



# | Competitive Analysis

June 2024

# June Industry Highlights

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## Fast-Food Customers Are Shifting To Casual-Dining Chains

Casual-dining chains are attracting customers who are frustrated with rising fast-food prices, according to Darden Restaurants CEO Rick Cardenas. Although Darden hasn't directly benefited, competitors like Chili's and Applebee's have successfully targeted fast-food customers. Chili's launched ads highlighting the high cost of fast-food burgers, while Applebee's has focused on deals to win over fast-food diners. Industry data shows a shift from quick-service to casual dining, with full-service restaurant prices increasing 3.5% over the past year compared to a 4.5% rise for limited-service eateries. Overall, consumer prices increased by 3.3% during the same period.

## How On-Demand Delivery Has Blurred The Lines Between Foodservice And Retail

Before on-demand delivery became popular, dining out and grocery shopping were distinct activities. Spending patterns in these areas are often noted as economic health indicators. However, as on-demand delivery has grown, consumers now want to combine grocery and restaurant purchases. Delivery services are adapting to this trend by offering more retail options. DoorDash's DoubleDash, launched in 2021, allows adding grocery items to food orders. This trend is accelerating: DoorDash now delivers makeup, Grubhub partners with Amazon for food delivery, and Uber Eats restaurants are available on Instacart.

## Non-Discount Chains Are Getting Pulled Into The Value Wars Anyway

Chuy's Tex-Mex, despite not offering traditional discounts, is emphasizing value through its menu pricing to attract customers in a competitive dining market. CEO Steve Hislop emphasized Chuy's commitment to maintaining prices while promoting their affordable options, like a substantial \$12.99 burrito. This strategy contrasts with industry trends where many competitors rely on discounting to boost traffic, such as Chili's and Buffalo Wild Wings. The shift towards discounting has prompted some non-discount concepts, like BJ's Restaurants and First Watch, to adjust their marketing strategies, focusing more on promotional pricing and menu innovations. Chuy's and similar brands are exploring ways to communicate their value propositions effectively without compromising their pricing integrity, reflecting broader changes in consumer dining habits and economic pressures within the restaurant industry.

# June Competitor Synopsis

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**Cheers to Dad** | Father's Day was celebrated with a variety of special promotions. Lucille's offered a \$10 bonus card to dads who dined in from June 14-16. Maggiano's Little Italy had a Father's Day gift card flash sale where you could buy a \$75 gift card and get an additional \$20 bonus card, plus the option to customize the card with a photo. Moe's Southwest Grill provided free delivery all weekend, making it easy to enjoy your favorite meals at home. North Italia hosted a special Father's Day brunch on June 16th, offering a unique dining experience for one day only. Ruth's Chris Steak House enhanced their steaks with an exclusive coffee bacon jam topping available only on Father's Day. Lastly, Urban Plates gave away free seasoning blends to all dads who dined in on Father's Day, adding an extra touch to their dining experience.

**Dive into Summer Flavors and Messaging** | This summer, brands have uniquely tailored their messaging and offerings to capture the essence of the season. Outback kicked off the month with their Summer Survival Hack where kids eat free every Monday, making family dining easier and more affordable. Mendocino Farms introduced their Summer Heirloom BLT, a seasonal sandwich with fresh heirloom tomatoes. Pacific Catch launched their Street Food Summer Menu, featuring vibrant and flavorful dishes inspired by global street food traditions. Red Lobster shared the perfect summer recipe with their selection of four delightful dishes. Shake Shack served up refreshing Summer Shakes to cool down on hot days. Urban Plates rolled out their Summer Eats Menu, featuring savory ribs, garlic potatoes, and a refreshing Watermelon Pineapple Refresher.

**Embracing Value Deals** | Amidst current economic challenges, restaurants are focusing on value-driven offers to attract guests. Pacific Catch offered \$6 off their bowls on June 25th, while Outback offered a pound of shrimp for just \$9.99 with any entrée from June 17-23. Moe's Southwest Grill gave customers a free Queso Crunch Taco with any purchase through July 7th. Mendocino Farms celebrated Best Friends Day on June 8th with a BOGO offer, and Lazy Dog gave away free handcrafted non-alcoholic beverages. IHOP rewarded loyalty members with free hamburgers or sandwiches for their PanCoins. These promotions continue to highlight restaurants' commitment to providing affordable dining options.

