

October - 2023



BREAST CANCER AWARENESS MONTH

October

GLOBAL F&B MARKETING

- Have a pink themed afternoon tea experience in support of the cause.
- Curate a pink lunch/ dinner menu, with desserts, mocktails and beverages. Offer a percentage off the bill, with the proceeds going to charity.
- Offer a free fitness / yoga class (being physically active reduces risk of breast cancer)

#BreastCancerAwarenessMonth #Pinktober

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NATIONAL PIZZA MONTH

October

GLOBAL F&B MARKETING

- Run a social media recipe competition inviting users to create the next big hit! Have users submit recipes for topping combinations, etc. Winner gets their pizza named after them for the month on the menu.
- Run a pizza eating competition at the restaurant and crown the ultimate pizza fan. Winner can get free pizzas for a selected time.
- This or That stories – ask users to choose their favorite pizza toppings.
- Collaborate with a celebrity chef. Have them showcase their ultimate pizza baking recipe.

#PizzaMonth #NationalPizzaMonth #Pizza

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WORLD VEGETARIAN DAY

1 October 2023

GLOBAL F&B MARKETING

- Popular meat dishes made as vegan/vegetarian to encourage plant-based meat alternatives.
- Curate a vegetarian set menu at restaurants.
- Social Media- Giveaway: Have followers post a picture of their favorite vegetarian dishes

#VegetarianDay #Worldvegetarianday #Vegetarian

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INTERNATIONAL COFFEE DAY

1 October 2023

GLOBAL F&B MARKETING

- Coffee Tasting Events: Organize a coffee tasting event at the hotel or restaurant where customers can sample different types of coffee from around the world.
- Create a special coffee menu during high tea that showcases different coffee drinks from around the world. Include drinks like Turkish coffee, Vietnamese coffee, or Ethiopian coffee, and feature a short description of each drink's unique flavor profile.
- Educational stories: Show the origins of coffee through an Instagram story series.
- Quiz stories: With only an image being shown, have users tap and guess the country origin of each specific coffee.
- Host coffee-making workshops where customers can learn about different brewing techniques and the history of coffee.

#InternationalCoffeeDay #CoffeeDay #Coffee

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NATIONAL VODKA DAY

4 October

GLOBAL F&B MARKETING

- Offer an exclusive range of vodka-based cocktails at the bar for a limited period.
- Run a Vodka mixology class with an experienced bartender. Customers can create their very own vodka-based drink.
- Feature vodka cocktail recipes through Instagram reels.

#NationalVodkaDay #Vodka #VodkaDay

(Only applicable for markets that can legally promote alcohol)

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NATIONAL TACO DAY

4 October

GLOBAL F&B MARKETING

- Incorporate mini taco appetizers to the Kids meal.
- Invite a chef to demonstrate the process of making a taco where guests can have a hands-on experience and choose their own fillings and toppings.
- Curate a special taco menu featuring unique and exciting taco combinations that showcase different flavor profiles.
- Organize a taco crawl that takes guests on a tour of the best taco spots in the city. Share photos and videos of the experience on social media and create a fun and engaging way to celebrate Taco Day.

#NationalTacoDay #Taco #TacoDay

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NATIONAL NOODLE DAY

6 October

GLOBAL F&B MARKETING

- Curate a special noodle day menu which features 5 different types of noodles. Example: Pad Thai, ramen, pho, etc.
- Have a noodle bar where customers can try unlimited noodle varieties at a live cooking station.
- Include a 1 for 1 noodle bowl offer at the restaurant.

#NationalNoodleDay #Noodle #NoodleDay

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NATIONAL FRAPPE DAY

7 October

GLOBAL F&B MARKETING

- On ground competition – asks guests a question with the prize being a frappe on the house.
- Pose with one of our delicious frappes and tag the property to be featured on their stories.
- Create reels of barista making exclusive frappes.
- Run a 'this or that' story series with different frappe flavors and toppings.

#NationalfrappeDay #Frappe #FrappeDay

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NATIONAL DESSERT DAY

14 October

- Have a unique chef's special dessert menu for the day.
- Throw an event for parents and their kids to create their own unique desserts.
- Create an afternoon tea experience with a special dessert menu.
- Showcase desserts from around the world through Instagram stories while having the audience guess where each dessert is from.
- Have an unlimited dessert bar during dinner.

#DessertDay #Dessert #NationalDessertDay

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NATIONAL CHOCOLATE CUPCAKE DAY

18 October

- Social Media – Stories about the origin of why a cupcake is called a “Cupcake”.
- Junior masterclass for kids allowing them to decorate chocolate cupcakes with their parents
- Share baking recipes of various properties infamous chocolate cupcakes.
- Offer a free chocolate cupcake at cafes

#ChocolateCupcake #Cupcake #Chocolate

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INTERNATIONAL CHEF DAY

20 October

- Create a reel highlighting a day in the life of a chef.
- Reel of chefs working behind the scenes in the kitchen.
- Instagram live: Have a Chef go live while cooking a dish they are known for and answering the audience's questions
- Interview a celebrity chef – ask them questions about their day-to-day work, do's and don'ts in the kitchen, funny mishaps, favorite dishes and preferred cooking style.
- Create an appreciation video of chefs across Marriott Bonvoy properties around the world.

#InternationalChefDay #Chef #ChefDay

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WORLD PASTA DAY

October 25th

- Make a fully curated pasta menu featuring different types of pasta dishes.
- Masterclass to create 3 types of pastas from scratch to plating.
- Social Media: Have a 'this or that' series featuring types of pasta that would go best with a particular pasta sauce.
- Have a chef at the restaurant create the pasta dish at the side of the guest table.

#WorldPastaDay #Pasta

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PUMPKIN DAY

October 26th

- Serve pumpkin spice lattes at cafes.
- Create a simple latte art of a pumpkin in drinks.
- Introduce a 3-course set menu with pumpkin featured as the key ingredient in every dish.
- An engaging pumpkin carving session for friends and family to participate.

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HALLOWEEN

October 31st

- Host a 'Halloween themed brunch' with unlimited spooky themed treats and drinks.
- Serve Halloween themed mocktails/ cocktails for the day, example: bloody mary, poison ivy etc
- Give out trick-or-treat candies at the hotel lobby
- Staff can dress up in costumes and arrange for mini jump scares at venues.
- Have a Halloween themed movie night running in the lounge for the day.
- Host a Halloween costume contest with the best dressed at the venue winning a free voucher.