

brandtailers

Competitive Analysis

March 2024

March Industry Highlights

7 Restaurant Chains That Are Struggling in 2024

Amid inflationary challenges and shifting consumer preferences, many restaurants have struggled to stay afloat, while others have been forced to completely shut down. Within the restaurant industry, several major chains have faced their fair share of financial issues. For some, this has led to numerous closures, and for others this has prompted the creation of new business initiatives that include elements like operational changes, menu updates, and restaurant redesigns. From sit-down restaurants to fast-casual eateries, the seven chains that have been recently struggling include Cracker Barrel, Red Lobster, Boston Market, Denny's, Applebee's, Noodles & Company, and Outback Steakhouse.

Higher Prices On The Menu As Fast-Food Chains Brace For California's Big Minimum Wage Jump

Chipotle, McDonald's, Starbucks, Jack in the Box and Shake Shack are planning to raise menu prices. Fast-food franchisees are laying off employees or cutting their hours. Smaller independent business owners, meanwhile, worry their workers will bolt unless they also increase wages. With California's mandatory minimum wage for fast-food workers set to jump to \$20 an hour on April 1, major restaurant chains are scrutinizing every aspect of their businesses to find ways to offset the extra money they will soon be spending on labor. In many cases, customers will end up eating the cost. "It's going to be a pretty significant increase to our labor," Jack Hartung, Chipotle's Chief Financial Officer, said of the new law during the company's third-quarter earnings call. He estimated that the burrito chain would boost prices by "a mid-to-high single-digit" percentage as a result.

Why Consumers Are Opting for Foodservice at Retail Over Restaurant Meals

A combination of higher restaurant prices, cooking fatigue and a quest for convenience is propelling foodservice at supermarkets, making the category one of the fastest-growing and most profitable segments for retailers. "Foodservice at retail is increasingly replacing quick-service or fast-casual restaurant meals, and convenience plays into that," notes Rick Stein, VP of fresh foods at Arlington, Va.-based FMI — The Food Industry Association. "Shoppers tell us they plan to eat more meals at home and, according to a September 2023 Harris Poll done for National Family Meals Month, nearly all (90%) strongly or somewhat agree that family meals at home are more economical than dining out." As a result, retailers are investing heavily in foodservice. "We're seeing a renaissance in the foodservice department, with retailers investing in chefs and specialty staff, increasing space allocation, and enhancing variety in an effort to re-energize foodservice departments and make them more top of mind for consumers," adds Stein.

March Competitor Synopsis

Value in an Unstable Economy | In a turbulent economy, casual and fast casual restaurants are ramping up value-driven promotions to attract customers. Applebee's offers a 2 for \$25 deal with two entrées and an appetizer, appealing to those seeking affordable meals. BJ's \$13 Lunch Specials cater to budget-conscious diners looking for a midday meal. Denny's iconic Original Grand Slam at \$7.99 satisfies comfort food cravings without breaking the bank. Lazy Dog's Family Meals start at \$5 per person, providing an economical option for families. Shake Shack's BOGO Shakes add a sweet touch to any meal without excessive cost. Urban Plates' 13 Under \$13 Plates offer diverse, nutritious options for budget-conscious diners.

Spring Flavor Showcase | As spring blossoms, restaurants are unveiling their enticing new menus. California Pizza Kitchen introduces their Fresh & Festive Flavors with options like Green Chili Enchilada Pizza and Tostada Pizza. First Watch offers Shrimp & Grits and Hawaiian French Toast on their Spring Menu, along with Tropical Sunrise Juice. Fleming's presents a 2-Course Spring Prix Fixe Menu for \$71, featuring dishes like Baby Kale & Beet Salad and Tarragon-Mustard Petite Filet. Lazy Dog tempts with a Spring Seasonal Menu Tasting including Bacon Cheddar Biscuits and Pretzel-crust Chicken Schnitzel. Urban Plates' Spring Menu boasts Roasted Barramundi Sea Bass and Blueberry Ginger Limeade. These culinary delights welcome guests to embrace the flavors of the season.

