

DECEMBER · 2023



NATIONAL PEAR MONTH

MONTH OF DECEMBER

EMEA F&B MARKETING

- Serve a plate of artistically carved pear fruit as a complimentary dish during breakfast.
- Have a pear-based 'dish of the day' throughout the month which can be announced on Instagram Stories every morning.
- Share quick pear-based recipes while highlighting the fruit's health benefits.

#PearMonth #NationalPearMonth

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NATIONAL GAZPACHO DAY

6 DECEMBER

GLOBAL F&B MARKETING

- Share a gazpacho recipe online and ask followers to tag the restaurant on stories with their results.
- Offer complimentary snacks such as garlic and herb bread, that can be paired with Gazpacho.
- Make gazpacho the soup of the day and encourage diners to try it out.
- Social media – create educational Instagram stories, involving the origins and history of gazpacho soup. Ex: How and when it was first made.

#GazpachoDay #NationalGazpachoDay



NATIONAL COTTON CANDY DAY

7 DECEMBER

GLOBAL F&B MARKETING

- A curated dessert menu that features cotton candy as a topping or part of the recipe.
- Serve creatively shaped cotton candy, made live for guests and children to experience.
- Creating a candy floss cocktail to be served at bars.
- Have a cotton candy cart in the lobby of hotels, offering free cotton candy sticks to guests.

#CottonCandyDay #NationalCottonCandyDay



NATIONAL BROWNIE DAY

8 DECEMBER

GLOBAL F&B MARKETING

- Instagram stories featuring dos and don'ts while baking brownies.
- Have a brownie decorating competition for kids.
- Include mini brownie squares to be given out at cafes, restaurants, with customers' coffees.

#NationalBrowniesDay #Brownies #BrownieDay



NATIONAL PASTRY DAY

9 DECEMBER

GLOBAL F&B MARKETING

- Invite guests for a unique Afternoon Tea experience with a selection of pastries.
- Have a tasting experience package. Curate an array of pastries and allow guests to go on a culinary journey with pastries from around the world.
- Social Media: Series of posts/stories created asking the audience to guess the origin of a pastry based on a picture.
- Create an Instagram guide highlighting pastries from our outlets around the world.

#NationalPastryDay #PastryDay #Pastries



GINGERBREAD HOUSE DAY

12 DECEMBER

GLOBAL F&B MARKETING

- Host a family event and invite guests to make Gingerbread houses at the venue.
- Social Media: Have followers vote for the best gingerbread made from the event.
- Start a #ShowUsYourGingerBread campaign to encourage followers to share pictures of their gingerbreads that will be reshared on our stories.

#GingerbreadHouseDay #GingerbreadHouse



NATIONAL COCOA DAY

13 DECEMBER

EMEA F&B MARKETING

- Reels: Share a simple recipe for followers to try at home and share on stories with a branded hashtag.
- Venues can offer complimentary hot cocoa to guests staying at hotels, in the common lounge/lobby area to keep in line with the winter theme.
- Cafes can add foam art on the hot cocoa while be options for customers to choose from.
- Social Media: Tips and Tricks to make the perfect hot cocoa.

#NationalCocoaDay #Cocoa



INTERNATIONAL TEA DAY

15 DECEMBER

GLOBAL F&B MARKETING

- Curate a family special afternoon tea experience with desserts and small bites.
- Educational Instagram Stories: Highlight teas from different parts of the world.
- Hold a “Here’s the Tea” workshop where people can experience and taste different kinds of tea/tea leaves and how they are brewed.
- Social Media- Share a picture of you and your favorite tea and stand a chance to win a tea package that includes a variety of premium tea bags, sugars, teaspoons, jams and honey.

#InternationalTeaDay #Tea



NATIONAL CUPCAKE DAY

15 DECEMBER

GLOBAL F&B MARKETING

- Host a cupcake decoration competition.
- Social Media: Feature different pastry chefs and create a reel by asking them what their secret ingredient is/what is their go to cupcake flavor and frosting combination.
- Instagram Stories – Did you know- Origin story of cupcake. Polls- Vanilla Vs Chocolate. Question poll- What's your go to cupcake flavor?

#NationalCupcakeDay #CupcakeDay



NATIONAL SANGRIA DAY

20 DECEMBER

GLOBAL F&B MARKETING

- Offer a Christmas themed range of sangria cocktails.
- Host a Masterclass with exclusive Sangria cocktail recipes for couples.
- Include Instagram Quiz stories - guess the ingredients in the cocktail.
- Offer a free flow of sangria cocktails for a limited time at bars.

#NationalSangriaDay #SangriaDay

(Only applicable for markets that can legally promote alcohol)

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CHRISTMAS

25 DECEMBER (can be combined with DECEMBER 24 - NATIONAL EGGNOG DAY)

GLOBAL F&B MARKETING

- Create a Winter Wonderland space for parents and children.
- Create a limited-edition Christmas menu or themed brunch, serving traditional Christmas food from different parts of the world.
- Create a recipe reel on making the perfect eggnog to get in the holiday spirit.
- Staff can be dressed as Santa and his elves with area for photo clicking.
- Share free candy canes at the hotel lobby.
- Highlight different Christmas day traditions and dishes from countries around the world through Instagram stories.

#MerryChristmas #Christmas

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NATIONAL CHOCOLATE CANDY DAY

28 DECEMBER

GLOBAL F&B MARKETING

- Host a workshop that teaches guests how to make hand-made chocolates. They can personalize the packaging and chocolates as they wish.
- Organize a “What’s In It?” tasting event. Invite influencers to do a blind taste to guess the filling. The event wrap up can be a reel for social media.
- Share a December advent calendar as a PR package to influencers with 28th December revealing a chocolate candy in celebration of the day.

#NationalChocolateCandyDay #ChocolateCandyDay

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NATIONAL BACON DAY

30 DECEMBER

GLOBAL F&B MARKETING

- Curate an unconventional, unique dish with bacon as the key ingredient.
- Highlight a dish with bacon that is popular in a particular country. For example: Boiled bacon and cabbage from Ireland, bacon ice-cream from England, etc.
- Incorporate a specialty bacon section at breakfast buffets at hotel venues.
- Create a This or That poll series for users to select how they would eat their bacon. Example: Wrapped around sausages (pigs in a blanket) vs an egg and bacon breakfast burger.

#NationalBaconDay #BaconDay

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NEW YEAR'S EVE

31 DECEMBER (can be combined with DECEMBER 31 - NATIONAL CHAMPAGNE DAY)

GLOBAL F&B MARKETING

- Social Media: Venues with terrace/rooftop seating can highlight any ongoing, iconic fireworks that will be visible to the guests.
- Champagne packages to ring in the new year with a toast paired with dining offers.
- Have guests write their new year's resolutions on a dissolvable piece of paper and throw it into a large bowl which can be set up at the venue.
- Create a 2023 wrap up reel of all the highlights from the year.

#NewYearsEve #NewYear2024