# June Holidays & Events

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- Pride Month (6/1 - 6/30)
- National Cheese Day (6/4)
- World Oceans Day (6/8)
- Flag Day (6/14)
- Father's Day (6/16)
- National Sushi Day (6/18)
- Juneteenth (6/19)
- National Martini Day (6/19)
- National Onion Ring Day (6/22)

# Competitor Index

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- |     |                         |     |                         |
|-----|-------------------------|-----|-------------------------|
| 7.  | Applebee's              | 22. | North Italia            |
| 8.  | BJ's                    | 23. | Olive Garden            |
| 9.  | Cheesecake Factory      | 24. | Outback                 |
| 10. | Chili's                 | 25. | Pacific Catch           |
| 11. | Chipotle                | 26. | Panera Bread            |
| 12. | CPK                     | 27. | Red Lobster             |
| 13. | Denny's                 | 28. | Rubio's                 |
| 14. | First Watch             | 29. | Ruth's Chris Steakhouse |
| 15. | Fleming's               | 30. | Shake Shack             |
| 16. | iHOP                    | 31. | Sweetgreen              |
| 17. | Lazy Dog                | 32. | TGI Fridays             |
| 18. | Lucille's Barbeque      | 33. | Torchy's Tacos          |
| 19. | Maggiano's Little Italy | 34. | Urban Plates            |
| 20. | Mendocino Farms         | 35. | Urbane Cafe             |
| 21. | Moe's Southwest Grill   | 36. | Yard House              |

# Applebee's

## eClub/Loyalty

- Loyalty Sign-Up Offer  
Free Appetizer.

## LTO

- LTO | Star-Spangled Sips  
*Independence Day themed cocktails: NEW Watermelon Breeze Mocktail featuring lemon-lime soda, Ocean Spray Cranberry, and watermelon. Tropical flavors of Blue Bahama Mama crafted with Captain Morgan & Malibu Coconut or the patriotic red, white, & blue swirls of All-American Mucho blended with Tito's Handmade Vodka! Coors Light Brewtus Draft for a classic taste!*
- LTO | Hand-Breaded Chicken Sandwich Bundle  
*The NEW Bacon Cheddar Crispy Chicken Sandwich is here & ONLY \$13.99 for a limited time!\**  
*Enjoy a hand-breaded, crispy chicken breast with two slices of cheddar cheese, two strips of Applewood-smoked bacon, and our tangy bacon sauce. Served with lettuce, tomato, and pickles on a brioche bun!*

## Offers/Promotions

- Dad's Gift Card Buy \$50 Gift Card Bonus Card \$10  
*Buy \$50 in Applebee's gift cards and get a \$10 Bonus Card.\* Offer ends June 23, 2024.*
- Late Night  
*Half off appetizers everyday 9pm to closing. Selection, price and participating locations may vary. Available through 6/30/24.*

## Additional Messages

- Email | Togo & App



# Cheesecake Factory

## eClub/Loyalty

- Cheesecake Rewards  
*Make reservations and get priority seating.*
- Loyalty | DD Free Slice

*Link your Cheesecake Rewards™ and DoorDash accounts and get a free slice when you spend \$30+. This sweet offer is available exclusively for Cheesecake Rewards™ members and is viewable and redeemable only on DoorDash.*

## LTO

- LTO | Cookie Dough Lover's Cheesecake with Pecans  
*Creamy cheesecake loaded with chocolate chip pecan cookie dough, topped with cookie dough frosting, it'll be love at first bite! We are also donating \$0.25 to Feeding America for every slice of Cookie Dough Lover's Cheesecake with Pecans sold through July 29, 2024.*

## Offers/Promotions

- Gift Card Special | Buy \$50, Get \$10  
*With every \$100 Gift Card you buy online. Keep it for yourself, or forward to a friend. Bonus eCard is redeemable 6/29 - 7/26 when you dine in or order online pickup.*

## Additional Messages

- EMAIL | Reservations



# Chili's

## eClub/Loyalty

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

## LTO

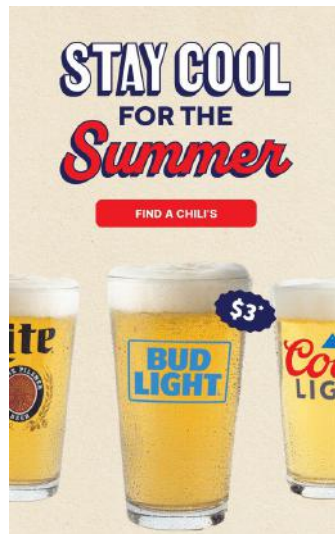
- NEW | \$3 Beers  
*Includes Coors Light, Bud Light or Miller Lite or \$4 Modelo.*

