



Competitive Analysis

February 2024

February Industry Highlights

Consumers Want Traditional Hospitality Aided By Faster, Usable Technology

The National Restaurant Association released its annual 2024 State of the Industry report, and unsurprisingly, technology is one of the top concerns both for consumers and operators. The report shows that consumers want old-fashioned service aided by technology, not replaced by it. Consumers aren't exactly looking for kiosks and robots at their full-service dining locations: More than one-quarter of respondents are looking for tech that makes ordering easier and faster, while 30% look toward tech to facilitate payment easier (likely to eliminate flagging down a server at the end of a meal). Despite the fact that consumers admitted that technology would enhance their experience, the majority (64%) of consumers still prefer traditional service experiences rather than high-tech experiences at sit-down restaurants.

How Is Off-Premise Diner Demand Evolving? Here's What The Data Shows

Off-premise traffic—including drive-thru, takeout and delivery service—remains a major business driver for restaurants as diners prioritize convenience, according to three recent industry reports. Nearly half of restaurants said off-premise business made up a higher percentage of business last year compared to 2019, according to the National Restaurant Association. Online ordering platforms continue to be a key part of operators' strategies despite ongoing concerns over the cost of third-party commission fees, and 95% of operators said they are using at least one online platform. Uber Eats was the top platform, with 68% of operators reporting they partner with the delivery aggregator, while 36% said they were using a direct ordering platform. On average, operators use three online ordering solutions.

U.S. Restaurant Industry Expected To Pass \$1 Trillion For The First Time

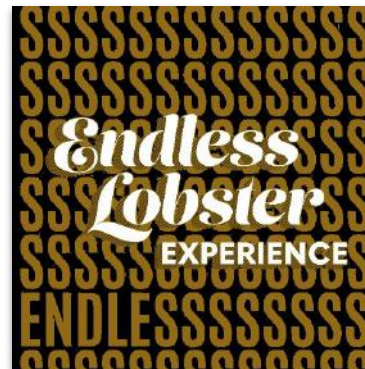
The National Restaurant Association expects sales to exceed \$1.1 trillion in 2024. Should this forecast play out, it will mark the first time sales from the nation's second-largest private industry will tip into the trillions. Last year, the foodservice industry forecast was \$997 billion, while the pre-pandemic forecast from 2019 was about \$863 billion, illustrating a staggering growth trajectory throughout the past four years despite a global black swan event. Of course, much of these sales have been driven largely by pricing; menu prices peaked at an 8.8% year-over-year increase in March 2023, but have since started to cool a bit and were 5.2% higher in December. Still, demand for restaurants has also proven to be quite high, particularly among younger consumers. Fifty-two percent—including 67% of millennials and 63% of Gen Z adults—say ordering takeout from a restaurant is an “essential part of their lifestyle,” meaning pricing isn't the only driver here.

February Competitor Synopsis

Rainy Day Deals | Amidst a flood watch and heavy downpours in early to mid-February, competitors offered enticing rainy day promotions. Rubio's enticed customers with a \$5 discount on orders totaling \$25 or more, along with a \$0 delivery fee. Pacific Catch offered an \$8 discount on every bowl ordered through their app or website. Meanwhile, Lucille's Barbeque offered \$10 off dine-in or takeout orders of \$30 or more. These rainy day deals provided some light to the dreary weather and enticed guests to order to go or delivery.

Red Lobster's Endless Lobster Experience | Following the launch of Applebee's popular Date Night Pass last month, Red Lobster launched their first-ever Endless Lobster Experience. On February 20th, U.S. residents had the chance to claim their endless lobster. This exclusive opportunity entitled each winning guest to one complimentary two-hour seating to enjoy lobster, served endlessly, with two sides and warm Cheddar Bay Biscuits® at the Red Lobster of their choosing nationwide. Red Lobster made this a limited experience by only offering 150 spots. Understandably, the announcement of this limited availability triggered a flurry of emotions on social media, with many expressing disappointment and frustration at the lightning-fast sell-out.

Sweetgreen Ambassador Program | Sweetgreen unveiled the pilot phase of their ambassador program, launching a new era of community engagement and brand advocacy. Ambassadors can earn merch, recurring credit to enjoy Sweetgreen, and the opportunity to attend exclusive events to connect with their growing community. Participation is currently limited to residents of Austin, San Antonio, Minneapolis, St. Paul, and Edina. Nevertheless, Sweetgreen encourages creators outside these areas to apply for possible partnerships in the future. This launch not only lays the groundwork for heightened brand visibility but also provides a large selection of user-generated content.



Notable Value Deals

- **Applebee's** | 2 for \$26 - Two entrées & 1 appetizer, All-You-Can-Eat for \$14.99.
- **Chili's** | 3 For Me - Get a drink, appetizer & entrée starting at \$10.99.
- **CPK** | Lunch Duos - Served every day from 11AM-4PM. Starting at \$8.99.
- **Denny's** | All Day Diner Deals Menu - 10 Meals starting at \$5.99.
- **iHop** | 2x2x2 for only \$5, \$7 Rooty Tooty Fresh 'N Fruity Pancake Combo, Daily specials with entrées starting at \$6 beginning at 3PM.
- **Lucille's** | Ribs & Beer Monday - ½ Rack of Baby Back Ribs, 2 Sides and One Draft Beer Pint for \$19.99.
- **Maggiano's** | Join Maggiano's E-Club and get \$10 off your next visit.
- **Rubio's** | 5 Under \$10 Menu Items.
- **TGI Fridays** | 10 for \$10 Lunch Entrées, \$4 Cocktails All Day, Every Day.