Tasty Team-Ups | March saw an exciting wave of unique collaborations between brands, bringing fresh experiences and flavors to diners. Rubio's teamed up with @Cola_Bros to infuse more sun, surf, and salsa into 2024, teasing giveaways, new food items, and VIP experiences. Their partnership with the Padres introduced the "Steal a Base, Score a Taco" promotion, promising a free taco with any purchase the day after a home game whenever the Padres steal a base. Outback embarked on a flavorful journey with @tooturnttony and his duck, enjoying the refreshing Koala Punch. Chili's, on the other hand, kicked off a thrilling collaboration with Concacaf and @leogonzall at a soccer match. These collaborations not only brought excitement but also introduced innovative offerings, enticing customers to explore new tastes and experiences.



Notable Value Deals

- **Applebee's** | 2 for \$25 - 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** | The Original Grand Slam starting at \$7.99.
- **iHOP** | 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, \$5 Happy Hour Monday - Friday 3 - 6PM & 9PM - Close.
- **Urban Plates** | Everyday Value - 13 Under \$13 Menu.

March Holidays & Events

- Employee Appreciation Day (3/3)
- National Oreo Cookie Day (3/6)
- National Meatball Day (3/9)
- Pi Day (3/14)
- St. Patrick's Day (3/17)
- International Waffle Day (3/25)
- Good Friday (3/29)
- Easter (3/31)

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Applebee's

eClub/Loyalty

- Loyalty Sign-Up Offer
Free Appetizer.

LTO

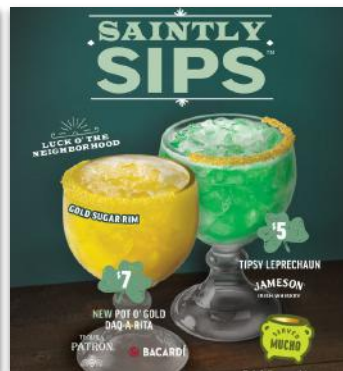
- \$0.50 Wings | Winners in National Taste Test
From coast to coast, we had a third party conduct multiple double-blind taste tests between Applebee's, Wingstop, and Buffalo Wild Wings. And the results spoke for themselves.

Offers/Promotions

- Ongoing | 2 for \$25
Two entrées & 1 appetizer.
- St. Patrick's Day | Sainly Sips
Featuring the New Pot O' Gold Daq-A-Rita for \$7 and Tippy Leprechaun for \$5.
Available from March 1 - 17.
- Oscars Night | Free Delivery
Receive Free Delivery with code DELIVERY24. Valid March 7 - 10.
- Easter | Kids Eat Free

Additional Messages

N/A



eClub/Loyalty

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

LTO

- LTO | Beers
BJ's 'Snice 'N' Hazy Double IPS & BJ's Prickly Pear Hard Lemonade
- Pi Day
\$3.14 Mini One-Topping Pizza for Pi Day! Valid for Dine-in only on 3/14.

Offers/Promotions

- 10% Off Your Entire Order
Valid Fridays, Saturdays and Sundays from March 8 - 31. Use code PESCA10DEAL.
- Ongoing | Happy Hour
\$4 select BJ's Handcrafted Beer, \$3 Chips \$ Dips, \$5 Dark Horse Wines, \$6 select appetizers, & ½ 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

- National Prom Proposal Day | Giveaway
Ask the perfect date to Prom with a Pizookie for a chance to go Prom in style.
- Collaboration | Hav A Sole
Donate \$1 or more on your check to receive a bounce-back coupon for a free Pizookie on your next visit.



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.
- Loyalty | DoorDash Partnership
Get \$10 off \$40 through DoorDash.

LTO

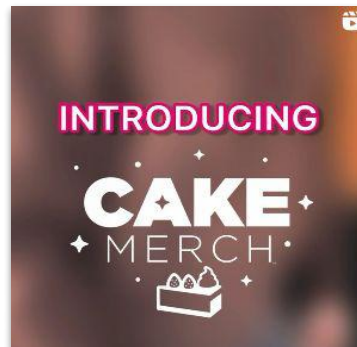
- Cookie Dough Lover's Cheesecake with Pecans
Donating \$0.25 to Feeding America for every slice sold through July 29, 2024.

