

JULY · 2023



# NATIONAL ICE CREAM MONTH

JULY

## GLOBAL F&B MARKETING

- Create an ice cream station featuring several different flavors of ice cream in small portions. Offer information on each flavor.
- Bring a Turkish ice cream stall to offer Turkish ice cream plus their traditional ice cream trick with customers reaching for a cone before pulling it away and continuing the trick.
- Offer an ice cream platter with unconventional ingredients for customers to try unique flavor combinations such as fresh herbs, spices, fries, wasabi pea.
- Include a complimentary ice-cream cone for guests dining in the pool area or an ice-cream cup as a complimentary dessert in the venues.

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# PLASTIC FREE JULY

JULY

## GLOBAL F&B MARKETING

- Provide incentives such as discounts or free items to guests who make plastic-free choices, such as bringing their own reusable containers or opting for a paper straw.
- Encourage guests to bring their reusable water bottles and offer refillable water stations to reduce the use of plastic water bottles.
- Partner with sustainable establishments to create a rewards initiative gratifying venues that are environmentally responsible
- Highlight the key plastic free changes on your SM.

#PlasticFreeJuly #PlasticFree

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# INTERNATIONAL CHICKEN WINGS DAY

1 JULY

## GLOBAL F&B MARKETING

- Offer an unlimited chicken wing deal on the menu.
- Provide a variety of dip flavors (green jalapeno, maple, honey lemon etc.) with the chicken wings.
- Offer different level of spiciness of chicken wings to customers (Jalapeno pepper, goat pepper, chocolate habanero, ghost pepper, Carolina reaper etc.).
- Offer a buy 1 get 1 free deal on wings.

#InternationalChickenWingsDay #ChickenWingsDay #ChickenWings

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# WORLD CHOCOLATE DAY

7 JULY

## GLOBAL F&B MARKETING

- Offer chocolate covered strawberry's stations so customers can make and dip their own chocolate covered strawberries with toppings (nuts, banana, sprinkles etc.).
- Display chocolate fountains at your restaurant/bar.
- Set up a chocolate bar with a variety of different chocolates from around the world for guests to sample. Include dark chocolate, milk chocolate, white chocolate, and other varieties.
- Set up a chocolate themed stall for guests to buy things from, such as,
- Design & provide PR packages for influencers with a heart-shaped chocolate to smash with a hammer, added with some goodies such as ingredients to make their own chocolate.

#WorldChocolateDay #ChocolateDay #Chocolate

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# WORLD KEBAB DAY

8 JULY

## GLOBAL F&B MARKETING

- Provide a “Grill your own Kebab” open stove/grill at each table so guests can be included in the process of grilling their own kebabs.
- Create a special menu in which international kebab cuisines are introduced such as gyros, boti kebab, chuanr, shami kebab etc. It can be done in a buffet system as well.
- Host Arabic-themed entertainment for guests, such as belly dancers or live music from countries known for their kebabs.
- Set up an all you can eat kebab day at your restaurant.

#WorldKebabDay #KebabDay #Kebab

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# PIÑA COLADA DAY

10 JULY

## GLOBAL F&B MARKETING

- Serve piña coladas in a hollowed-out pineapple half or half a coconut shell at pool parties or at your restaurant/bar.
- Offer 2-for-1 deals, or a free piña colada with the purchase of an entrée.
- Introduce a piña colada infused dessert bar such as piña colada mousse or piña colada cheesecake.

#PinaColadaDay #PinaColada

*(Only applicable for markets that can legally promote alcohol)*

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# MOJITO DAY

11 JULY

## GLOBAL F&B MARKETING

- Introduce virgin mojito drinks at afternoon teas.
- Offer a “Surprise Mojito Drink” deal on the menu, where customers will leave it up to the servers to order the unknown mojito drink flavor for them.
- Set up a mojito infused slushie station (non-alcoholic can also be set up).

#MojitoDay #Mojito

*(Only applicable for markets that can legally promote alcohol)*

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# NATIONAL FRENCH FRY DAY

13 JULY

## GLOBAL F&B MARKETING

- Set up French fry-themed games like a French fry toss, where customers try to toss French fries into a basket or a ring toss game with French fry boxes.
- Set up a French fry-themed photo booth with props like oversized French fries, ketchup bottles, and fry boxes.
- Create SM content featuring different French fries' styles around the world, such as Patatas Bravas, Honey butter fries, Poutine, Moules frites.

#NationalFrenchFryDay #FrenchFryDay #Fries



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# NATIONAL MANGO DAY

22 JULY

## GLOBAL F&B MARKETING

- Offer mango immunity boost shots to guests.
- Highlight the key benefits of mango in terms of skincare and body on SM pages (Instagram, TikTok).
- Offer mango popsicles and mango face masks to guests seated at the pool.
- Host a mango inspired fashion event using clothing and accessories in shades of orange and yellow and guests can get involved.

#NationalMangoDay #MangoDay #Mango

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# CHEESE AND WINE DAY

25 JULY

GLOBAL F&B MARKETING

- Challenge foodie influencers to curate a charcuterie board.
- Introduce a cheese and wine-inspired meal in your menu, such as pasta with a cheese and wine sauce or a wine and cheese fondue.
- Surprise guests with cheese and wine hampers on arrival to the property.

#CheeseAndWineDay #CheeseAndWine

*(Only applicable for markets that can legally promote alcohol)*

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# LASAGNA DAY

29 JULY

## GLOBAL F&B MARKETING

- Create a reel featuring unconventional lasagna recipes. For example, Mexican green lasagna, gluten-free zucchini lasagna, butternut squash lasagna.
- Set up Instagram recipe stories on 'How to bake the perfect lasagna'.
- Host a poll on SM channels, prompting followers to select their preferred lasagna. Example, beef or chicken?

#LasagnaDay #Lasagna

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# CHEESECAKE DAY

30 JULY

## GLOBAL F&B MARKETING

- Complimentary cheesecake for guests celebrating special occasions at your restaurant or café.
- Create special PR package for influencers with an assortment of cheesecake flavors so that they can share it on their SM pages (flavors like pistachio, oreo, vanilla etc.).
- Invite influencers to have a bake off on cheesecakes so they can come up with their own creative cheesecakes.
- Set a cheesecake jar gift station for guests to create and share the experience with their little ones.

#CheesecakeDay #Cheesecake

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