February Holidays & Events

- Groundhog Day (2/2)
- National Fettuccine Alfredo Day (2/7)
- National Pizza Day (2/9)
- Super Bowl Sunday (2/11)
- Mardi Gras (2/13)
- Galentine's Day (2/13)
- Valentine's Day (2/14)
- Lent Begins (2/14)
- Presidents' Day (2/19)
- National Margarita Day (2/22)
- National Protein Day (2/27)
- National Pancake Day (2/28)

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Applebee's

eClub/Loyalty

- Loyalty Sign-Up Offer
Free Appetizer.

LTO

- All You Can Eat for \$14.99
Choose from boneless wings, Applebee's riblets, double crunch shrimp and endless classic fries.

Offers/Promotions

- Ongoing | 2 for \$26
Two entrées & 1 appetizer.

Additional Messages

- Applebee's Date Night Pass
Released another 1,000 passes. A guest and one other person can enjoy up to \$30 of food and non-alcoholic beverages every week of the year (52 times) in restaurant or to-go from 2/1/24 - 1/31/25.



eClub/Loyalty

- BJ's Premier Rewards Plus Member
Free Pizookie upon sign up.

LTO

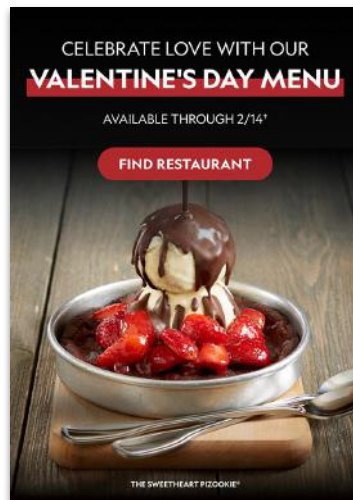
- Valentine's Day Menu
Surf & Turf Stack, Crispy Calamari, Strawberry Rose Lemon Drop, Mango Strawberry Mimosa, and The Sweetheart Pizookie. Available through 2/14.
- Valentine's Gift Card Promo
Give a \$50 eGift Card, Get a \$10 Bonus Card. Available through 2/14.
- Game Day Meal Deals
Wings Feast for \$49 or get two for \$87. Available on 2/11 only. PROMO CODE: BIGGAME.

Offers/Promotions

- \$2.29 Leap Day Pizookies
Any Pizookie for only \$2.29.
- Ongoing | Happy Hour
\$4 select BJ's Handcrafted Beer, \$3 Chips & Dips, \$5 Dark Horse Wines, \$6 select appetizers, & 1/2 Off Mini Deep Dish Pizzas. Mon-Fri 3-7PM; Sun-Thurs 9PM-Close.
- Ongoing Traffic Drivers | Day Parts
Half-Off Large Pizza & \$6 Brewhouse Margarita Every Monday, \$4 Pizookies & Half Off Wine Every Tuesday, \$11 Loaded Burgers & \$5 Signature Beers Every Wednesday, \$19 Slow-Roasted Entrée with Dessert & \$6 Call Drinks Every Thursday, Prime Rib Special Every Friday-Sunday.
- Ongoing Traffic Drivers | Every Day
Half-off Large Pizzas, \$6 Take-Home Entrées, Family Meals Starting at \$45.
- Ongoing | Beer Club
\$30 every two months for exclusive takeout and dine-in perks. Available for \$11 Lunch Specials.
- Ongoing | \$13 Lunch Specials
10 items for \$13; Monday-Friday 11AM-3PM.

Additional Messages

- N/A



Cheesecake Factory

eClub/Loyalty

- Cheesecake Rewards
Earn complimentary slices of cheesecake, surprise and delight rewards, and access to reservations.
- Loyalty | Members Only Offer
Buy a \$50 Gift Card online, get a \$10 Dining Credit. Dining credit valid 2/21 - 3/31 for dine-in only.

LTO

- N/A

Offers/Promotions

- N/A

Additional Messages

- N/A.



Chili's

eClub/Loyalty

- My Chili's Rewards Sign-Up Offer
FREE Chips & Salsa or a Non-Alcoholic Beverage.

LTO

- N/A

Offers/Promotions

- Traffic Driver | \$6 StrawEddy Marg
Blend of Lunazul® Blanco Tequila, Deep Eddy® Lemon Vodka, fresh sour and strawberry puree.
- Ongoing | 3 for Me Value Menu for \$10.99
Beverage, Appetizer and Entrée starting at \$10.99.
- Ongoing | Lunch Specials
Starting at \$10. Salad or soup and an entrée. Available Mon-Fri, 11AM-4PM.

Additional Messages

- Social Collab with Daytona Driver Corey LaJoie
Scan one of the codes on Corey's #CatchaRita car at Daytona weekend for the chance to win a \$10 gift card or VIP race experiences.
- Social Giveaway
Encouraged guests to get spicy this Valentine's Day by texting someone "Want to get 🌶️ tonight?" Post the results on X and tag @chilis using #chilisgetsspicy, for the chance to win a \$25 gift card.



Chipotle

eClub/Loyalty

- Chipotle Rewards
10 points for every \$1 spent in restaurant, online or on the app. Free Guac upon sign up.

LTO

- N/A

Offers/Promotions

- Free Queso 2/5 - 2/11
Free side of Queso Blanco with code QUESO24. Entrée purchase required.

Additional Messages

- N/A



California Pizza Kitchen

eClub/Loyalty

- CPK Rewards
FREE Small Plate when you register, free dessert for your birthday, earn 1 point for every \$1 you spend (including catering orders), 75 points = \$5 reward, and special offers throughout the year.*

LTO

- Valentine's Sweet Deal for Two
Includes one appetizer, two entrées, and one dessert. Choose from The Classic for \$50 or Adventure Package for \$60. Available 2/9 - 2/14.

Offers/Promotions

- Ongoing | Family Packages
2 for \$35 & 4 for \$55.
- Ongoing | \$8 Take And Bake Pizzas
Buy a Take & Bake Pizza and get a Coke, Diet Coke or Sprite Fountain Drink for \$1. Available with a dine-in entrée.
- Ongoing | Lunch Duos
Served every day, 11AM-4PM. Starting at \$8.99.