Offers/Promotions

- N/A

Additional Messages

- New Menu Items
Bistro Burger, Cajun Salmon, Green Chile Chicken Enchiladas, Sesame Ginger Chicken, Spicy Cashew Chicken, Mexicali Salad, Fried Chicken Club Salad, Seared Ahi Tuna Salad, Italian Sausage & Fresh Mushroom Rigatoni, Tacos Dorados & Eggs, Loaded Mash Potato Omelette.
- Merch Drop Teaser
Dropping 4/15 for Rewards Members Only.



**WHEN I WALK IN ^{to} The Cheesecake Factory,
AND SEE ALL THE CHEESECAKE
FLAVORS IN THE BAKERY CASE:**



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 Patrón Especial Margarita
The Patrón® Especial is a premium mix of Patrón Silver Tequila, Triple Sec and fresh sour.
- Traffic Driver | Weekly Offers
\$10 Off \$40+ - Offer valid 03/4 - 3/7.
BOGO - Offer valid 3/18 - 3/21.
\$5 Off \$25+ - Offer valid 3/25 - 3/28
- 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.
- Traffic Driver | Weekly Offers
\$4.99 Presidente Margaritas for Chili's 49th Birthday.

Additional Messages

- Social | Amarillo Area Foundation
10% of all proceeds up to \$125,000 will go toward supporting those affected by the Texas fires.
- Social Collaboration | @leogonzall
@leogonzall x concacaf finals.



Chipotle

eClub/Loyalty

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

LTO

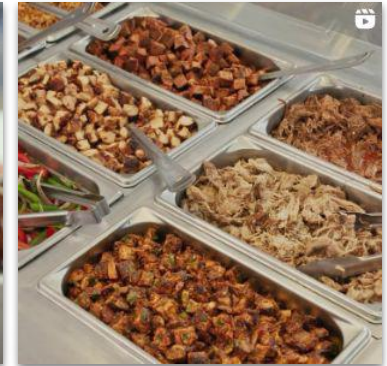
- Chicken Al Pastor
Choose your entrée and try the bold flavors of morita peppers, balanced with a splash of pineapple, and finished with fresh lime and cilantro.

Offers/Promotions

- \$0 Delivery Fees 3/14 - 3/24
Entrée purchase requires at least one Chicken Al Pastor menu item to qualify.

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

- New | Fresh & Festive Flavors
Featuring Green Chili Enchilada Pizza, Tostada Pizza and Casa Paloma.

Offers/Promotions

- Ongoing | Family Packages (Pre-order for Easter Messaging)
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.
- \$3.14 Pizza on Pi Day
\$3.14 Pizza on Pi Day with a minimum purchase of \$25. Dine-in only.
- Scratcher Bounce-Backs
Dine-in from March 5 - 24 and receive a Thank You card. Prizes vary. Partners include Coca-Cola, Lyft, Hand & Stone and more!

Additional Messages.

- Women's History Month | Giveaway
Enter for a chance to win a \$50 CPK gift card. Follow CPK and mention 3 people who inspire you.



EVERY CARD IS A WINNER!


Dine-in now through March 24, 2024 and receive a THANK YOU card! A secret prize is redeemable on a future visit before Sunday, April 21, 2024.

Hurry in to get your Thank You Card, Prizes include:

\$500


Coca-Cola | Lyft | HAND & STONE | 

FIND YOUR CPK




CPK REWARDS

\$3.14 PIZZA ON PI DAY
WITH A MINIMUM PURCHASE OF \$25



Enjoy a \$3.14 pizza on Pi Day 3/14 with a \$25 purchase, dine-in only. Choose from The Original BBQ Chicken Pizza, Pepperoni, or Traditional Cheese.

FIND YOUR CPK



NEW!
FRESH & FESTIVE FLAVORS
LIMITED TIME ONLY
ORDER NOW



CASA PALOMA
GREEN CHILI ENCHILADA PIZZA
TOSTADA PIZZA

Denny's

eClub/Loyalty

- Ongoing | 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 3/31.

LTO

- LTO | Original Grand Slam \$7.99
Fluffy buttermilk pancakes, crispy bacon, sausage, and your choice of eggs. Back for a limited time.

