

FEBRUARY · 2023



NATIONAL CHERRY MONTH

FEBRUARY

GLOBAL F&B MARKETING

- "Cherry Bliss" cocktail/mocktail hour: Offer a specialty cocktail/mocktail menu featuring cherry-infused drinks at the hotel bar for the month.
- Create a unique set menu with sweet and savory meals that include cherry as a primary ingredient at your restaurants – Cherry pie (sweet), Cherry Barbecue Ribs (savory), etc.
- Cherry-topped desserts: Add a touch of elegance to your dessert menu by featuring cherry-topped treats, such as cherry clafoutis or cherry cheesecake.
- Create a video of a chef preparing a meal that includes cherries as a primary ingredient - Lahme Bil Karaze from Syria, etc.
- "Cherry Jubilee" weekend brunch: Create a cherry-themed brunch spread featuring cherry scones, cherry clafoutis, and cherry-topped waffles. Create a countdown event on social media and encourage guests to come and indulge in the cherry-filled menu.

#NationalCherryMonth #CherryMonth

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CRÊPE DAY

2 FEBRUARY

GLOBAL F&B MARKETING

- Incorporate a unique crêpe menu as a breakfast special in the hotel, with a selection of crêpe fillings - both sweet and savory.
- Arrange a crêpe breakfast/brunch with limitless crêpes at your properties.
- Create "This or that" stories on social media, with a variety of crêpe fillings to choose from. This will encourage followers to engage and pick their favorite.
- Include crêpe live stations at your properties, with a range of fillings and toppings offered.
- Host a crêpe-making competition at the hotel or restaurant, with guests invited to create their own unique crêpe recipes. Use the hashtag #CrepeCookOff to encourage participation.

#NationalCrepeDay #CrepeDay

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CARROT CAKE DAY

3 FEBRUARY

GLOBAL F&B MARKETING

- "Carrot Cake for a Cause": Host a charity event where a portion of the proceeds from carrot cake sales go to a local non-profit organization.
- Upon arrival, guests will be given a complimentary mini carrot cake at the properties.
- For social media, create a video of your pastry chef baking their specialty carrot cake recipe.
- Set up a live station at your properties, where guests will be able to decorate their own mini carrot cakes.

#CarrotCakeDay #CarrotCake



CHOCOLATE FONDUE DAY

5 FEBRUARY

GLOBAL F&B MARKETING

- Offer a special chocolate fondue menu on Friday evenings, with a selection of dips and dippers such as fruit, cookies, and pretzels.
- Set up chocolate fondue fountains at your restaurants with a large variety of sides.
- Present chocolate fondue in mini fountain forms upon ordering with unlimited fruits, marshmallows, etc.
- Serve a chocolate fondue platter with a variety of sides upon guest arrival with their room service.
- Offer a romantic chocolate fondue experience for couples, complete with a private table and a selection of dips and dippers.



NATIONAL PIZZA DAY

9 FEBRUARY

GLOBAL F&B MARKETING

- Host a pizza happy hour, serving unlimited pizza over a limited period at your restaurants.
 - Set up a pizza live station at your restaurants, with a wide range of toppings to choose from and customize.
 - Serve complimentary mini pizzas in your restaurants with every order.
 - Host a workshop where guests can learn how to make their own pizzas, with a variety of toppings and dough options to choose from.
 - Host a movie night at the hotel or restaurant, with a special menu featuring pizzas and other movie-theater snacks.
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#NationalPizzaDay #PizzaDay

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VALENTINE'S DAY

14 FEBRUARY

GLOBAL F&B MARKETING

- Include complimentary chocolate boxes in guest rooms at your properties.
 - Arrange a social media competition for a couple's Valentine's Day supper.
 - Curate a special Valentine's Day brunch event, with unique menu items – Heart shaped pastries, cookies, etc.
 - Offer a special Valentine's Day dinner package for couples, complete with a romantic table setting, a multi-course meal, and a glass of champagne.
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#ValentinesDay

