

APRIL · 2023



# NATIONAL SOURDOUGH DAY (US)

1 APRIL

## GLOBAL F&B MARKETING

- Set up a sandwich making station with a selection of sourdough bread, meat, cheeses, and vegetables for guests to build their own sandwiches.
- Offer a brunch buffet featuring sourdough-based dishes such as sourdough quiche, breakfast burritos & avocado toast.
- Offer a variety of sourdough bread and cheese options as appetizers.
- Create recipe cards featuring sourdough-based dishes that can be shared on social media platforms or printed and distributed to hotel guests.

#NationalSourdoughDay #SourdoughDay #Sourdough

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# CHOCOLATE MOUSSE DAY

3 APRIL

## GLOBAL F&B MARKETING

- Offer a chocolate mousse cup on the dessert menu.
- Guests can indulge in a luxurious spa experience and then enjoy a complimentary chocolate mousse dessert.
- Collaborate with a renowned pastry chef to create savoury and sweet chocolate mousse dishes to be featured on the menu.
- Partner with social media influencers in the food and travel niche to create and share content around the hotel's chocolate mousse offerings.

#ChocolateMousseDay #ChocolateMousse

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# INTERNATIONAL CARROT DAY

4 APRIL

## GLOBAL F&B MARKETING

- Offer pairings of sample unconventional dips and carrots so guests can have a taste testing (dips such as, apricot Dijon dip, buffalo blue cheese, Thai peanut etc).
- Highlight the benefits of carrots on SM channels.
- Offer a complimentary shot of healthy drinks infused with carrot to guests.
- Host a live baking/cooking session showcased by the chefs and demonstrating the various dishes that can be curated with carrots.

#InternationalCarrotDay #CarrotDay #Carrot

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# WORLD HEALTH DAY

7 APRIL

## GLOBAL F&B MARKETING

- Host a health and wellness seminar in which speakers can talk about the importance of healthy living.
- Set up health screenings, wellness activities, healthy food, and beverage stations.
- Provide nutritional information behind each dish on the menus.
- Set up fruit-infused water stations to encourage guests to consume for health benefits.
- Create short reels highlighting the fresh ingredients used to prepare nutritious meals at restaurants.
- Provide a simple guide on stories with ways to improve one's health.
- Create a guide that highlights outlets that serve nutritious meals.

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# NATIONAL BURRITO DAY (US)

7 APRIL

## GLOBAL F&B MARKETING

- Go Instagram live while hosting a mini burrito eating competition at the property. The guest that eats the most burritos in a set time can win a free meal voucher.
- Create a burrito food tour where guests can sample burritos from different F&B outlets and food trucks in the hotel area.
- Create a custom SM filter featuring a burrito game. Users must open their mouth to catch the falling burrito and can share their score on social media.
- Share educational content on SM that highlights the history and culture behind the burrito.

#NationalBurritoDay #BurritoDay #Burrito

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# EASTER

9 APRIL

## EU F&B MARKETING

- Host an Easter egg decorating session for young guests.
- Create an Easter hamper to give to staying guests which can include, decorated eggs, chocolate bunnies, marshmallows, stuffed toys, and a mini non-alcoholic wine bottle.
- Offer Easter-themed decorations and activities throughout the property, such as Easter-themed photo booths, Easter egg decorating stations, and Easter basket-making workshops.
- Use SM to showcase and highlight your chef's signature Easter themed dishes.
- Host an on-site Easter egg hunt for at your property.
- Include an Easter-themed brunch or afternoon-tea party at the property.

#HappyEaster #Easter

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# INTERNATIONAL CHEESE FONDUE DAY

11 APRIL

## GLOBAL F&B MARKETING

- Offer a hands-on fondue-making class for guests, where they can learn the secrets of making a perfect cheese fondue.
- Create a special package that includes a cheese fondue dinner, a fondue-making class, and a gift bag with fondue-making essentials.
- Commission a local artist to create a cheese fondue-inspired art installation in your hotel's lobby or restaurant. This can be a fun and interactive way to engage with guests and create a memorable experience.
- Offer a cheese fondue platter including a variety of cheeses accompanied by crackers, fruits and veggies, meat and bread.

#InternationalCheeseFondueDay #CheeseFondueDay #CheeseLovers

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# GARLIC DAY (US)

19 APRIL

## GLOBAL F&B MARKETING

- Include a garlic-tasting event where guests can sample different types of garlic, including roasted, black garlic, and garlic scrapes.
- Host a garlic-themed dinner party featuring a family-style meal with multiple courses, each highlighting the versatility of garlic.
- Create a fun and engaging video for Garlic Day that highlights the different garlic dishes and experiences your hotel offers.
- Have a garlic-themed farmer's market on your hotel's property. Offer a variety of garlic products for sale, such as garlic-infused honey and garlic-infused olive oil.

#NationalGarlicDay #GarlicDay



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# BANANA DAY (US)

20 APRIL

## GLOBAL F&B MARKETING

- Set up a banana-themed garden at the property - featuring banana plants, banana-shaped sculptures, and banana-inspired décor.
- Offer complimentary banana snacks or bakes at your property.
- Share a series of banana-based recipes on social media channels.
- Highlight smoothies, milkshakes and pastries made with banana in your restaurant/café menu.
- Create an educational video from showing the various types of bananas around to world, to how it can be eaten – peeled from the bottom/top or even cut through the middle, etc.

#NationalBananaDay #BananaDay #Banana

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# EID-AL-FITR

21 APRIL – 23 APRIL

## EMEA F&B MARKETING

- Partner with well-known chefs to develop a unique Middle Eastern-inspired menu for Eid.
- Elevate the festive atmosphere by hosting a special Eid lunch buffet featuring live entertainment and vibrant decorations.
- Collaborate with a local artist to create exclusive Eid-themed packages for your café, highlighting limited edition sweets.
- Offer complimentary high-quality chocolates and dates to guests upon arrival at your property.

#EidMubarak #EidAlFitr #Eid

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# EARTH DAY

22 APRIL

## GLOBAL F&B MARKETING

- Have an environmentalist come in and show your guests how to start their own compost using food waste which demonstrates sustainability practise.
- Display a world map at the entrance to the F&B outlets and have customers pin the countries from where they are from – this to create unity in diversity.
- Offer a coffee tasting event that features sustainably sourced beans and eco-friendly brewing methods.
- Use social media to share tips for reducing waste, such as using reusable containers, composting, or reducing food waste.
- Hold an Instagram story Earth Day quiz with facts about the planet and sustainability. Users must choose the right answer from a series of options.
- Interview guests at the properties by asking them to share a simple sustainable method they practice to help save the planet. This can be made into an engaging reel.
- Replace plastic straws with paper/metal straws at the venues. A second metal straw can be offered to guests to keep for future use.

#EarthDay #InternationalEarthDay #SaveThePlanet

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## PRETZEL DAY (US)

26 APRIL

### GLOBAL F&B MARKETING

- “Make your own pretzel” stations could be set up where guests can create their own versions of pretzels.
- A charcuterie board spread with pretzels can be on display for guests.
- Offer different flavours of sample bite sized pretzels to guests (Flavours- Honey mustard & onion, peanut butter filled, hot buffalo wing etc).
- Include dishes that are made with pretzels in your menu.
- Offer a complimentary pretzel bowl to guests at the venue.

#PretzelDay #Pretzel