Additional Messages.

- Super Bowl
Pushed catering with their Specialty Packages. Offering a variety of pizza, pasta and salads and serves up to 12 people.



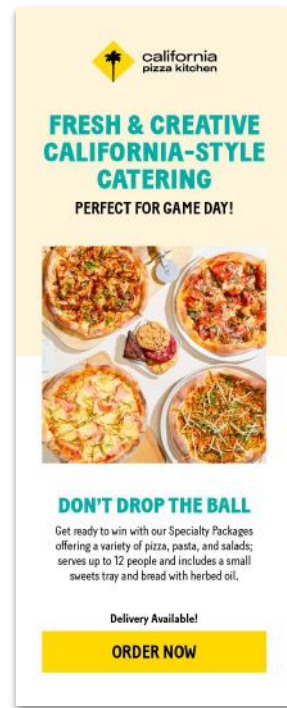
Valentine's
SWEET DEAL
— FOR TWO —

DINE-IN WITH US
FEBRUARY 9-14, 2024
TO ENJOY OUR SWEET DEAL FOR TWO
ONE APPETIZER, TWO ENTRÉES + ONE DESSERT



CHOOSE FROM THE CLASSIC \$50
OR ADVENTURE \$60 PACKAGE

FIND YOUR CPK



california
pizza kitchen

**FRESH & CREATIVE
CALIFORNIA-STYLE
CATERING**

PERFECT FOR GAME DAY!



DON'T DROP THE BALL

Get ready to win with our Specialty Packages offering a variety of pizza, pasta, and salads; serves up to 12 people and includes a small sweets tray and bread with herbed oil.

Delivery Available!

ORDER NOW

Denny's

eClub/Loyalty

- 20% Off New App Members

Valid dine-in or online. Minimum \$8 purchase required, taxes and gratuity not included. Maximum \$10 discount. Offer excludes Everyday Value Slam® and Original Grand Slam®. Additional restrictions may apply. Offer valid until 2/29/24.

LTO

- N/A

Offers/Promotions

- National Pancake Day

Receive 2 free pancakes with purchase of an entrée from 5AM to 5PM on 2/13.

- Ongoing | Diner Drip

Bucket hat, patch set, diner mug, socks, rolling pin, etc.

- Ongoing | All Day Diner Deals Menu

10 Meals starting at \$5.99. Available in-restaurant and online.

- Ongoing | Tuesday Kids Eat Free

Free, every Tuesday from 4 pm to 10 pm. Offer valid for dine-in only with adult entrée of \$6 or more.

Additional Messages

- Free Pop-Up Wedding Chapel at Denny's Las Vegas

This Valentine's Day couples can say 'I do' for free from 9AM to 5PM. Reserve your spot by calling (702)-471-0056. Spaces limited.



eClub/Loyalty

- **NEW | Fire Club App**
\$10 off on food, earn \$5 for every \$100 you spend, free personal pizza on your birthday, \$3.99 flat delivery fee through the app, earn points and redeem rewards for all app delivery & pickup orders.

LTO

- **Traffic Driver | Pizza of the Month - Ben's Big Island**
Ben Stenberg, a team member, recently passed and was developing this pizza before he passed and hoped it would be featured as a Pizza of the Month. Features Sweet Baby Ray's BBQ base, topped with Galbani mozzarella & provolone, cheddar, Canadian bacon, pork carnitas and Dole pineapple tidbits. Finished with fresh jalapeños and a drizzle of chipotle ranch.

Offers/Promotions

- **Ongoing | Dine-In Day Parts**
Kids Eat Free Monday, Mon-Thurs Friends & Family Deal, Top-Shelf Tuesday, Wine Wednesday, F-B.O.M.B. Thursday, Salute Sunday.
- **Ongoing | Take-Out Lunch Special**
11AM-3PM daily. Free Starter Salad with any Personal Pizza. Lunch for Two \$29.99. \$49.99 and \$69.99 Family Meal Deals.
- **New Daypart | Thrill Thursday**
Get 25% off any size Pizza of the Month when you dine-in on Thursdays.

Additional Messages

- N/A



First Watch

eClub/Loyalty

- N/A

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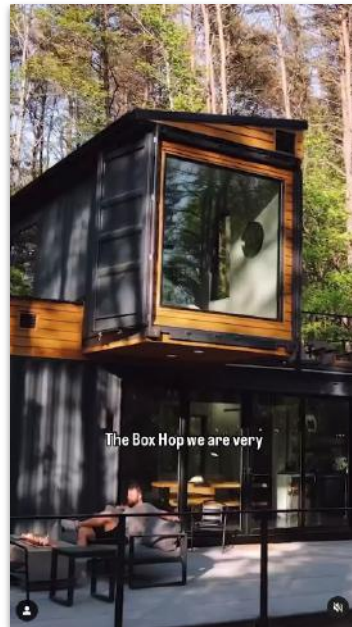
- New | Brooklyn Breakfast Sandwich
Loaded with shaved pastrami, melty Gruyère cheese, an over-easy cage-free egg, house-pickled red onions, arugula, mayo and Dijon mustard on a griddled everything-seasoned brioche bun.
- New | Mango Passion Palmer

Offers/Promotions

- Ongoing | 2 for You
½ Sandwich, ½ Salad or a cup of soup.

Additional Messages

- Social | Giveaway with The Box Hop
Win a two-night stay at The Ellwood Box Hop for you and 3 friends.
- Social | Giveaway “Everything but the Sandwich”
Win an “everything but the sandwich” PR box with merch and a First Watch gift card.



Fleming's

eClub/Loyalty

- Loyalty Sign-Up Offer
\$10 reward on next dining visit.

