Feb. 24
Superbowl	National Fettuccini Day	National Pizza Day	Valentine's Day	National Pancake Day	National Drink Wine Day	National Chocolate Mint Day	Family Day	National Margarita Day	National Tortilla Chip Day

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## MARCH

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### 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

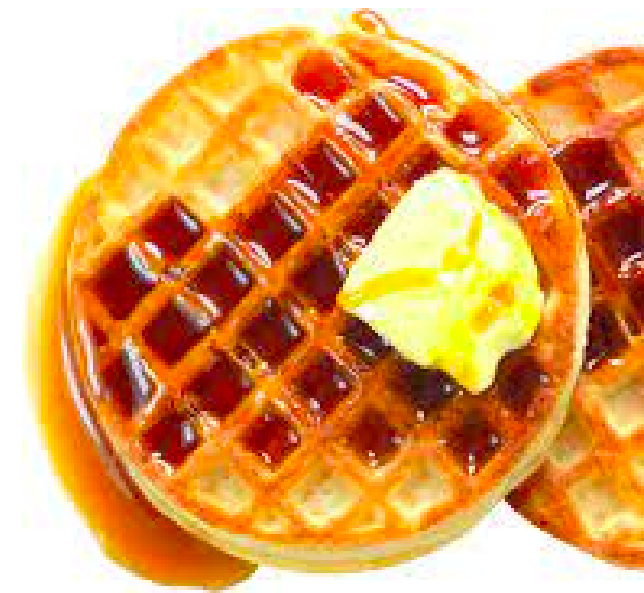
Draw attention to plant-based items on your menu, including imitation-meat products that consumers may be craving during this time

### 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



Mar. 7

Mar. 9

Mar. 13

Mar. 17

Mar. 19

Mar. 21

Mar. 24

Mar. 25

National Cereal Day

National Meatball Day

Daylight Saving Begins

St. Patrick's Day

National Corn Dog Day

National Crunchy Taco Day

National Cheesesteak Day

International Waffle 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



Apr. 3	Apr. 7	Apr. 12	Apr. 15	Apr. 17	Apr. 20	Apr. 22	Apr. 24	Apr. 26	Apr. 30
National Chocolate Mousse Day	National Burrito Day World Health Day	National Grilled Cheese Sandwich Day	Passover	Easter	National Cheddar Fries Day	Earth Day	National Pigs in a Blanket Day	National Pretzel Day	National Raisin Day

# 2022 LTO PROMO PLANNER

## MAY

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### May 5: Cinco De Mayo

Your restaurant doesn't have to be Mexican in order to participate in the fun.

Advertise Mexican catering packages for delivery or pick up or remind customer to make reservations.

Offer a free Mexican specialty drink with any order.

### 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"



All Month (May)	May. 2	May. 5	May. 8	May. 9	May. 15	May. 23	May. 28
National Hamburger Month	National Truffels Day	Cinco De Mayo	Mother's Day	National Foodies Day	National Chocolate Chip Day	Victoria Day	National Hamburger 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



Grey Cup Season Starter



All Month (June)	June. 1	June. 3	June. 4	June. 10	June. 13	June. 19	June. 21	June. 26
Pride Month	World Milk Day	National Egg Day	National Donut Day	National Iced Tea Day National Herbs & Spices Day	National Cupcake Lovers Day	Father's Day	First Day of Summer	National Chocolate Pudding Day

# 2022 LTO PROMO PLANNER

## JULY

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### July 1: Canada Day

Market Canadian-themed food and drinks

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

### 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 shareable 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. 1	July. 7	July. 11	July. 13	July. 15	July. 17	July. 24	July. 29
Canada Day	National Macaroni Day National Strawberry Sundae Day	National Blueberry Muffin Day	National French fries Day	National Give Something Away Day	National Ice Cream Day	National Tequilla Day	National Lasagna 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: 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 (Aug)

End of Summer

Aug. 4

National Chocolate Chip Cookie Day

Aug. 6

National Root Beer Float Day

Aug. 8

International Beer Day

Aug. 10

National S'mores Day

Aug. 19

Potato Day

Aug. 20

National Bacon Lovers' Day

Aug. 24

National Waffle Day

Aug. 25

National Banana Split Day



# 2022 LTO PROMO PLANNER

## 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: Labour Day

As the unofficial end of summer, Labour 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. 5	Sept. 9	Sept. 14	Sept. 16	Sept. 25	Sept. 29	Sept. 30
Pumpkin Season Begins	Labour Day National Cheese Pizza Day	National "I love Food" Day	National Cream Filled Donut Day	National Cinnamon Raisin Bread Day	National Quesadilla Day	National Coffee Day	National Mulled Cider Day





2022 LTO PROMO PLANNER

# 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



All Month (Nov)	Nov. 2	Nov. 3	Nov. 5	Nov. 11	Nov. 14	Nov. 16	Nov. 26
Sweater Weather							
Gluten-Free Diet Awareness Month	Day of the Dead	National Sandwich Day	National Donut Day	Remembrance Day	National Guacamole Day	National Fast Food Day	National Cake Day
World Vegan Month							





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GROUP**

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**We have the ingredients to  
help you succeed!**

