

AUGUST - 2023



PEACH MONTH

AUGUST

GLOBAL F&B MARKETING

- Offer a peach tasting menu that features multiple courses with peach as the main ingredient.
- Host a “Bring a peach, get a free drink” offer to introduce guests to peach infused drinks.
- Showcase peach products that are available at the hotel's restaurant or cafe on social media. This can include peach-inspired drinks, dishes, and desserts.
- Create peach-inspired decor throughout the hotel to celebrate peach month. Use peach-colored tablecloths, napkins, and flowers to enhance the ambiance of the hotel.
- Offer complimentary peach cakes in lieu of special occasions to guests.

#PeachMonth #Peach

AUGUST - 2023



NATIONAL WATERMELON DAY

3 AUGUST

GLOBAL F&B MARKETING

- Display unique carvings of watermelons at your restaurant/café.
- Introduce food items that include watermelon in a sweet and savory menu. Items such as spicy shrimp & watermelon kebabs, grilled watermelon gazpacho, watermelon cheesecake etc.
- Offer complimentary watermelon cups in guests' rooms.
- Encourage guests to stay fit and nutritious. Set up a cycle station attached to a blender filled with watermelon. Guests need to pedal to start up the blender and earn their free watermelon juice.

#NationalWatermelonDay #WatermelonDay

AUGUST · 2023



NATIONAL OYSTER DAY

5 AUGUST

GLOBAL F&B MARKETING

- Host an oyster festival, where guests can enjoy live music, participate in games and activities, and sample a variety of oyster dishes from different F&B vendors.
- Offer a special oyster happy hour menu with discounted oysters and drinks.
- Set up an “Oyster Necklace” making station for young guests to create an accessory for themselves.
- Host an outdoor barbecue where guests can enjoy baked oysters along with other barbecue favorites.
- Host an on-site oyster shucking competition for the guests to participate in.

#NationalOysterDay #OysterDay #Oyster

AUGUST · 2023



INTERNATIONAL BEER DAY

5 AUGUST

GLOBAL F&B MARKETING

- Offer beer flights, where guests can sample a variety of beers in smaller portions. This is a great way for guests to try a range of beers and find their new favorite brew.
- Host a beer pong tournament for guests to compete against each other for prizes which could be coupons for your F&B outlets at the hotel.
- Host a beer-matching dinner where guests can enjoy a multi-course dinner paired with different beers.
- AR filter game - 'Pour the perfect pint'. Users need to stop the beer pouring in a glass at the time they feel would make the perfect pint. Each score can be graded and results can be shared on stories.

#InternationalBeerDay #BeerDay #Beer

(Only applicable for markets that can legally promote alcohol)

AUGUST - 2023



AFTERNOON TEA WEEK

8 AUGUST – 14 AUGUST

GLOBAL F&B MARKETING

- Host tea masterclasses during the afternoon tea week to teach guests about the types of tea and brewing the perfect cup.
- Introduce various tea infused cake samples for guests to try.
- Take the afternoon tea experience outdoors by hosting a picnic-style tea session. Guests can enjoy their tea and snacks on a blanket in a garden or park setting.
- Offer a children's afternoon tea menu that includes fun and whimsical items such as fairy cakes, mini sandwiches, and fruit skewers.
- Offer an afternoon tea takeaway service where guests can order a package of tea and food items to enjoy at home.

#AfternoonTeaWeek #AfternoonTea

AUGUST · 2023



NATIONAL PROSECCO DAY

13 AUGUST

GLOBAL F&B MARKETING

- Offer a bottle of prosecco as a gift to guests celebrating a special occasion.
- Create Prosecco gift boxes featuring a bottle of Prosecco and Prosecco-inspired snacks or accessories, such as a Prosecco-scented candle or Prosecco-flavored popcorn.
- Host a Prosecco sabrage ceremony with a Prosecco expert on hand, where guests can learn how to open a bottle of Prosecco with a sabre.
- Create an infographic on social media that showcases different Prosecco pairing options for different types of food.

#NationalProseccoDay #ProseccoDay

(Only applicable for markets that can legally promote alcohol)

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NATIONAL POTATO DAY

19 AUGUST

GLOBAL F&B MARKETING

- Create a dessert menu featuring potato-infused desserts such as sweet potato pie, potato doughnuts, or even potato ice cream.
- Host a baked potato buffet. Line up all the best toppings such as gravy, cheese, jalapenos, bacon, chopped onions, chili, grilled chicken or ranch.
- Create a short reel video on how your restaurant sources its potatoes and provide educational content about it on SM.
- Set up a “Potato Stamp” station where guests can create art through a carve and stamp process. First, carve out your desired figure on the potato such as a tree, leaf, hearts, etc. Then dip your carved potato in paint and create art by stamping either on paper or cloths (tote bags).

#NationalPotatoDay #PotatoDay #Potato

AUGUST · 2023



NATIONAL BAO DAY

22 AUGUST

GLOBAL F&B MARKETING

- Set up a bao food truck in the hotel's parking lot or nearby area, where guests can purchase a variety of bao and other Asian-inspired dishes.
- Include a bao bar in the hotel's restaurant or lobby, where guests can choose from a variety of steamed buns filled with savory or sweet fillings.
- Create SM content about the history of bao buns. This history can also be featured in the restaurant's menu for guests to read when ordering the dish.

#NationalBaoDay #BaoDay