

September · 2023



# NATIONAL CHICKEN MONTH

September

## GLOBAL F&B MARKETING

- Incorporate popular dishes made with chicken from different cuisines in your restaurant's buffet.
- Offer chicken in sandwiches in afternoon tea.
- Showcase international chicken cuisines on your SM channels such as Indian butter chicken, West African chicken stew, Thai chicken bites, etc.
- Have an unlimited chicken wings night once a week till the end of the month

#NationalChickenMonth #ChickenMonth #Chicken

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# NATIONAL MUSHROOM MONTH

September

## GLOBAL F&B MARKETING

- Highlight a different type of mushroom each day or week of the month and share information about its flavor, nutritional value, and culinary uses on social media.
- Throw a “Shroom cook off” with the restaurant’s/ bar chef and the guests to showcase their best mushroom dishes.
- Curate a mushroom picking outing with hotel guests as it would be a fun experience for them and cook it with the same fresh picked mushrooms.

#NationalMushroomMonth #Mushroom

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# SOURDOUGH SEPTEMBER

September

## GLOBAL F&B MARKETING

- Provide a surprise sourdough starter kit in guests' rooms.
- Host a sourdough pizza night in the hotel's restaurant. Offer a variety of sourdough crusts and toppings for guests to choose from.
- Display sourdough bread sculpture in hotel's restaurant/bar.
- Offer mini bags with mini sourdough bites to guests as a welcoming gift.

#SourdoughMonth #Sourdough #SourdoughSeptember

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# NATIONAL HONEY MONTH

September

## GLOBAL F&B MARKETING

- Set up a station showcasing an array of different honey's (Acacia, Manuka, Eucalyptus etc.) with various assortments tied together such as hard cheese, tea, fruit etc. for guests to curate their own versions of food items with honey.
- Offer limited edition festive pack with truffle infused honey and hand cut honeycomb to guests.
- Offer a spa day that features honey-based skincare products and treatments. Customers can enjoy a honey facial, honey massage, and more.

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# WORLD COCONUT DAY

2 September

## GLOBAL F&B MARKETING

- Offer dishes made with coconut from different cuisines for a limited period at your restaurant such as Binakol, Bua lai, coconut egg curry, Gulha, Kerak Telor etc.
- Offer coconut infused desserts and biscuits in afternoon tea.
- Host a coconut-themed event, such as a beach party or a luau, and serve coconut-based drinks and food.
- Set up coconut water stations in hotel's lobby or restaurant/bar for guests to try and hydrate.

#WorldCoconutDay #Coconut

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# WORLD SAMOSA DAY

5 September

## GLOBAL F&B MARKETING

- Offer a complimentary samosa tray for guests dining at your restaurant.
- Throw a samosa party where it includes a wide range on international samosas for guests to try different stuffing's such as cheese spinach, meat, chickpeas, apples, chocolate, potatoes & peas etc.
- Invite food bloggers or influencers on SM who specialize in Indian cuisine or snacks and do a blind taste test in which they need to guess the filling and share it on their SM.
- Partner with a local charity or food bank to donate a portion of the proceeds from samosa sales during the week leading up to World Samosa Day.

#WorldSamosaDay #Samosa

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# NATIONAL CHEESEBURGER DAY

18 September

## GLOBAL F&B MARKETING

- Offer unconventional cheeseburger items such as kimchi cheeseburger, cheetos cheeseburger, cheeseburger milkshake etc.
- Use humor to engage your social media followers by creating cheeseburger-themed memes and sharing them on your platforms.
- Use social media polls to engage your followers and find out their favorite type of cheese, toppings, or condiments to put on a cheeseburger.

#NationalCheeseburgerDay #CheeseburgerDay #Cheeseburger

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# NATIONAL CHAI DAY

21 September

## GLOBAL F&B MARKETING

- Offer chai infused cakes at an afternoon tea party.
- Host a “Chai and Chat” where guests can interact with each other and perhaps have book reading sessions and discussions over a cup of chai.
- Curate a premium “Chai making essentials” PR package for influencers to enjoy and share on their platforms.
- Create short recipe videos featuring different chai tea blends and post them on social media.



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# NATIONAL DUMPLING DAY

26 September

## GLOBAL F&B MARKETING

- Set up a dumpling street food festival outside of the hotel to attract passersby and locals. Offer a variety of dumpling options from different cultures and regions.
- Include a value-added offer when ordering dumplings.
- Offer a tour of the kitchen and the behind the scenes of dumpling making at your restaurant.
- Create a Reel challenge where followers can share their own dumpling-making videos.
- Who will be crowned the 'Master of Dumplings'? Have 2 chefs compete in creating the highest number of perfect dumplings in a limited time. Guests can enjoy the dumplings once the challenge is complete.

#NationalDumplingDay #DumplingDay

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# INTERNATIONAL POKE DAY

28 September

## GLOBAL F&B MARKETING

- Create poll stories or set up a live station for customers to engage and customize their own poke bowl.
- Partner with local fishermen to showcase sustainable seafood options in your Poke Bowls for guests. Highlight the importance of sustainability and promote locally sourced ingredients.
- Host a sushi and Poke Bowl buffet featuring a variety of sushi and Poke Bowl options. Include vegetarian and gluten-free options.
- Set up a Poke Bowl pop-up shop in the hotel lobby or other common area. Offer Poke Bowl merchandise, such as branded bowls, chopsticks, or sauces for customers to purchase.

#NationalPokeDay #PokeDay #Poke

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# NATIONAL COFFEE DAY

29 September

## GLOBAL F&B MARKETING

- Offer small coffee packets as a welcoming gift in guests' rooms.
- Host a coffee roasting demonstration where guests can learn about the roasting process and how different types of beans are selected and roasted.
- Host a finger-painting workshop with coffee for guest to get creative with their artwork and it can be put up in an art exhibit in the hotel's lobby.

#NationalCoffeeDay #CoffeeDay