## Offers/Promotions

- Father's Day | \$10 E-Bonus Card for every \$50 Gift Card Purchase
- Ongoing | 3 for Me Value Menu for \$10.99  
*Beverage, Appetizer and Entrée starting at \$10.99. Added their NEW Big Smasher Burger & Crispy Chicken Sandwich, positioned to target fast food consumers.*
- Ongoing | Lunch Specials  
*Starting at \$10. Salad or soup and an entrée. Available Mon-Fri, 11AM-4PM.*

## Additional Messages

- BurgerTime Arcade Game | Giveaway  
Introducing Chili's Big Smasher BurgerTime, a refreshed version of the cult classic BurgerTime™ arcade game. Play as Joe Chilihead and build as many Big Smashers as possible and defeat evil fast food syndicate for the chance to win free burgers for LIFE!





# Chipotle

## eClub/Loyalty

- Chipotle Rewards

Earn Extra 100 points when you order in store after 6pm. Through 6/30.

Earn Extra 125 points when you order a chicken al pastor quesadilla 6/26-7/1.

## LTO

- LTO | Chicken Al Pastor is Back

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

- Free Throws Means Free Burritos

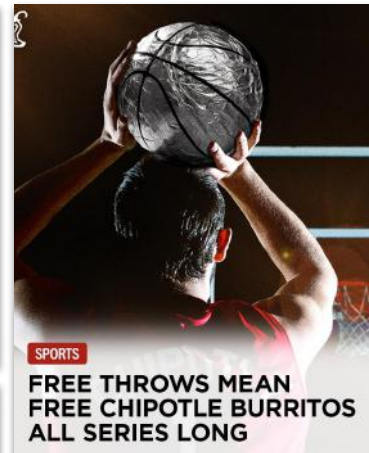
Free throws mean free codes when players make all their free throws at the line during the 2024 men's basketball championship series, we're dropping free entrée codes on Twitter and here's the legal stuff: first 500 fans to text the designated code to 888222 will receive a code for a free entrée from Chipotle\*. The brand will give away up to 17,500 free entrees per game.

- Win a Celeb Card

Win a Celeb Card aka free Chipotle every day for a whole year, tag us on IG, TikTok, or X with #CelebCardContest and show us why you're Chipotle's number one fan now until 7/3 at midnight PT. NoPurchNec. U.S., 18+. Ends 7/3/24.

## Additional Messages

- Eblast | Open late for the summer 11pm



# California Pizza Kitchen

## eClub/Loyalty

- CPK Rewards  
*FREE Starter 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 | Strawberry & Watermelon Seasonals  
*Featuring the California Fields Salad, Strawberry Shortcake, Summer Fruit Sangria, and the Sparkling Watermelon Cooler.*

## Offers/Promotions

- Free Pizza for a Year  
*Show us your Grab & Grill experience by posting a picture, tagging @cpk, and #cpkgrabandgrill on your public account for a chance to win free pizza for a year! One winner will be drawn each week from 5/31 – 6/28.*
- Father's Day | Grab & Grill Bundles  
*Grab & Grill bundles are 2 for \$25 or 4 for \$40. Mix & Match between 6 take home pizzas and fire up the grill!*
- NEW | 10% Off Catering  
*Valid through 6/30 with code: CATER10..*
- Ongoing | Lunch Duos  
*Served every day, 11AM-4PM. Starting at \$8.99.*
- Ongoing | Happy Hour  
*Featuring \$9 Pizza & Beer + 1/2 All Drinks and Starters from 3-6pm.*

## Additional Messages.

- N/A



## 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.*

## LTO

- NEW LTO | Brownie Sundae with Oreo Pieces  
*A warm chocolate brownie topped with sweet vanilla ice cream, crunchy OREO® pieces and chocolate sauce.*
- LTO | Summer of Sandwiches  
*SWEET & SMOKY BLT & E, SPICY BRISKET MELT, BACON OBSESSION BURGER™*