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NATIONAL ALMOND DAY

16 FEBRUARY

GLOBAL F&B MARKETING

- Curate a menu that includes dishes made with almond flour and almond milk in your restaurants – Macarons, etc.
 - Set a beverage stand at your properties where drinks can only include almond milk – Hot/cold coffee, etc.
 - Create a series of Instagram stories to raise awareness about the health advantages of almonds.
 - At your café/restaurant, serve a variety of desserts, pastries, and savory dishes that feature almond as a primary ingredient – Almond croissants, almond butter, Bakewell tart, etc.
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#NationalAlmondDay #AlmondDay

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NATIONAL CHOCOLATE MINT DAY

19 FEBRUARY

GLOBAL F&B MARKETING

- Offer complementary mint chocolate pieces at your lobby lounges and with room service.
 - Set a hot chocolate stand at your properties with the focus on mint-hot chocolate at your properties.
 - Offer mint chocolate ice-cream after main course orders at your restaurants.
 - Curate a dessert menu with items including chocolate mint as a main component - Mint chocolate Macarons, Chocolate mint milkshakes, etc.
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#NationalMintChocolateDay #MintChocolateDay

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MUFFIN DAY

20 FEBRUARY

GLOBAL F&B MARKETING

- Offer a special selection of muffins as a morning breakfast option, with a variety of flavors such as blueberry, banana nut, and chocolate chip.
 - Offer a complimentary beverage with any muffin purchase at your café.
 - Host a muffin baking competition and invite guests at your properties.
 - Offer complimentary muffin at your lobby lounges and with room service.
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#NationalMuffinDay #MuffinDay

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NATIONAL MARGARITA DAY

22 FEBRUARY

GLOBAL F&B MARKETING

- Offer a complimentary margarita shot with a purchase of a drink at your bars/restaurants.
- Create a recipe reel in which a bartender shares 2-3 margarita recipes in a short clip.
- Partner with a mixologist to create unique margarita flavors on order at your properties.
- In your beverage menu, provide an extensive line-up of margarita cocktail flavors.
- Host a social media competition where participants can create their own unique margarita recipes and compete for a prize.

#NationalMargaritaDay #Margarita

(Only applicable for markets that can legally promote alcohol)



NATIONAL TORTILLA CHIP DAY

24 FEBRUARY

GLOBAL F&B MARKETING

- Curate tortilla chips bars with a selection of sides and dips at your restaurants.
- Offer a made-to-order tortilla board with a variety of appetizers, dips, and tortilla chips for a limited time.
- Install a live tortilla chip station with a variety of sides, dips, and other toppings.
- Serve complimentary tortilla chips and dip to diners at your restaurant/bar.

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NATIONAL PISTACHIO DAY

26 FEBRUARY

GLOBAL F&B MARKETING

- Stories on social media with "this or that" between various pistachio desserts – Turkish delights, pistachio ice-cream, Baklava, etc.
- Upon arrival, provide guests with complimentary pistachio ice cream at your properties.
- Make a series of Instagram stories to spread the word about the health benefits of pistachios.
- Curate a menu including savory and sweet items with pistachio as a primary ingredient – Pistachio crusted salmon, Baklava, Umm Ali, etc.

#NationalPistachioDay #PistachioDay

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NATIONAL STRAWBERRY DAY

27 FEBRUARY

GLOBAL F&B MARKETING

- Offer mini strawberry mojito glasses to guests upon arrival at your properties.
- Set a stand offering strawberry treats for guests at your property's – Cotton candy, chocolate dipped strawberry, etc.
- Highlight strawberry-flavored drinks and foods from your restaurant's menu - milkshakes, brunch items, dessert, etc.
- Send a mini box of chocolate-dipped strawberries to your guests at your properties - It has a high social media sharing value.

#NationalStrawberryDay #StrawberryDay