LTO

- Valentine's Day Menu
3-Course Prime Surf & Turf for Two. Includes a 28 oz USDA Prime New York Strip along with a 6 oz Filet Mignon and two Crab-Stuffed Lobster Tails. \$245 for two. Available February 8th-19th.

Offers/Promotions

- Now Open for Lunch
Monday-Friday starting at 11AM.
- Ongoing | Social Hour
Sunday-Thursday 4PM-6PM with shareable bar bites and \$9 hand-crafted cocktails.
- Ongoing | Sunday Surf & Turf
Filet Mignon & North Atlantic Lobster Tail with their new Sunday 3-course meal for \$80 per guest.
- Ongoing | A Taste for Twosday
Tuesday 3-course dinner for two. Choose from 32oz Prime Tomahawk or the Chef's Reserve.

Additional Messages

- Celebrating 25 Years
Brought back their Newport Filet in honor of their first restaurant in Newport Beach. This entrée features a tender 6oz filet mignon and Fleming's potatoes for \$49 per guest.
- Super Bowl
Pushed catering. Offered \$50 off catering orders of \$250+.



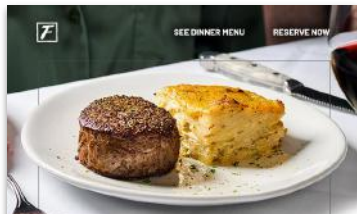
SEE DINNER MENU RESERVE NOW

Reserve A Swoon-Worthy Valentine's Day

Prepare to impress and be impressed with decadent entrée options on our **3-Course Valentine's Day Menu**, including **Filet Mignon with Crab-Stuffed Shrimp**, Chilean Sea Bass and Prime Surf & Turf for Two.

Reservations for Wednesday, February 14 are limited so plan ahead and reserve now.
Menu available February 8 - 19.

SEE MENU RESERVE YOUR TABLE



SEE DINNER MENU RESERVE NOW

A Thank You For 25 Years & Counting

To celebrate the opening of our first restaurant in Newport Beach, CA and to thank you as a Dine Rewards member, we are bringing back an original menu favorite - Our Newport Filet. This nostalgic entrée features two favorites on one plate, a tender 6 oz Filet Mignon paired with our signature Fleming's Potatoes for \$49 per Guest.*

Newport Filet Available Tuesday, February 20 - Monday, February 28.* Mention this email to your server with your Dine Rewards phone number to order.

RESERVE YOUR NEWPORT FILET

eClub/Loyalty

- N/A

LTO

- NEW | Meaty Cheesy 'N Crispy Mega Omelette
Includes diced ham, smoked sausage, hash browns, 4-cheese blend, white cheese sauce, green peppers, onions, and topped with crispy hash brown shreds.
- Pancake of the Month - Chocolate Strawberry
- Ongoing | Rooty Tooty Fresh 'N Fruity Pancake Combo - \$7
2 fluffy fruit-topped pancakes with 3 eggs your way and 2 strips of bacon or 2 sausage links for \$7.

Offers/Promotions

- National Pancake Day
Free short stack when you dine in on 2/13.
- iHOPPY Hour | Starting at 3PM
Daily specials with entrées starting at \$6.
- Gift Card | Buy a \$50 Gift Card, Get a \$15 Bonus Card
- Ongoing | All-You-Can-Eat Pancakes for \$5.99
- Ongoing | Kids Eat Free
One Free Kids entrée with each full-priced adult entrée everyday from 4-10PM.
- Ongoing | 2x2x2 for only \$5
2 pancakes, 2 eggs, and 2 strips of bacon for \$5. Dine-in only.
- Ongoing | Family Feasts To-Go
iHOP 'N Go only. Choose from 2 feasts, both \$39.99.

Additional Messages

- N/A



Buy a \$50 gift card and
get a \$15 bonus card

Lazy Dog

eClub/Loyalty

- Ongoing | Free Delivery
On orders over \$25 only through their website.
- Ongoing | Family Meals Starting at \$5 per person
Messaging has changed from starting at \$25.
- Ongoing | Happy Hour
Mon-Fri 3PM-6PM and Sun-Thurs 9PM-close.

LTO

- \$5 Small Plates
Available for a limited time. Enjoy Crispy Deviled Eggs, Bacon Candy and more.

Offers/Promotions

- Free Build Your Own Ice Cream Sundae
For kids who dine in and order a kid's meal, they can enjoy an ice cream sundae for free with code SweetTreat.
- 20% Off Lazy Dog Beer Club Membership
With code VDAY24.
- Jolene's Wings & Beer - Free Fries (Through 2/11)
Order any 8 or 10 piece wings and get a side of fries for free with code TOUCHDOWN at checkout.

Additional Messages

- Email | Promoted 6 Dishes Under 600 Cals
Chicken Lettuce Wraps, Chicken Tortilla Soup, Sesame-Crusted Ahi Tuna, Thai Chicken Salad, Brussel Sprouts, and Togarashi Edamame Beans.



Lucille's Barbeque

eClub/Loyalty

- Ongoing | Rewards Program
Receive a \$10 off \$30 coupon after sign up.

LTO

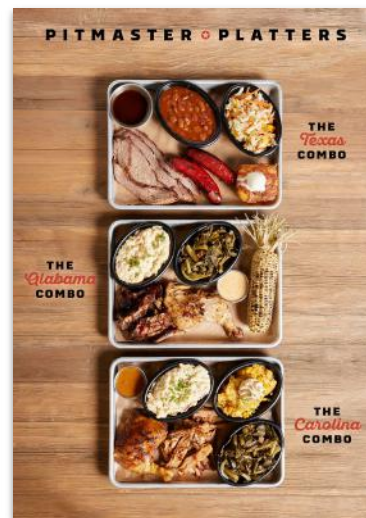
- Pitmaster's BBQ Tour Platters
Combos include two slow-smoked bar-b-que meat selections and three sides, freshly baked biscuits and apple butter. Starting at \$27.99.

