

MAY · 2022



# NATIONAL SALAD MONTH (US)

MAY

## GLOBAL F&B MARKETING

- Curate a special menu including salads inspired by global cuisines
- Create a reel series featuring signature salad recipes
- Promote the benefits of salads and healthy eating on social media channels
- Host a Instagram live masterclass featuring your chef, to create seasonal salads with unconventional ingredients

#NationalSaladMonth #SaladMonth #Salad #HealthyEating

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# NATIONAL SALSA MONTH

MAY

## GLOBAL F&B MARKETING

- Create a reel series featuring a variety of salsa recipes
- Offer complimentary salsa and chips at your restaurant
- Collaborate with a foodie/chef influencer to create out-of-the-box salsa recipes and include it in the menu for a limited period
- Host a salsa feast offering a shareable platter including vegetables, tortilla chips, snacks and a variety of salsa

#NationalSalsaMonth #Salsa

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# NATIONAL BARBECUE MONTH

MAY

EMEA F&B MARKETING

- Create a limited-period menu offering barbecue dishes from different cuisines
- Host a special-themed barbecue brunch and offer a variety of barbecue dishes
- Host a weekly 'barbecue under the stars' al fresco dinner at your property
- Run a social media quiz on barbecue dishes and cultures around the world
- Offer different BBQ items from around the world in your international buffet (i.e: Korean BBQ, Australian BBQ, American BBQ, etc.)

#NationalBarbecueMonth #BarbecueMonth

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# NATIONAL STRAWBERRY MONTH

MAY

## EMEA F&B MARKETING

- Create a limited time menu offering desserts, drinks & savory dishes incorporating strawberry as the key ingredient
- Highlight the strawberry beverages and cocktails in your cafés/lounges, restaurant and bars
- Offer a platter of fresh strawberries with accompaniments in guest rooms as welcome amenities
- Host a strawberry themed afternoon tea offering a range of pastries, canapés and beverages incorporating strawberry
- Offer complimentary strawberry smoothie shots to the pool guests as a refreshment

#NationalStrawberryMonth #StrawberryMonth

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# EID-AL-FITR

2 MAY – 3 MAY

## EMEA F&B MARKETING

- Collaborate with renowned chefs to curate a fusion Middle Eastern Eid set menu
- Host a special Eid lunch buffet with seasonal décor and live entertainment to observe the occasion
- Collaborate with a local artist to design special packages for your café offering limited edition sweets for Eid
- Complimentary premium chocolates & dates for guests arriving at your property
- Create dates based drinks to celebrate Eid

#EidMubarak #EidAlFitr #Eid

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# ORANGE JUICE DAY (US)

4 MAY

## GLOBAL F&B MARKETING

- Offer free flowing orange juice to guests at your restaurant buffets and cafés
- Include an added value offer on mimosas at your bars
- Create content to educate your SM audience about the benefits of incorporating orange juice in your diet
- Offer immunity booster shots made with orange juice in your café & restaurant

#NationalOrangeJuiceDay #OrangeJuiceDay #OrangeJuice

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# CINCO DE MAYO

5 MAY

## GLOBAL F&B MARKETING

- Host a themed night at your restaurant to observe Mexico's cuisine, culture, and entertainment
- Host a Mexican cook-off with guests at your restaurant led by one of your Mexican Chefs
- Create a reel series leading up to Cinco De Mayo featuring your chef preparing the most-loved Mexican delicacies
- Introduce a range of Mexican drinks and highlight them in your restaurant/bar menu
- Create a social competition leading up to Cinco De Mayo to find out our audience's favourite Mexican dish and include the winning dish in your restaurant's menu for a limited period
- Host a Mexican drinks happy hour (i.e: Margaritas) to observe the occasion

#CincoDeMayo

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# INTERNATIONAL HUMMUS DAY

13 MAY

## GLOBAL F&B MARKETING

- Introduce a hummus platter in your menu including assorted hummus and a variety of accompaniments
- Create snappy reel video for SM featuring unconventional hummus recipes
- Run a SM quiz to test your followers' knowledge on hummus, its origin, and fun facts
- Complimentary hummus and bread for guests dining at your restaurant
- Incorporate an hummus bar in your restaurant buffet highlighting the nutritional benefits of hummus

#InternationalHummusDay #HummusDay #Hummus



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# WORLD COCKTAIL DAY

13 MAY

## GLOBAL F&B MARKETING

- Create a signature cocktail menu curated by your bartender
- Invite influencer to participate in a mixology masterclass
- Create a reel series and IG guide featuring your best cocktails
- Run a poll on Instagram wherein followers vote for their choice of cocktails and have your bartender host an online masterclass

#WorldCocktailDay #Cocktail

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# WORLD BAKING DAY

17 MAY

## GLOBAL F&B MARKETING

- Include a dedicated section for baked goods (breads, pastries, cakes etc.) at your restaurant's buffet
- Set up a live baking station wherein guests can watch the baking process as they dine at your restaurant
- Run a masterclass involving baking and decorating for parents and young guests
- Offer baked dishes from around the world in your restaurant buffets

#WorldBakingDay #Baking

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# WORLD WHISKEY DAY

21 MAY

## GLOBAL F&B MARKETING

- Collaborate with a renowned whiskey sommelier and host an educational tasting session at your bar
- Create whiskey infused pastries/sweets in your café/lounge
- Create special whiskey-infused cocktails and serve it at your pool bars and restaurants
- Share infographic content on Instagram educating followers on the types of whiskey, their origin, and additional facts

#WorldWhiskeyDay #WhiskeyDay #Whiskey

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# INTERNATIONAL TEA DAY

21 MAY

## GLOBAL F&B MARKETING

- Introduce several new teas from different parts of the world in your menu
- Host a tea tasting masterclass with a tea sommelier at your property and invite influencers to be part of it
- Surprise and delight complimentary sachets of special tea in guest rooms
- Offer free flowing tea at your restaurant or café
- Offer added values with every afternoon tea purchase

#InternationalTeaDay #TeaDay #Tea

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# NATIONAL WINE DAY (US)

25 MAY

## GLOBAL F&B MARKETING

- Collaborate with a renowned wine sommelier and host a tasting session including wines from around the world
- Run a SM poll to find out your audience's preferred wine
- Host a Rosé Brunch offering free flowing rosé wine
- Host a 'sip and paint' art workshop at your property wherein guests can indulge in a wine tasting and art experience
- Offer a complimentary glass of wine to guests celebrating specials days at your restaurant/property

#NationalWineDay #WineDay #Wine

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# NATIONAL HAMBURGER DAY (US)

28 MAY

## GLOBAL F&B MARKETING

- Create an Instagram guide featuring a selection of burgers from your restaurant menu
- Create a signature burger menu using uncommon meats and veggie options
- Include an added value offer upon burger orders for the day (i.e: free side dish for every burger ordered)
- Run a SM quiz themed around hamburgers and its variety to engage your audience

#NationalHamburgerDay #Hamburger #Burger