Offers/Promotions

- National Oreo Day | BOGO Shakes
Buy one Oreo Shake and get another for free. Valid 3/6 only.
- Daylight Savings | BOGO Sweet Cream Cold Brews
Buy one Sweet Cream Cold Brew and get another for free. Valid 3/8 - 3/10 only.
- Ongoing | Diner Drip
Bucket hat, patch set, diner mug, socks, rolling pin, etc.
- 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

- N/A



First Watch

eClub/Loyalty

- N/A

LTO

- New | Spring Menu
Featuring Shrimp & Grits, Hawaiian French Toast, Hacienda Hash, Tropical Sunrise Juice, and Holey Donuts.

Offers/Promotions

- N/A

Additional Messages

- N/A



Fleming's

eClub/Loyalty

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

LTO

- 2-Course Spring Prix Fixe Menu | \$71
Featuring Baby Kale & Beef Salad and choice of the following: Tarragon-Mustard Petite Filet, Carrot Ginger Halibut or New Zealand Rack of Lamb.
- 4-Course Wine Dinner | \$140
Four courses each paired with a J Vineyards & Jayson wine. Only offered 3/22.
- 3-Course Easter Brunch Menu | Starting at \$55
Begin with our Strawberry Fennel Salad or Potato Leek Soup, followed by your choice of entrée and then finish with Lime Cheesecake Tart. Available 3/30 - 3/31.

Offers/Promotions

- March Madness/Easter | \$50 Off Catering
Enjoy \$50 off any \$250+ catering order. Valid through 3/31.
- 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 \$85 per guest.
- Ongoing | Tomahawk Twosday
Tuesday 3-course dinner for two for \$150. Features 35oz Prime Tomahawk, two salads, two sides, and two desserts.

Additional Messages

- N/A



eClub/Loyalty

- To-Go | 20% Off First Online Order

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.
- NEW | Pancake of the Month - Girl Scout Thin Mints®

Offers/Promotions

- iHOPPY Hour | Starting at 3PM
Daily specials with entrées starting at \$6.
- Gift Card | Buy a \$40 Gift Card, Get a \$10 Bonus Card
- Ongoing | Kids Eat Free
One Free Kids entrée with each full-priced adult entrée everyday from 4-10PM.
- Ongoing | Family Feasts To-Go
iHOP 'N Go only. Choose from 2 feasts, both \$39.99.

Additional Messages

- NEW | Impossible™ Menu Items
Includes plant-based sausage and plant-based burgers.
- International Waffle Day



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

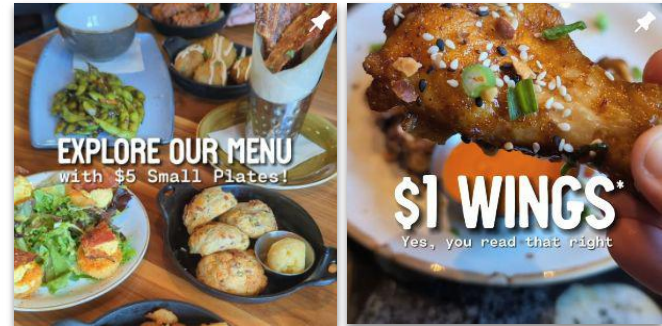
- Spring Seasonal Menu Tasting
Featuring Bacon Cheddar Biscuits, Pretzel-crusted Chicken Schnitzel, Cuban Sandwich, Shrimp Yakisoba Noodles Roadtrip Bowl, Pumpkin Cheesecake, S'more Brownie Sundae, Mountain Berry Pancakes, Blood Orange Margarita, Citrus Lime Drop, Spiced Apple Smash and Mocha Martini.
- \$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.
- Lazy Dog Beer Club Membership
Join and get \$39 off your next visit.

Additional Messages

- Cross Brand Promo | \$1 Wings
Cross promoting with Jolene's to offer \$1 wings.



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.
- NEW | Carolina Gold Sauce
Served with the Carolina combo including slow-smoked pulled pork with mop sauce, slow-smoked chicken with the new Carolina gold sauce, plus county fair corn pudding, Southern braised greens and picnic potato salad.