Offers/Promotions

- President's Day Weekend | \$20 Off Online Orders
\$20 off an online purchase of \$100+. Available through 2/19.
- Rainy Day Offer | \$10 Off of order \$30+
Valid February 4th-7th for dine in or takeout.
- Leap Day | Buy One, Take One
Dine in on February 29th and purchase a Full Rack of Baby Back Ribs entrée and get a free Half Rack of Baby Back Ribs a la carte to take home and enjoy later.
- Ongoing | Ribs & Beer Monday - Dine In Only
½ Rack of Baby Back Ribs, 2 Sides and One draft beer pint for \$19.99.
- Ongoing | Happy Hour
\$2 off draft beer pints, half off all bottles of wine, select wine at special prices, \$2 off all other glasses of wine, food specials. Monday-Friday 3-7PM and Every Day 9PM - Close.

Additional Messages

- N/A



Maggiano's Little Italy

eClub/Loyalty

- Ongoing | Join E-Club and Get \$10

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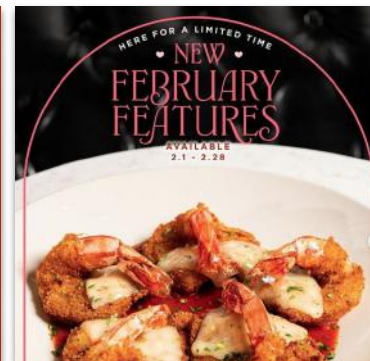
- NEW | February Features
Enjoy chef-curated dishes like our Shrimp Parmesan, Salmon Oscar or Bone-In Veal Parmesan entrées, Chocolate Hazelnut Cheesecake, and a refreshing Rosa Spritz for a limited time through February 28th.
- NEW | \$38 Pasta Pair Carryout Bundle
Here for a limited time only, the Pasta Pair Carryout meal lets you choose two side salads and two pastas to create the perfect pairing for ONLY \$38. Available for carryout only Monday - Friday, 2/19-2/23 and 2/26-3/1.
- Valentine's Day Menu | That's Amore Menu for Two
Choose one stater or two side salads, two entrées, two desserts and end with 3 chocolate covered strawberries.

Offers/Promotions

- Ongoing | Happy Hour Mon - Fri from 3PM - 6PM

Additional Messages

- N/A



Mendocino Farms

eClub/Loyalty

- Mendo Herd Sign Up | Complimentary Medium Deli Side
- Loyalty | Limited-Time Philly Shroomsteak for only \$8

LTO

- NEW | Sockeye Salmon Roll
Featuring Bristol Bay Wild Sockeye salmon with Cosmic Crisp apple-lime slaw, creamy avocado, a burst of fresh mint and dill, smoky chipotle aioli, all within a griddled butter brioche roll. \$1 from each Sockeye Salmon Roll sold goes to @midsoundfisheries. Only available at Seattle locations.
- NEW | Philly Shroomsteak
Plant-based meat made from shiitake mushrooms. Loaded with roasted red peppers & sweet onions, choice of hot or mild giardiniera, plant-based American cheese, green peppercorn aioli on a toasted sesame roll.

Offers/Promotions

- Big Game Catering - 25% off
Score 25% off catering orders of \$150+. Offer valid 2/11 only with \$150 catering order. Use code TOUCHDOWN at checkout.
- Houston Rodeo Meal Deal
\$25 meal deal exclusive at Houston locations including 2 "Not So Fried" Chicken Sandwiches, 2 Gourmet Deli Sides, 2 Housemade Beverages, and 2 Rodeo Buttons. Valid February 23rd through March 8th.

Additional Messages

- San Diego Museum Month
Throughout February, show your San Diego museum pass and enjoy a complimentary medium deli side with the purchase of an entrée. Offer valid at our San Diego locations in-restaurant only through 2/29.
- Giveaway | @tomdouglasco
In honor of the limited-time Sockeye Salmon Roll in partnership with @tomdouglasco, one lucky winner will receive \$100 Mendo eGift card plus a \$100 eGift card to enjoy one of the award winning Tom Douglas & Co restaurants in Seattle.



Moe's Southwest Grill

eClub/Loyalty

- Ongoing | Moe Rewards
Sign up and receive a free cup of Moe's Famous queso.
- Loyalty | Free Spicy Red Taco
Sign up and receive a free spicy red taco with any purchase, while supplies last. Offer available 2/1/24 - 2/14/24 at participating locations.
- Loyalty | Limited Time Deals
Offers include 25% off when you order a drink, 50% off when you order a drink, \$1 off an entrée of your choice, and order 1 entrée and get a 2nd entrée for 25% off.

LTO

- NEW | Blazin' Birria Taco
Shredded beef dish slow cooked in select combo of chiles and garlic. Available to order in a burrito, bowl or any other Moe's entrées.

Offers/Promotions

- Valentine's Day Gift Card Offer
Buy \$30 in gift cards, get \$10 in free rewards.
- Moe's Meal Kits 20%
Score big with 20% off a Meal Kit on 2/11. Feeds 4-6 people. Choice of Taco Kot, Nacho Kit or Fajita Kit.
- Ongoing | Moe's at Home
Pre-packaged, frozen meals at local grocers.
- Ongoing | Moe Mondays
Get a burrito or bowl, chips & salsa, and a drink for \$8.99. Available in the My Rewards section of the app.
- Ongoing | Free Chips and Salsa
With an online purchase.

Additional Messages

- N/A



Monty's Good Burger

eClub/Loyalty

- N/A

LTO

- @twofriends Shake Collab - Two Friends Banana Berry Mix Shake
Featuring vanilla soft serve, loads of strawberry and delicious strawberry puree, and lots of banana! Topped with whipped cream, a half a banana, and a strawberry. Two Friends Banana Berry Mix Shake available at all locations February 9th-11th.