## Offers/Promotions

- FREE Delivery for DAD  
*Free Delivery for Father's Day. Valid 6/14 - 6/16.*
- PROMO | 50% OFF  
*Get 50% OFF an appetizer when you order online! Only available from 4pm-7pm.12. Valid through 7/15.*
- BOGO SHAKE  
*Just use code: COOLDOWN at checkout! Valid through 7/15.*
- Ongoing | All Day Diner Deals  
*Menu items starting at \$5.99, featuring Everyday Value Slam, All You Can Eat Pancakes, and more.*
- Ongoing | Kids Eat Free Tuesdays  
*Kids eat for FREE every Tuesday from 4pm to 10pm.*

## Additional Messages

- Fingerboard World Championships  
*Cash for Tricks Recap presented by @dennysdiner, what an amazing event @fastfingers\_21 was! Over 1500 attendees from 28 countries.*



# First Watch

## eClub/Loyalty

- N/A

## LTO

- NEW | Carnitas Breakfast Quesadilla  
*Our first-ever quesadilla features hand-pulled carnitas, a multigrain tortilla, eggs, cheese, sweet corn and scallions. Topped with corn salsa, avocado, red onions and jalapeño crema.*
- LTO | Summer Menu  
*Featuring Shishito Brisket Hash, Carnitas Breakfast, Strawberry Tres Leches French Toast, Blueberry Lemon Cornbread, and Watermelon Wake-up.*

## Offers/Promotions

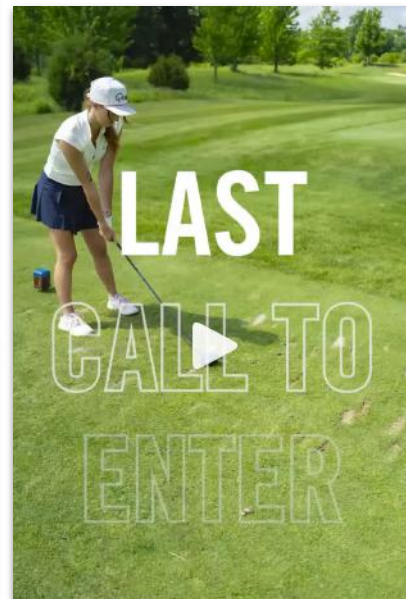
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## Additional Messages

- Social | Collab Giveaway with @GoodGood.  
*We've partnered up with our pals Good Good to give away the ultimate Pinehurst Resort getaway for you and a friend, where you'll experience Pinehurst's world-class #2 and #10 golf courses and win Good Good putters. Sign up by June 28th and enter to win for FREE.*



Strawberry Tres Leches French Toast





# Fleming's

## eClub/Loyalty

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

## LTO

- 2-Course Summer Prix Fixe Menu | \$68  
Course One: Fleming's Salad or Caesar Salad.  
Course Two: Surf & turf combo featuring Crab-Stuffed Lobster and Filet Mignon or 20 OZ USDA Prime Bone-In Ribeye.

## Offers/Promotions

- 5-Course Wine Dinner | El Pino Club | \$140 per guest
- Gift Card Special | Buy \$100, Get \$20  
Receive a \$20 e-bonus card for every \$100 in gift cards purchased. Valid through 6/23.
- Caymus & A Burger | Glass of Caymus and Burger starting at \$35
- Earn Double on Next Event | Book and host now through July 26 earn up to \$420 in double rewards
- Ongoing | Surf & Turf duo  
Crab stuffed lobster and Filet Mignon or Ribeye for \$68.
- Ongoing | Social Hour  
Sunday-Thursday 4PM-6PM with shareable bar bites and \$9 hand-crafted cocktails.
- Ongoing | Tomahawk Twosday  
Tuesday 3-course dinner for two... Features 35oz Prime Tomahawk (\$153) or Sliced Porterhouse (\$150), two salads, two sides, and two desserts.

## Additional Messages

- Email | Gift for Them Gift for You | \$20 bonus card for every \$100 GC through June 23
- Email | National Wagyu Day June 21
- Email | Date Night LTO: \$20 off a \$100 to-go order
- Email | Lunch special of \$17 burger with parm truffle fries



## eClub/Loyalty

- Join Rewards | Free 5-stack pancakes after 1st purchase
- To-Go | 20% Off First Online Order  
With code: IHOP20.