Offers/Promotions

- 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

- Social | Bartender Banter & Tales from the Pitmaster
- Social & Email | Easter Giveaway



Maggiano's Little Italy

eClub/Loyalty

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

LTO

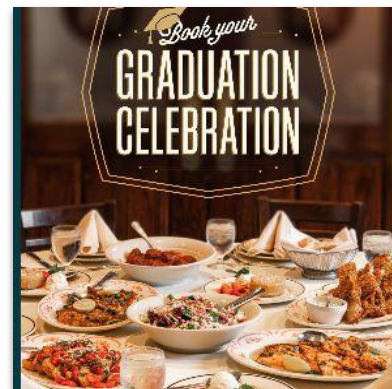
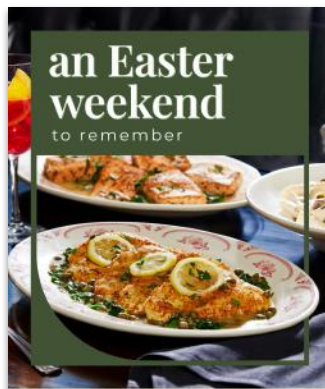
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Offers/Promotions

- Ongoing | Happy Hour Mon - Fri from 3PM - 6PM
- Easter Weekend | Family Style Menu
Our Easter Family Style menu lets you create your perfect meal with three courses of generous portions and unforgettable flavors.
- National Meatball Day! | Free Starter
To celebrate National Meatball Day, we're giving you a FREE Italian Meatballs starter with purchase of any entrée.
- Free Delivery All Month
From March 14 - 31, get Free Delivery.

Additional Messages

- Easter | Breakfast with the Easter Bunny
Only at select locations.
- Shoot and Score | Carryout Bundles
Promoting large carryout packages for March Madness.
- Email | Caps Off to the Grads
Celebrate one of the life's biggest milestones at Maggiano's. Book your reservation.



Mendocino Farms

eClub/Loyalty

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

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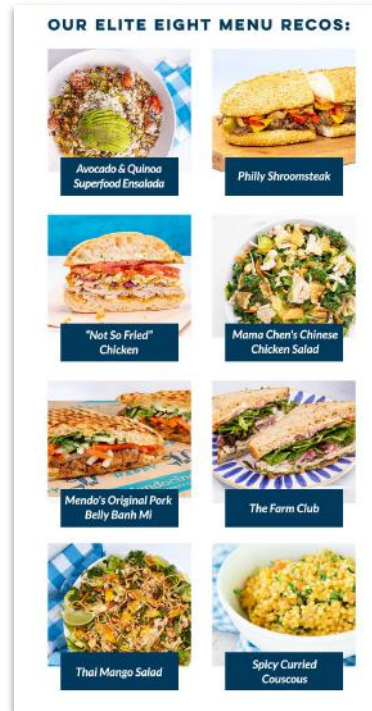
- NEW | Farmer's Market Pesto Salad
Featuring fresh mozzarella, marinated peppers, Kumato tomatoes, carrots, red onions, honey roasted almonds, chopped romaine, mixed greens with basil pesto vinaigrette.

Offers/Promotions

- FREE Delivery | March Madness
Use promo code MADNESS at checkout and enjoy \$0 delivery fees on your favorites during March Madness! Valid through 4/8/24 on all online & app orders over \$35.

Additional Messages

- Giveaway | @fablefoodco
In honor of the Philly Shroomsteak featuring meaty @fablefoodco shiitake mushrooms, Mendocino Farms is giving away a \$100 eGift card to Mendo plus swag from Fable to one lucky winner.
- Opening | Encino
Located at 16350 Ventura Blvd. On 3/26 from 11am - 1pm to enjoy a unique ice cream experience from @icecreamgardenla to celebrate the newest location!



Moe's Southwest Grill

eClub/Loyalty

- Ongoing | Moe Rewards
Sign up and receive a free cup of Moe's Famous queso.
- Loyalty | Moe Monday
Members receive an exclusive Moe Monday offer every week.

LTO

- Ongoing | Blazin' Birria
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

- Moe's x Cinnabon | 20% Off
Join or sign into your Cinnabon Rewards account and receive 20% off your order. Expires 14 days after linking account.
- Spring Gift Cards | Buy \$30, Get \$10
Purchase \$30 in gift cards and get two \$5 reward codes. Valid through 3/31. Rewards codes can be redeemed through 4/30.
- Ongoing | Moe's at Home
Pre-packaged, frozen meals at local grocers.