Offers/Promotions

- No Values Meal
Available 2/23 - 2/25 for \$12.99 get a Single Cheeseburger, Fries/Tots, and Any Drink (no shakes).

Additional Messages

- N/A



North Italia

eClub/Loyalty

- Ongoing Offer | Get \$10 off \$20+
Purchased online when subscribed to email club.

LTO

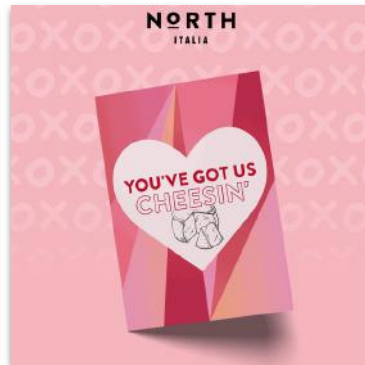
- Game Day Pizzas
Specialty pizzas available for \$20. Calabrian Buffalo Chicken made with house giardiniera, gorgonzola, fontina and smoked mozzarella. Spinach, Kale and Artichoke made with fried shallots, smoked mozzarella and lemon.
- New | Red Velvet Raspberry Butter Cake
Featuring vanilla gelato, sweet cream, and fresh berry coulis.
- Valentine's Day Limited-Time Features
Featuring Spicy Lobster Caesar Salad, Beef Tenderloin & Shrimp Spiedini, Lobster Tortelloni, and Red Velvet Raspberry Butter Cake.

Offers/Promotions

- Game Day | 20% off DoorDash Order
Valid on orders of \$40 or more for 2/11.
- Ongoing | Happy Hour
Mon-Thurs 3PM - 6PM.
- Ongoing | Beer, Wine & Cocktails To Go
Sangria, Sicilian Margarita, Ginger Margarita, Milano Mulle Kit, Aperol Spritz Kit.

Additional Messages

- N/A



Olive Garden

eClub/Loyalty

- N/A

LTO

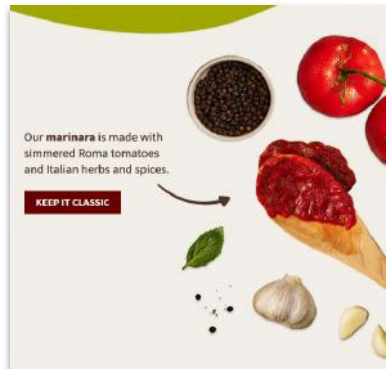
- NEW | Cocktails
Italian inspired cocktails including Sicilian Sunset and Strawberry Limoncello Margarita.
- NEW | Chocolate Lasagna
Layers of chocolate cake, mousse, and crushed wafers.

Offers/Promotions

- Ongoing | Lunch Specials
Never ending first course and lunch-sized favorites starting at \$8.99.
- Ongoing | Create Your Own Pasta
Pick your pasta, sauce, and add a topping.
- Ongoing | \$6 Take Home Entrée
Get your favorite entrée while dining in at the restaurant and add a \$6 Take Home Entrée for tomorrow.
- Ongoing | Never-Ending First Course
Never-ending first course of soup or salad and breadsticks when you dine in and order an entrée.

Additional Messages

- Valentine's Day OG To Go
Serving up ideas for Valentine's Day with OG to Go; at sunset, over a movie, or in a local spot.
- Email | Sauce Highlight
Multiple emails focused on sauces made from scratch daily.



Outback

eClub/Loyalty

- Ongoing | Join Rewards Program get a Free Bloomin' Onion

LTO

- NEW | Aussie Aussie Aussie
Starting at just \$16.99 for a limited time get 3 courses and choose from five different entrées.
- NEW | Bone-in Ribeye with Bourbon Onion
- NEW | Koala Punch
Crafted with Bacardi®, Malibu® Pineapple, lemonade, mango and watermelon flavors, plus a koala chillin' on top.
- 4-Course Celebration for 2
Available 2/13-2/18.

Offers/Promotions

- Big Game 58 Wings for \$58
Get 58 wings for \$58 on 2/11 for pick up.
- Ongoing | Bloomin' Bundles
Family-style feasts feeding 4-6 people.
- Ongoing | Happy Hour \$7 Cocktails
Every day.
- Ongoing | Tuesday Tails
Sirloin & lobster, starting at \$24.99 every Tuesday.

Additional Messages

- Giveaway | Outback Onion Breath
*Get a *FREE* Bloomin' Onion by participating in the #OutbackOnionBreath kiss challenge. Post a pic or reel of kissin' after eating a Bloomin' Onion. Use #OutbackOnionBreath on the post. Enter 2/15 thru 2/29.*



Pacific Catch

eClub/Loyalty

- Ongoing | \$5 Off your next online order of \$20+
When you sign up for SMS texts.

LTO

- N/A

Offers/Promotions

- Rainy Day \$8 Off Bowls
\$8 Off Bowls ordered on the app or website 2/20/24.
- 5 for \$15 Lunch Menu
Lunch bowls and sandwiches for \$15 each. Available every weekday from 11am - 3pm.
- Galentine's Day Promo
Half Price Wine Bottles all day 2/13/24.
- Super Bowl Catering Promo
\$50 off catering when you spend over \$150, use code SUPERBOWL2024.
- Ongoing | Happy Hour
Available Monday-Friday from 3-6PM. New additions to Happy Hour offerings.

Additional Messages

- Email | Fish Friday
Fish Friday is a great reminder to make better food choices.
- Social | Giveaway with @gwenlloves
2 winners will get a \$50 gift card to try @pacificcatch giveaway closes 2/29 6pm PST.



Panera Bread

eClub/Loyalty

- MyPanera Benefits for 2024
Monthly member exclusives, two MyPanera weeks, and members-only challenges and rewards. Free Treat & Free Delivery For 30 Days.
- Ongoing | 2 Free Months of Unlimited Sips Club
When You Join get 2 Free Months of Unlimited Sips Club. Includes unlimited coffee, teas, charged lemonades and fountain drinks.

