

JUNE · 2023



CANDY MONTH

JUNE

EMEA F&B MARKETING

- Specially packed candy jars can be placed in guests' rooms as a welcoming gift.
- Set up a cotton candy machine where character/ flower shaped cotton candy can be created.
- Provide candy necklaces as complimentary gifts at poolside parties.
- Set up a Willy Wonky candy-themed area.
- Instagram poll story – Which candy do you prefer? Gummy worms or jellybeans, lollipops or gob stoppers, etc.

#CandyMonth #Candy #SweetTooth

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ICED TEA MONTH

JUNE

EMEA F&B MARKETING

- Host a special event where customers can enjoy a guided meditation session while sipping on iced tea.
- Offer a flight of different iced tea flavors for customers to sample. This can be a fun way to introduce customers to new flavors and varieties of iced tea.
- Set up an iced tea infusion station where customers can create their own custom blends.
- Host DIY workshops where customers can create their own iced tea-inspired crafts or projects, such as iced tea candles or flavored sugar cubes.

#NationalIcedTeaMonth #IcedTea #SweetTea

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WORLD MILK DAY

1 JUNE

EMEA F&B MARKETING

- Introduce a complimentary station with various milk flavors (Oreos, chocolate, coffee, taro etc.).
- Host outdoor activities that incorporate milk, such as a milk and cookies picnic.
- Share stories and pictures of dairy farmers and their families on social media, highlighting the hard work and dedication that goes into producing milk and dairy products.

#WorldMilkDay #MilkDay #Milk

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NATIONAL DOUGHNUT DAY

3 JUNE

EMEA F&B MARKETING

- Offer a “Customize the Doughnut wall” where guests can put it in their artistic crafts of doughnuts on the wall.
- Host a doughnut decorating session where customers can decorate their own doughnuts using various toppings and decorations.
- Offer a complimentary doughnut when a hot beverage is ordered at your cafes.
- Introduce savory donuts on the menu such as doughnut cheeseburger, pizza doughnut, eggs benedict doughnut etc.

#NationalDonutDay #DoughnutDay #Donuts #Doughnut

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NATIONAL CHEESE DAY

4 JUNE

EMEA F&B MARKETING

- Introduce a “Cheese Wheel” where customers would spin the wheels on the various cheese options and the one where it lands, a dish will be created with it accordingly (options like blue cheese, aged cheese, mozzarella, burrata etc.)
- Offer bite size tomato burrata basket to guests on their tables.
- Create and offer a charcuterie board with different cheeses and pairing it with crackers, fruits, dips etc.
- Showcase the versatility of cheese from its use in sweet to savory dishes through a reel. Example of dishes: Kunafa dessert, cheese sticks, etc.

#NationalCheeseDay #CheeseDay #Cheese

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INTERNATIONAL FALAFEL DAY

12 JUNE

EMEA F&B MARKETING

- Offer complimentary falafel baskets at your restaurants.
- Set up a temporary pop-up F&B shop where customers can purchase falafel sandwiches, wraps, or bowls.
- Create series of reel videos where the chef creates the variety of falafel dishes being offered (falafel burgers, falafel poke bowl, falafel wraps etc.).
- Provide a recipe booklet featuring a variety of falafel recipes, including traditional and innovative flavors at your restaurant/bar tables.

#InternationalFalafelDay #Falafel

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NATIONAL LOBSTER DAY

15 JUNE

EMEA F&B MARKETING

- “Catch your own lobster” workshop can be conducted where guests have a once in a lifetime experience to catch their own lobster and it can be used to cook their food.
- Host a lobster feast at your restaurant or event space, where customers can enjoy a multi-course meal featuring lobster dishes.
- Partner with a renowned Poissoner chef to create signature lobster dishes such as lobster gnudi, lobster bisque, lobster risotto etc.

#NationalLobsterDay #LobsterDay #Lobster

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BEER DAY BRITAIN

15 JUNE

EU F&B MARKETING

- Host a beer-themed Olympics event, with games like beer pong, flip cup, and cornhole.
- Create a beer tasting bingo game where guests can sample a new beer for every mark made on the bingo sheet. The winner can take home a beer crate of all the beers that were tasted.
- 'Beer hopping' – collaborate with British influencers to promote beer night in various outlets.
- Organize a brewery tour of hotel's restaurant/ bar, where guests can learn about the brewing process and history of different beers.

#BeerDayBritain #BeerDay

(Only applicable for markets that can legally promote alcohol)



FRESH VEGETABLE DAY

16 JUNE

EMEA F&B MARKETING

- Invite a nutritionist to a lunch-and-learn session for guests to enjoy a healthy meal while learning about the key benefits of different types of vegetables and how it can be incorporated into their meals.
- Host a recipe swap where guests can share their favorite vegetable-based recipes with each other and challenge them to create those dishes.
- Collaborate with a renowned chef to create signature vegetable-based dishes to offer.
- Invite foodie influencers to a cook-off to recreate a vegetable dish offered at your restaurant/bar.
- Create content about the benefits of vegetables and healthy eating on your SM channel leading up to the day.

#FreshVegetableDay #FreshVeggies #Vegetables

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WORLD TAPAS DAY

16 JUNE

EMEA F&B MARKETING

- Create a menu serving signature Spanish tapas dishes at your bar and restaurant.
- Organize a Spanish period fashion party with Spanish-themed decor and clothing over the decades. Serve baskets of Tapas throughout the party.
- Host a tapas-themed trivia game, with questions about Spanish culture, history, and cuisine.
- Create highlights of the different tapas (chicken croquettes, cauliflower fritters, chorizo poached in red wine etc.) being offered at your hotel on your SM channels.
- Set up a cold and hot tapas station at the restaurant.

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INTERNATIONAL SUSHI DAY

18 JUNE

EMEA F&B MARKETING

- Offer a happy hour for sushi dishes.
- Curate a private sushi experience for guests with their very own chef.
- Create a challenge for guests to finish a big platter a sushi (40+) within a time limit. If met, the platter is free of cost and their picture will be hung on the restaurant/bar's wall of fame along with the other list of winners.
- Invite influencers to make their own sushi dishes and have guests vote on which ones the best. This experience can be shared on their SM pages as well (Instagram, TikTok).
- Host a sushi and karaoke night where guests can enjoy sushi and sing their hearts out.

#InternationalSushiDay #SushiDay #Sushi

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WORLD PINEAPPLE DAY

27 JUNE

EMEA F&B MARKETING

- Offer pineapple and ginger infused immunity shot to guests.
- Hold a pineapple carving workshop for guests. The best carvings can be on display in your restaurant/bar.
- Offer pineapple cakes to guests who celebrate their special occasions.

#WorldPineappleDay #PineappleDay #Pineapple
