

NOVEMBER · 2023



# WORLD VEGAN DAY

NOVEMBER 1

## GLOBAL F&B MARKETING

- Social Media Video campaign: Curate a plant-based set menu and invite influencers to a blind taste test to educate the audience of meat alternatives that don't compromise on the taste.
- An Instagram story game to guess which of the two dishes in the image is vegan.
- Invite a vegan specialty chef to curate a special menu that is completely plant-based.

#WorldVeganDay #GoVegan



# NATIONAL SANDWICH DAY

3 NOVEMBER

## GLOBAL F&B MARKETING

- Run a buy one, get one free promotion but with a twist - Buy One, Get One and Give One. People can buy a sandwich and get one free, but they can be encouraged to give it away to someone in need.
- Add mini sandwiches to an afternoon high tea experience with different kinds of sandwiches.
- Run a social media competition by challenging followers to build a gigantic sandwich and eat it.
- Instagram Story: Ask people what unique/unpopular filling they like to add in their sandwiches.

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# NATIONAL DONUT DAY

5 NOVEMBER

## GLOBAL F&B MARKETING

- Organize a “Create you Donut Cart” competition for kids. The idea is to create a mini go-kart and decorate it. Mini donuts can be provided to use as wheels.
- Offer a free donut with any coffee.
- Social Media stories: Trivia about the origin story of donuts, facts about donut varieties from different parts of the world, etc.
- Social Media competition: Ask followers to take a picture of things that look like and remind them of donuts in their everyday life. Followers can share their image on social media with the hashtag “#CravingDonuts” for the teams to keep track.

#DonutDay #Donuts

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# NATIONAL GREEK YOGHURT DAY

9 NOVEMBER

## GLOBAL F&B MARKETING

- Incorporate various Greek yogurt flavors during the breakfast buffet.
- Poll story – have users select their favorite Greek yogurt toppings. Example: Strawberries or kiwi, chocolate sauce or caramel sauce, etc.
- Collaborate with a nutritionist to create a reel about the significance of Greek yoghurt compared to other types and suggest a few dishes that can be easily made in under 15 minutes at home.

#NationalGreekYoghurtDay #GreekYoghurt #Yoghurt

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# GUACAMOLE DAY

14 NOVEMBER

## GLOBAL F&B MARKETING

- Serve complimentary guacamole and chips as an appetizer at F&B outlets.
- As November 14<sup>th</sup> falls on a Tuesday, select F&B outlets can run Taco Tuesday promotions with a highlight on guacamole-based dishes.
- Share a step-by-step guide for users to create their own guacamole dip.
- Create a poll story on how users would prefer to eat their guacamole. Example: Choose your perfect pairing - guac on toast or with chips and salsa?

#GuacamoleDay #Guacamole

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# FAST FOOD DAY

16 NOVEMBER

## GLOBAL F&B MARKETING

- Organize a live cooking session where traditional fast-food dishes are improvised to healthier options and prepared in front of customers.
- Run a 'This or That' series of stories on Instagram asking people what their favorite fast-food dish is.
- Post about iconic fast-food dishes available at any of the F&B outlets.
- Offer a free side and choice of beverage with every fast-food dish.

#FastFoodDay #FastFood

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# NATIONAL BAKLAVA DAY

17 NOVEMBER

EMEA F&B MARKETING

- Run an Instagram competition asking followers to send in a family, age-old baklava recipe. (This can be run in regions where Baklava is part of the region's culture)
- Offer free baklava at hotel venues to guests.
- Host a baklava tasting experience with different types of baklavas.
- Run an Instagram poll series stories asking people what their favorite type of baklava is. The most voted baklava can be served in a F&B outlet as a complimentary dish.

#BaklavaDay #Baklava #Sweets

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# NATIONAL MACCHIATO DAY

19 NOVEMBER (can be combined with NOVEMBER 23 - NATIONAL ESPRESSO DAY)

## GLOBAL F&B MARKETING

- Have an Instagram story that asks followers what the perfect color of the ideal macchiato is. There can be a graphic with a gradient of coffee mugs and a slider emoji.
- Run a promotion where if a customer gets a macchiato or espresso for 6 days in a row, they get a free drink on the 7<sup>th</sup> day.
- Set up a pop-up macchiato bar at the property featuring different types of macchiatos – the classic macchiato, hazelnut, caramel, vanilla and more.



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# NATIONAL CASHEW DAY

22 NOVEMBER

GLOBAL F&B MARKETING

- Social Media: Post about dishes that use cashews as a main ingredient to highlight them. Example: Cashew crusted chicken, cashew pesto pasta, cashew butter desserts.
- Include an unlimited tray of cashew-based cookies and treats at the hotel lobby.
- Offer a cashew bowl as a complimentary snack at a bar. Please be very careful of any guest allergies.

#NationalCashewDay #Cashewnut

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# THANKSGIVING DAY

23 NOVEMBER

## GLOBAL F&B MARKETING

- Offer a turkey-to-go menu at outlets.
- Create a reel showing appreciation to the staff in celebration of thanksgiving.
- Have a discount on thanksgiving meals at the outlets with the proceeds being donated to a charitable foundation.
- Create a guide for users to select outlets with a Thanksgiving menu option.
- Have guests share what they are most thankful for or sticky notes that can be featured on a board/wall at the outlets.

#Thanksgiving #Turkey2Go

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# FRENCH TOAST DAY

28 NOVEMBER

GLOBAL F&B MARKETING

- Serve French Toast with unique and customizable topping options during a breakfast and brunch menu.
- Host a French toast cooking class at the outlets.
- Educational Instagram stories that highlight the origin of French Toast and why it is called so.
- Set up a French toast cooking cart, where chefs can make a classic French toast beside the guest's table.

#FrenchToastDay #FrenchToast

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# NATIONAL MOUSSE DAY

30 NOVEMBER

## GLOBAL F&B MARKETING

- Instagram Trivia about the origin of how Mousse came to be and how it was named.
- Run a promotion to offer 3 kinds of mini mousses to guests at F&B outlets for a tasting experience.
- Have a chef give out a simple mousse recipe for followers to try at home.
- Offer a complimentary mousse at the end of a dinner set-menu for the day.

#NationalMousseDay #Mousse