Additional Messages

- N/A



North Italia

eClub/Loyalty

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

LTO

- Pi Day - 14 New Pizzas

This Pi Day through 4/10, enjoy our two new handcrafted pies that are the perfect ratio of Italian heritage and local flavor! (Hot Honey & Smoked Prosciutto, Truffle Hunter, Shrimp Fra Diavola, Piemonte Veggie, The Morty, The Cure, Pampanella, Winter In Puglia, The Sicilian, Sunday Gravy, Fried Green Tomato Parmesan, Italian Supreme, The Heatwave, Not Your Neighbor's Cheesesteak).

Offers/Promotions

- 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

- Win a Trip To Rome
Order any Pi Day Pizza for a chance to win a 6-day trip to Rome for 2!



14 NEW PI DAY PIZZAS
WHICH ONE ARE YOU CHOOSING?

WANT A FREE TRIP TO ITALY?

SWIPE FOR MORE PIZZAS!

SWIPE FOR MORE INFO!

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.

Additional Messages

N/A



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 | Sweet, Sriracha Chicken Bites
- NEW | Koala Punch
Crafted with Bacardi®, Malibu® Pineapple, lemonade, mango and watermelon flavors, plus a koala chillin' on top.

Offers/Promotions

- Buy \$25 in Gift Cards, Get a Free Dessert!
This Easter, fill their baskets with steak. Offer available from March 25 - April 1.
- Ongoing | Walk-a-Bout Wednesday
Choose a 6 oz Center-Cut Sirloin or Grilled Chicken on the Barbie, plus Aussie Fries and a 16 oz domestic draft beer or an ice-cold Coca-Cola starting at just \$13.99.
- Ongoing | Happy Hour \$7 Cocktails
Every day.
- Ongoing | Tuesday Tails
Sirloin & lobster, starting at \$24.99 every Tuesday.

Additional Messages

- Cocktail for a Cause
Supporting Restaurants Care. For every Aussie Blue purchased, Outback Steakhouse will donate \$1 to Restaurants Care, which provides financial relief to restaurant families in need.
- Collaboration | @tooturnttony



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

- 5 for \$15 Lunch Menu
Lunch bowls and sandwiches for \$15 each. Available every weekday from 11am - 3pm.
- Pick Your Promo
It's a tough choice. Select from \$6 off any regular bowl or taco platter. Available in-restaurant and online. Excludes all 5 for \$15 menu items.
- Sharks Hockey Team Promo
Free shareable with your Sharks e-ticket. \$30 minimum spend. In-store only.
- 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.
- Campbell Location Closing
Temporary closure for remodeling.



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.
- New | \$5 Off Your App Order
Available until March 13. .

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 Catering Order
Enjoy 15% Off your next catering order of \$150 or more! Use code SPRING15.
- Gift Cards | Free \$10 Bonus Card
Free \$10 Bonus Card with every \$50 Gift Card purchased. From March 1 - 31. Redemption dates April 1 - 30.

Additional Messages

- New ERA at Panera Teaser
More new sandwiches and salads, new options under \$10 all coming early April.



Red Lobster

eClub/Loyalty

- Free Dozen Cheddar Bay Biscuits
Download the app and create a My Red Lobster Reward account to receive 12 Free Cheddar Bay Biscuits on your to go order of \$15 or more!
- 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
- New Fish Fry Family Meals during Lent
Repacked their Family feast packages.

Offers/Promotions

- NEW | Endless Lobster Experience
On 2/20, 150 passes we're up for grabs for an exclusive Endless Lobster Experience.
- NEW | Buy One, Take One
Buy an entrée and take home a Linguini Alfredo or Caesar Salad for \$6. Available for dine-in only. Limited to five Take Homes per entrée.
- 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 | Fish Fridays
Save with 2 entrées + 2 drinks for only \$25 from March 1 - 3. \$8 off orders of \$40+ from March 8 - 10. \$6 off orders of \$30+ from March 22 - 24.
- 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

- Collab | @Cola_Bros
Bringing more sun, surf, and salsa in 2024. Teasing giveaways, new food, and VIP experiences. Must enter by March 20th.
- Padres Partnership | Steal a Base, Score a Taco.
Every time the Padres steal a base at a home game, you score a free taco with any purchase the next day! Choose from our Original Fish Taco®, Salsa Verde Shrimp Taco, Classic Chicken Taco and more.



