

JANUARY - 2023



VEGANUARY MONTH

JANURAY

GLOBAL F&B MARKETING

- Curate a limited-time vegan menu in your restaurant/property with vegan brands/influencers.
- Organise a vegan cook-off at your property with guests and influencers.
- The vegan dishes on your restaurant/café's menu should be highlighted.
- Create videos and informative content on the topic of Veganuary to help bring awareness to the topic.

#Veganuary #VeganMonth #Veganism

JANUARY - 2023



NATIONAL OATMEAL MONTH

JANUARY

GLOBAL F&B MARKETING

- Feature oatmeal-based dishes on a weekly Instagram reel.
- Highlight the oatmeal dishes in your restaurant's menu.
- A complimentary oatmeal cookie is served with every beverage at cafes and lounges.
- Offer an oatmeal section on your breakfast buffet at your properties - pancakes, cookies, cakes, etc.

#NationalOatmealMonth #Oatmeal

JANUARY - 2023



NATIONAL HOT TEA MONTH

JANUARY

GLOBAL F&B MARKETING

- Host a tea ceremony masterclass at your property and invite influencers.
- Develop an extensive tea menu and include a global variety of tea for the month in collaboration with a well-known tea master.
- Add in a variety of unique hot tea options into your afternoon tea menu.
- Upon arrival, offer guests hot tea as a welcome amenity at your properties.

#NationalHotTeaMonth #TeaMonth

JANUARY - 2023



NATIONAL SOUP MONTH

JANUARY

GLOBAL F&B MARKETING

- Create an educational soup story based on a variety of soups and highlight their health benefits.
- Serve soups from different cuisines as part of the buffet at your restaurant – Harira from Morocco, Tom Yum from Thailand, etc.
- Create weekly content (reels, static graphics, etc.) about the health benefits of different types of soups.
- Offer guests the chance to customize a soup based on their favorite ingredients with a variety of add-ons.

#NationalSoupMonth #SoupMonth

JANUARY - 2023



NATIONAL BLOODY MARY DAY

1 JANUARY

GLOBAL F&B MARKETING

- Include bloody mary in your restaurant cocktail menu.
- Host a bloody mary Happy Hour at your bars/restaurants.
- Offer bloody mary infused treats in bars.
- Create a bloody mary masterclass with an experienced bartender for guests.

#BloodyMaryDay #BloodyMary

(Only applicable for markets that can legally promote alcohol)

JANUARY - 2023



NATIONAL SPAGHETTI DAY

4 JANUARY

GLOBAL F&B MARKETING

- Organize a spaghetti-making masterclass with your restaurant's chef for guests and influencers.
- Include a special set menu with spaghetti for the day.
- Set up a spaghetti live cooking station in your restaurants.
- Create a kid's special menu full of spaghetti infused dishes. Ex: Spaghetti in tacos.

#NationalSpaghettiDay #SpaghettiDay

JANUARY - 2023



NATIONAL APRICOT DAY

9 JANUARY

GLOBAL F&B MARKETING

- Curate a set menu for the whole day with breakfast, lunch and dinner foods that include apricots – Breakfast cookies with apricots and dates, apricot scones, apricot chicken, etc.
- Provide a variety of apricot dishes from around the world (jams, spreads, salads, yogurt, etc.).
- Serve apricot pastries, tea, and beverages in your restaurants or cafés.
- Serve Qamar Al-Deen to guests on arrival – Which is a famous middle eastern drink that's made from apricots and served on special occasions.

#NationalApricotDay #ApricotDay

JANUARY · 2023



NATIONAL BAGEL DAY

15 JANUARY

GLOBAL F&B MARKETING

- Serve a variety of bagels as part of your restaurants' breakfast buffets.
- Provide complimentary bagel baskets to guests staying at your properties – with a variety of bagels and add-ons.
- Set up a live station at your properties where a pastry chef can craft a variety of bagels with custom fillings and add-ons.
- Include trendy bagels in your restaurant's buffet for young guests – Sweet Bagels, rainbow bagels with cream cheese filling.

#NationalBagelDay #BagelDay

JANUARY - 2023



NATIONAL POPCORN DAY

19 JANUARY

GLOBAL F&B MARKETING

- Complimentary popcorn on arrival at your properties.
- Create a live station with chefs showing the science behind popcorn kernels popping.
- Install popcorn machines offering a variety of popcorn flavors at buffets in your restaurant – Caramel popcorn, salt popcorn, spicy popcorn, pizza popcorn, etc.
- Offer popcorn and a beverage for children staying at your properties.

#NationalPopcornDay #PopcornDay

JANUARY · 2023



NATIONAL PIE DAY

23 JANUARY

GLOBAL F&B MARKETING

- Introduce a specially curated set menu that only contain pies with a variety of fillings, crust options and toppings.
- Host a pie cook-off for guests staying at your properties.
- Offer complimentary mini pie pastries in your cafés, lounges, and afternoon tea.
- Create a reel or a series of stories showcasing various recipes of pies curated by your restaurants' chefs.

#NationalPieDay #PieDay

JANUARY - 2023



NATIONAL PEANUT BUTTER DAY

24 JANUARY

GLOBAL F&B MARKETING

- Create a "how-to" video for SM channels featuring your chef demonstrating the recipe for homemade peanut butter.
- Highlight dishes/beverages like peanut butter cakes, shakes, ice creams etc. in your menu.
- Offer peanut butter treats to guests upon arrivals (cookies, candy bars etc.).
- Create informative content on social media highlighting the benefits and uses of peanut butter.
- Have a peanut butter tasting, showcasing peanut butter in various forms Ex: Chunky, smooth

#PeanutButterDay #PeanutButter

JANUARY - 2023



AUSTRALIA DAY

26 JANUARY

GLOBAL F&B MARKETING

- Host a brunch party to observe the holiday at your restaurant and offer authentic Australian dishes (burgers, barbecues, pavlova etc.).
- Create a reel starring a well-known Australian chef, creating a dish that's significant to their country.
- Offer complimentary Australian themed snacks to guests on arrival – Tim Tams, Vegemite, etc.
- Create an Australian themed atmosphere at your properties with the proper decorations.

#AustraliaDay #Australia

JANUARY · 2023



NATIONAL CHOCOLATE CAKE DAY

27 JANUARY

GLOBAL F&B MARKETING

- “Customize your cake” – Where guests staying/dining at your properties can custom build their cakes with a variety of frosting choices, fillings, toppings, etc.
- Offer chocolate cake pastries with beverages at your properties.
- Complimentary chocolate cake for guests celebrating special occasions at your property.
- Host a chocolate cake baking class for a day.

#NationalChocolateCakeDay #ChocolateCakeDay

JANUARY - 2023



NATIONAL CROISSANT DAY

30 JANUARY

GLOBAL F&B MARKETING

- Offer complimentary croissants for breakfast in guest rooms and at restaurants.
- Create a set menu with croissant-based foods and desserts – for example, Umm Ali, pudding, etc.
- Host a croissant-making masterclass event for families with your pastry chef.
- Offer a variety of dishes with croissants at your restaurant's buffet (croissants, croissant sandwiches, cruffins etc.)

#CroissantDay #Croissant