

2022

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



	SUN MON		TUE 1	MED	THU	PN	
			1	2	3	4	
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30			

JANUARY

12 13 14

23 24 25 26 27 28 29



Jan. 1: New Year's Day

Encourage people to stay home after a long night of celebrating by offering free or discounted delivery

Support New Year's resolutions by promoting new or existing healthy items, such as plant-based options

Accommodate those who sleep in late by offering all-day breakfast or brunch

All Month (January): Dry January

Mix up specialty mocktails for a fun option for those choosing to forgo alcohol in January

Highlight happy hour specials or unlimited refills on nonalcohol beverages, including soda and lemonade

Promote indulgent nonalcohol drinks such as shakes or specialty coffees for customers who want to treat themselves



Spotlight new or existing plant-based options, such as vegan-friendly craveable burgers, pizzas and desserts

Innovate new plant-based beverages, especially coffees, that feature dairyfree milks to capture morning and snacking occasions

Educate consumers on the health and environmental benefits of a plantbased lifestyle while providing discounts on meat-free items to encourage orders





All Month (January)

Dry January

Veganuary

Jan. 1

Jan. 4

Jan. 15

Jan. 19

Jan. 20

National

Jan. 23

National Croissant Day

Jan. 30

National Hot Chocolate Day

Jan. 31

New Year's

Day

National Spaghetti Day

National Bagel Day National Popcorn Day National Cheese Lovers Day

Pie Day

FEBRUARY

12

13 14 15 16 17 18

20 21 22 23 24 25 26

27 28

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 inperson 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. 14 Feb. 15 Feb. 18 Feb. 19 Feb. 21 Feb. 22 Feb. 24

Superbowl

Feb. 6

National Fettuccini Day

Feb. 7

National Pizza Day

Feb. 9

Valentine's Day

National Pancake Day

National Drink Wine Day

National Chocolate Mint Day

Family Day

National Margarita Day

National Tortilla Chip Day

MARCH

SMTWTFS

1 2 3 4 5

6 7 8 9 10 11 12

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20 21 22 23 24 25 26

27 28 29 30 31

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

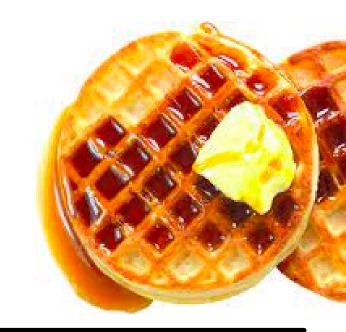
Draw attention to plant-based items on your menu, including imitation-meat products that consumers may be craving during this time

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

APRIL

SMIWIES

3 4 5 6 7 8 9

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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

Sandwich Day Passover

Easter

National Cheddar Fries Day Earth Day

National
Pigs in a
Blanket Day

National Pretzel Day

National Raisin Day

MAY

S M T W T F S

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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)

National Hamburger Month May. 2

National Truffels Day May. 5

Cinco De Mayo May. 8

Mother's Day May. 9

National Foodies Day National Chocolate Chip Day

Victoria Day

May. 15 May. 23

National

May. 28

Hamburger Day

JUNE

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June. 4

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)

Pride Month

June. 1

World Milk Day

June. 3

National National Donut Day Egg Day

June. 10

National Iced Tea Day

National Herbs & Spices Day

June. 13 June. 19

Father's Day National Cupcake Lovers Day

First Day of Summer

June. 21

National Chocolate **Pudding Day**

June. 26

JULY

S M T W T F S

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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 sharebable 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



31





July. 1

Canada Day

July. 7

National Macaroni Day

National Strawberry Sundae Day July. 11

National Blueberry Muffin Day July. 13

National French fries Day July. 15

National Give Something Away Day National Ice Cream Day

July. 17

National Tequilla Day

July. 24

National Lasagna Day

July. 29

AUGUST

SMTWTFS

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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

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







options

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

Potato Day

Aug. 19

National

Bacon Lovers' Day

Aug. 20

Aug. 24

Aug. 25

National Waffle Day National Banana Split Day

SEPTEMBER

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Roll out and highlight new LTOs that feature pumpkin flavors

Highlight the return of pumpkinflavored 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 takehome growlers

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





Sept. 1

Pumpkin Season Begins Sept. 5

25 26 27 28 29 30

Labour Day

National Cheese Pizza Day Sept. 9

National
"I love Food"
Day

Sept. 14

National Cream Filled Donut Day Sept. 16 Sept. 25

National Cinnamon Raisin Bread Day National Quesadilla Day

National Coffee Day

Sept. 29

National Mulled Cider

Sept. 30

Day

OCTOBER

12 13 14

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23 24 25 26 27 28 29

30 31

Hockey Season Starts!



All Month (October): Breast Cancer Awareness Month

Spotlight pink-colored foods and drinks (e.g., smoothies, cocktails, desserts, etc.) and donate proceeds of orders to breast cancer charities

Offer a pink ribbon for guests who order an entree or donate to breast cancer charities

Ask guests if they want to round up the cost of their orders and donate the extra cents to breast cancer charities

Oct. 5: World Teacher's Day

Offer discounts or free items for teachers and school administrators when they show their staff ID

Highlight gift cards for parents and students looking to show teachers their appreciation

Fundraise for teachers by asking guests to drop off school suppliers or monetary donations when they visit restaurants

HAPPY & thanksgiving

Oct. 31: Halloween

Provide a discounted or free item for guests who show up dressed in a costume

Market special discounts on limited-time themed foods and beverages, such as Halloween-inspired pizza, cookies, cakes, doughnuts, shakes and alcohol drinks

Promote in-restaurant Halloween parties or catering for at-home events

Oct. 10: 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







Breast Cancer Awareness Month

National Pizza Month

Oct. 1

Oct. 4

Oct. 5

Oct. 8

Oct. 9

Oct. 10

Oct. 21

Oct. 31

World

Vegetarian Day

National Taco Day World Teacher Day National Salmon Day

International Beer and Pizza Day

Thanksgiving

Caramel Apple Day Halloween

National Apple Month

NOVEMBER

SMTWTFS

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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)

Sweater Weather

Gluten-Free Diet Awareness Month Day of the Dead

Nov. 2

Nov. 3

National

Sandwich Day

Nov. 5

National Donut Day Nov. 11

Nov. 14

Nov. 16

Nov. 26

Rememberance y Day

National Guacamole Day National Fast Food Day National Cake Day

World Vegan Month

DECEMBER

SMTWTFS

1 2 3

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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

Merry Christmas

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





Dec. 1 Dec. 4

National Pie

Day

National

Cookie Day

National Pastry Day

Dec. 9

Ugly Sweater Day

Dec. 17

Dec. 24

Dec. 25

Christmas Eve Christmas

National Fruit Cake Day

Dec. 27

Dec. 30

National Bacon Day National Champagne Day

Dec. 31

New Year's Eve



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