Ruth's Chris Steakhouse

eClub/Loyalty

- N/A

LTO

- N/A

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.
- **Easter Sunday Reservations**
Savor your Easter celebrations at Ruth's. Messaging for early Easter reservations.

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 | Shakes
Grab any shake, get one free! From 2pm - 5pm, score a second shake with code TWOFORFUN until 3/27.
- Free Smokeshack
Get your free Smokeshack when you spend \$10+ in-Shack at a kiosk, online or via the Shack App. Use code BIGWINS. From March 11 - 18.
- \$0 Delivery Fee
Free delivery from March 21 - April 3 when you order from the Shack App. Use code GETSHACK.
- 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

- LTO | Protein Plates
Choose from BBQ Salmon, Southwest Chicken Fajita, Miso Glazed Salmon and Hot Honey Chicken.

Offers/Promotions

- \$0 Delivery Fee | 3/4 - 3/17
Only valid on 2 delivery orders through the Sweetgreen's website or app. \$10 order minimum.

Additional Messages

- Hot Stuff Sauce Available at Foxtrot Market
Now offering their cult-favorite Hot Stuff hot sauce dressing available for purchase exclusively at Foxtrot Markets for a limited time.
- Social | International Women's Day
Featured a few of their female-owned and operated farms, including @ladymoonfarms, @kavaiaorganicfarm and @sweetvalleyproduce.
- New Location | Seattle, WA & South Florida
For every meal sold on opening day, they donated a meal to local food insecurity charities.



TGI Fridays

eClub/Loyalty

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

LTO

- N/A

Offers/Promotions

- St. Patrick's Day | \$7.77 Lucky Smash Cocktail
Featuring Jameson Irish Whiskey, scratch mint-infused simple syrup and fresh lemon.
- NEW | \$5 Happy Hour
Premium cocktails, beers and bites, all for \$5. Available every day from 3-6PM and 9PM-Close.
- Ongoing | Wing Mondays
\$0.50 wings + \$2 beer every Monday 5PM - close.
- 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

- N/A



Torchy's Tacos

eClub/Loyalty

- Join Rewards Program for Free Queso & Chips

LTO

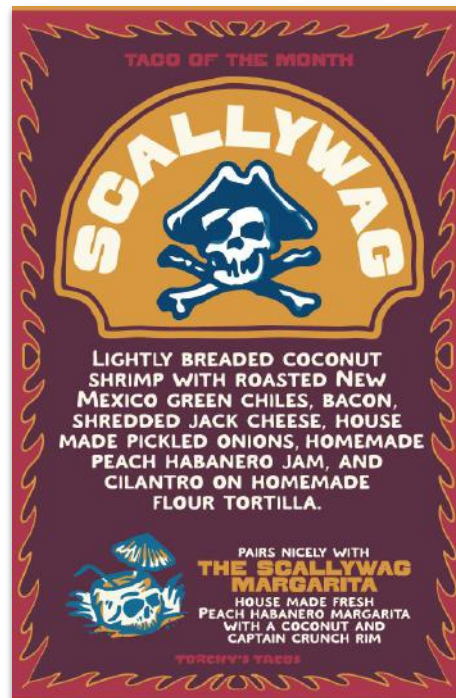
- LTO | Taco of the Month - "Scallywag"
Lightly breaded coconut shrimp with New Mexico green chiles, bacon, shredded jack cheese, house-made pickled onions, homemade peach habanero jam and cilantro on a fresh flour tortilla.
- LTO | Scallywag Margarita
Peach Habanero Margarita with a coconut Captain Crunch rim.
- NEW | Mexican Candy Margarita
Featuring Don Julio Blanco Tequila, Grand Marnier, watermelon purée, house margarita mix, and a dash of Tabasco with a Tajín rim.