LTO

- N/A

Offers/Promotions

- 20% Off You pick Two
For a limited time only, pair up two of your faves and save big on a You Pick Two.
- 15% Off Gift Cards
This Valentine's Day, give them their faves! Enjoy 15% Off your online gift card purchases.* Offer valid: 2/11-2/18.
- Unlimited Sip Club Promo
When you join by 2/14, you can score sips on sale, at \$5/month for 4 months* Use code: VDAYFLASH.
- Super Bowl \$0 Delivery
Score a \$0 Delivery Fee on orders of \$15 or more, now through 2/13* with code: ZERODELFFEE.

Additional Messages

- Social | Panera Partner @caconover
Ambassador for Panera posting You Pick 2 promos and evergreen Panera content.



Red Lobster

eClub/Loyalty

- **NEW | Monthly Reward**
Reach 125 points in February and receive any one of these flavor-forward creations is yours FREE. Rewards include Seafood-Stuffed Mushrooms, Mozzarella Cheese Sticks, Or Creamy Lobster Mashed Or Baked Potato Or 12 Biscuits.
- **Earn 3X Points on Valentine's Day Bundle To Go**
*Our Valentine's Day Bundle To Go is the perfect match for a dinner for two. Plus, earn 3X Points** February 12th through 18th when you order from RedLobster.com.*
- **Ongoing | 10% Off**
When you sign up for My Red Lobster Rewards.

LTO

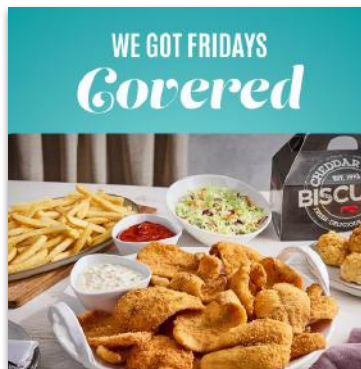
- **NEW | Lobsterfest Entrées**
10 crowd-pleasing lobster creations. Newly added creations include the Dueling Southern Tails and the Crispy Lobster & Shrimp Stack served with hush puppies.
- **NEW | Crispy Salt & Vinegar Shrimp**

Offers/Promotions

- **NEW | Endless Lobster Experience**
On 2/20, 150 passes we're up for grabs for an exclusive Endless Lobster Experience.
- **NEW | National Margarita Day \$7**
Riptide 'Rita for only \$7 on 2/22/2024.
- **Ongoing | Daily Deals**
Monday: Lobster & Shrimp Scampi, Tuesday: Crab Your Way, Wednesday: Steak & Lobster, Thursday: Sea Scallops & Shrimp and Friday: Fish & Chips.

Additional Messages

- N/A



Rubio's

eClub/Loyalty

- Ongoing | \$5 Off for Joining Rubio's Rewards

LTO

- New | Guajillo Lime Shrimp
Sweet, tangy, sustainably sourced.

Offers/Promotions

- Offer | Rainy Day Deal
\$5 off orders of \$25 and \$0 delivery fee on 2/1-2/4 use code Rainy5.
- Offer | \$20 Off Catering + Game Day Free Delivery
In-App only, get free delivery from 2/9 - 2/11 with minimum order of \$15. Catering orders \$20 off orders of \$100+ and \$40 off orders of \$200+.
- Offer | Fish Fridays
Save on seafood favorites with \$6 off \$30 orders 2/16 - 2/18.
- Ongoing | Taco Tuesday Specials
Classic Chicken or Original Fish Taco (\$2.25), Fish Taco Especial or Steak Taco (\$2.50), and Shrimp Trio (\$9.99).
- Ongoing | 5 Under \$10 Menu Items
Baja-inspired menu items: Classic Trio, Chicken Chilaquiles Bowl, Chopped Chicken Salad, Baja Grilled Chicken Burrito, and NEW Baja Beer-Battered Shrimp 2 Taco Plate.

Additional Messages

- Online Guest Survey
In return for filling out the survey guests receive \$3 off their next entrée.
- Collab | @Cola_Bros
Bringing more sun, surf, and salsa in 2024. Teasing giveaways, new food, and VIP experiences.



Ruth's Chris Steakhouse

eClub/Loyalty

- N/A

LTO

- LTO | Valentine's Day

From February 8-19, enjoy a sizzling T-Bone with Horseradish Crust, or indulge in a Porterhouse Dinner For Two — a sizzling 40 oz prime cut, paired with twin lobster tails.

Offers/Promotions

- New | 2024 TasteMaker Dinner Series

The series begins in March with The Prisoner Wine Company TasteMaker Dinner, followed by events featuring Rombauer Vineyards and Caymus Vineyards.

- Ongoing | Happy Hour

Full-size appetizers starting at \$11 as well as hand-crafted cocktails and wine starting at \$9.

Additional Messages

- N/A



Shake Shack

eClub/Loyalty

- Welcome | \$5 OFF
Offer valid for 30 days from date of email receipt for orders placed on the Shake Shack Mobile App or via shakeshack.com at participating Shake Shack locations.
- Birthday | Free Shake

LTO

- LTO | Korean BBQ Menu
Includes Korean BBQ Burger, Korean Style Fried Chicken, Spicy Korean BBQ Cheese Fries, Spicy Korean BBQ Fries.
- LTO | Shake Winter Classics
Includes Coffee + Donuts Shake, Frozen Hot Cocoa Shake, and Maple Snickerdoodle Shake.