Offers/Promotions

- Ongoing | Happy Hour
\$2 off margaritas and signature sips & \$1.50 off beers. Available Monday-Friday from 3-6PM.

Additional Messages

- SXSW Street Teams
Promoted on social and email that they will have street teams around Austin, TX at SXSW giving away Taco Cash.
- Social | Menu Madness
Encouraged guests to participate via Instagram Stories and vote for their favorite taco on the menu.



Urban Plates

eClub/Loyalty

- Ongoing | Plate Plus Membership
Subscription service where members can save 20% on all main menu food and beverage purchases made at the restaurant, on the website, or app. Fee is \$5 per month.

LTO

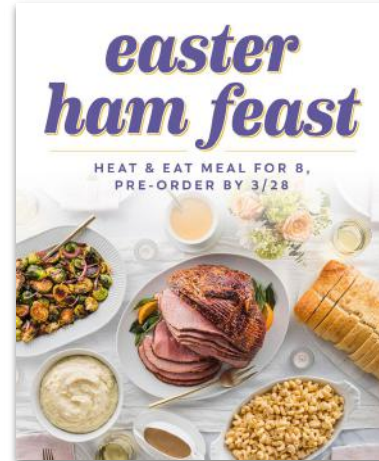
- LTO | Spring Menu
Featuring Roasted Barramundi Sea Bass, Roasted Sweet Potatoes, Balsamic Brussels Sprouts, Garlic Parmesan Mushrooms, Green Lentil Soup, Blueberry Ginger Limeade, Peanut Butter Chocolate Cream Pie.
- Ongoing | 13 Under \$13
Pushing everyday value by offering 13 meals under \$13. Items include Nashville Hot Tender Sandwich, Chicken 2 Tender Plate, Moroccan Chicken Braise, a variety of salads and more.

Offers/Promotions

- Easter | Ham Feast \$180
Complete heat & eat meal serves 8 people. Features Duroc pork ham, mashed potatoes & gravy, choice of two sides, and sliced artisan bread.

Additional Messages

- Email | Pushed Desserts To-Go
All their whole desserts serve 8-10 people. All desserts are crafted in-house by pastry chefs. Options include Mango Tart, Flourless Chocolate Cake, Hummingbird Cake, and Chocolate Vanilla Layer Cake



Urbane Cafe

eClub/Loyalty

- N/A

LTO

- NEW | Ahi Poke Sandwich
Featuring sashimi grade ahi tuna, pickled white radish, crispy onions, pickled carrots, green leaf lettuce, chipotle aioli. Topped with sweet sushi sauce and creamy wasabi aioli.
- NEW | Mango Lemonade
They brought back their Mango Lemonade for the Spring season. Promoted mixing it with their agua fresca and soda for unique drink hacks.

Offers/Promotions

- St. Patrick's Day | Social Giveaway
They hid 3 gold coins in each of their 31 locations on Sunday, March 17th. The first person to find each and brings to the cashier will receive a free entrée card.

Additional Messages

- Social | Promoted New Custom Packaging
New custom made eco-friendly packaging after guests pushed for less plastic with their to-go containers. New packaging includes plant starch-based utensils, paper-based cups, and paper-based bottoms for salad, sandwich and bowl containers.
- Social | Heavy Push for Catering
Highlighted catering offerings multiple times throughout the month. They even hosted a giveaway on social for a chance to 3 fully customizable large sandwich platters to 3 businesses.



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.

Offers/Promotions

- St. Patrick's Day | Green Beers All Day
Offered green beers all day on Sunday, March 17th. Also promoted Guinness House Beer blend and Dublin Mule.
- IPA Madness | \$15 IPA Flight + Pint
Four new IPA brews are battling for bragging rights for this year's IPA Madness. Featuring Voodoo 1985 Mango IPA, House Hazy IPA, Stone Delicious Hazy IPA, and Sweetwater Half-a-Gummie Fruit Punch IPA.
- Ongoing | Happy Hour
\$2 off beer, wine, spirits, & cocktails; 1/2 off selected appetizers & all pizzas. Monday-Friday, 3-6PM.

Additional Messages

- Social | Heavy March Madness Push
- Website | Early Promotion of National Beer Day in April