Offers/Promotions

- BOGO | Korean w/Delivery
Order delivery of the Korean Style Fried Chicken or Korean BBQ Burger and score a 2nd limited-time sandwich of your choosing free! Only when you order delivery on the Shack App or online. Use code: GETBOGO.*
- BOGO | Afternoon Free Shakes
From 2-5PM when you order on the Shack App, online or at a kiosk in-Shack thru the end of March with CODE: TWOFORFUN.
- Free Fryday
Starting 2/2 for the next six Fridays (thru 3/15), ENJOY FREE FRIES when you spend \$10+. Order on the Shack App, online or at a kiosk in-Shack! USE CODE: FRYDAY.*

Additional Messages

- N/A



Sweetgreen

eClub/Loyalty

- Sweetpass
Free Birthday Gift, Rewards and Challenges, Bowl Drops, and Merch Drops.

LTO

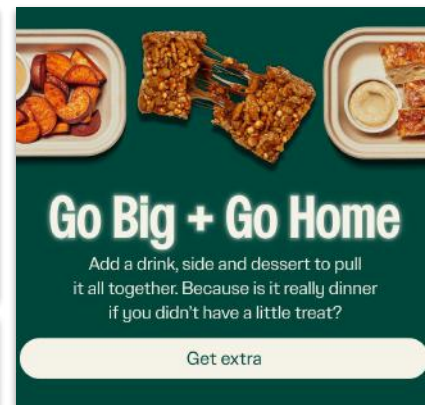
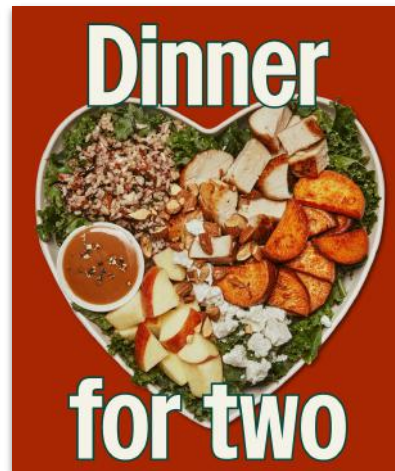
- Chicken Avocado Ranch Bowl
Romaine, White Rice, Pickled Onions, Apples, Avocado, Blackened Chicken, Tortilla Chips, and Green Goddess Dressing.

Offers/Promotions

- N/A

Additional Messages

- Sweetgreen Pilot Ambassador Program
Ambassadors earn merch, regular credit to enjoy Sweetgreen, and can attend exclusive events to connect with our growing community.
- Sweetgreen x Edie Parker NYFW Collab



TGI Fridays

eClub/Loyalty

- FREE Appetizer
Free appetizer with your next entrée purchase.
- Birthday Surprise

LTO

- Valentine's Three Course Meal
Visit a participating location 2/6 - 2/19 and get a three course meal for two starting at \$40.

Offers/Promotions

- Mardi Gras Deal
Get the Cajun Shrimp & Chicken Pasta for \$14.99 2/12 and 2/13 only.
- National Margarita Day
\$5 Margaritas on 2/22/24.
- Ongoing | Wing Mondays
\$0.50 wings + \$2 beer every Monday 5PM - close.
- Ongoing | Happy Every Hour
All day, every day drink specials including \$4 cocktails, \$5 wine + \$2 beers.
- Ongoing | \$20 Beer Buckets
Promoted for game days, but available all day, every day. Also includes \$2 drafts and \$5 Bloody Marys.
- Ongoing | 10 for \$10 Lunch Entrées
For a limited time, available Monday - Friday until 3PM.
- Ongoing | \$9.99 Ribs
For a limited time, available Fridays for \$9.99 Ribs & all day drink specials.

Additional Messages

- Uncle Nearest's Old Fashioned Donation
For every Uncle Nearest's Old Fashioned sold, @unclenearest will donate \$1 to fund a full in-state tuition for every accredited #HBCU, up to \$1.4 million. Come in and enjoy this cocktail with a cause!.



Torchy's Tacos

eClub/Loyalty

- Join Rewards Program for Free Queso & Chips

LTO

- LTO | Taco of the Month - "The Chile Wagon"
Featuring: Flour tortilla, fried egg, chicken tender, churro, bacon bourbon marmalade and diablo.

Offers/Promotions

- National Margarita Day
\$2 off all house margaritas all day 2/21 - 2/23.
- Ongoing | Happy Hour
\$2 off margaritas and signature sips & \$1.50 off beers. Available Monday-Friday from 3-6PM.

Additional Messages

- National Margarita Day Giveaway
Give away includes [1 Yeti 45 Tundra Cooler] + [1 Yeti Rambler 20oz Cocktail Shaker] + [2 Yeti 10oz Stackable Lowballs] + [1 Torchy's Tacos \$100 Gift Card] + [\$50 worth of Damn Good Torchy's merch]. To enter follow @torchystacos Instagram and tag two friends in the comments. Each comment with two new tagged friends is an entry. Unlimited entries allowed. Giveaway ends on 2/22/2024 at 11:59pm CST.
- Collab Torchy's x @letsfcancer
Torchy's Tacos fed all attendees of the @letsfcancer big game watch party! Proceeds of this event were in support of the @letsfcancer organization.



Yard House

eClub/Loyalty

- Ongoing | Join E-Club for Free Appetizer

LTO

- NEW | House Hazy IPA

Collab with @newbelgium with fruity and tropical hops and is dry hopped with IPA hits like Citra and Cascade

- NEW | Cocktails

It's Mezmerizing is dos hombres espadin mezcal, bacardi superior rum, aperol, citrus agave, bitters hopped grapefruit, orgeat, and dried grapefruit. The Passion Fruit Spritz is Grey Goose vodka, Hendrick's Gin, aperol, passion fruit purée, citrus agave, and soda water.

Offers/Promotions

- Ongoing | Happy Hour
\$2 off beer, wine, spirits, & cocktails; 1/2 off selected appetizers & all pizzas.
Monday-Friday, 3-6PM.

Additional Messages

- N/A