## LTO

- Partnership | IF-Inspired Menu  
Menu items include Blue's Dazzleberry Pancakes, Blossom's Orangesicle, Lewis' Cinn-A-Bear Stack, the Coney Island Pizza Omelette, Magnificent French Toast Sandwich, and more!
- LTO | Free Steakburger or sandwich  
Spend \$15 to claim 12 PanCoins to redeem free item.
- LTO | 2x2x2 Combo for \$6-8\*  
Featuring 2 buttermilk pancakes, 2 bacon or sausage, 2 eggs.
- NEW | Pancake of the Month - Orange Cream  
4 buttermilk pancakes filled with white chocolate chips, topped with raspberry topping, cream cheese icing, and whipped topping.



## Offers/Promotions

- Gift Card Special | Buy a \$25 Gift Card, Get a \$5 Bonus Card  
Offer available through 6/30. Bonus cards expire 8/25.
- Ongoing | iHOPPY Hour  
Daily specials with entrées starting at \$6. Available starting at 3PM.
- 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

- Email | BreakFEASTS
- Email | National Vanilla Milkshake Day



# Lazy Dog

## eClub/Loyalty

- Loyalty Sign-Up Offer  
*Free appetizer or dessert on next dining visit.*

## LTO

- NEW | Summer Solstice Sips  
*Any new handcrafted-non-alcoholic beverages online for free when use to code SUMMER.*
- Gift Card | Purchase \$50 in GC to receive \$10 ends June 30
- \$5 16oz. House Beer Pours  
*Choose from Huckleberry Haze IPA, Lighting Jack Light Lager, Ankle Buster Blonde, and more.*

## Offers/Promotions

- TV Dinners | Buy 5, Get 1 Free
- House Beer | 2 for \$25 4-Packs
- Lazy Dog Beer Club Membership  
*Join and be entered for an all-expense paid brewery tour at Pedals & Pints.*
- Ongoing | Free Delivery  
*On orders over \$25 only through their website.*
- Ongoing | Family Meals Starting at \$5 per person  
*Starting at \$25.*
- Ongoing | Happy Hour  
*Mon-Fri 3PM-6PM and Sun-Thurs 9PM-close.*

## Additional Messages

- Summer Adventures | Happy Hour + Late Night specials  
*Any Roadtrip Bowl + Non-Alc bev for \$15.*



# Lucille's Barbeque

## eClub/Loyalty

- Loyalty Sign-Up Offer  
Receive a \$10 off \$30 coupon after sign up. Free starter or Dessert.

## LTO

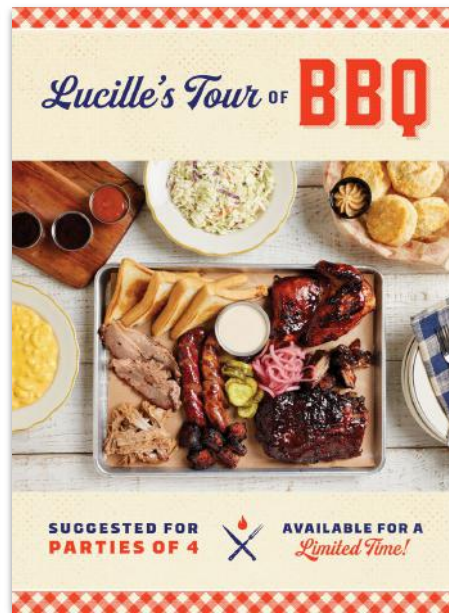
- NEW | 3-Course Feast for Two for \$59.99  
*Small plate app to share, three BBQ meats, one dessert.*
- NEW | Tour of BBQ  
*This platter features pork, beef, and chicken, perfect for 4.*

## Offers/Promotions

- Gift Card | \$10 Off \$50  
*Buy \$50 in online gift cards and get a \$10 bonus card to use this summer. Offer valid online thru 6/16. Bonus card valid 6/17/24-8/31/24.*
- SMS | Text for a free gift
- Ongoing | Happy Hour  
*Specials starting at \$. Monday-Friday 3-7PM and Every Day 9PM - Close.*

## Additional Messages

- Giveaway | Fathers Day  
*Every Dad gets \$10 bonus card June 14-16. 30% off select merch.*





# Maggiano's Little Italy

## eClub/Loyalty

- Loyalty Sign-Up Offer  
*Receive a \$10 off coupon after sign up.*

## LTO

- Eat-A-Dish for Make-A-Wish  
*Special Menu where a portion of proceeds will go to Make-A-Wish. Available 7/27-8/22.*

## Offers/Promotions

- 3-Course Lunch | \$20  
*Choose a salad, entrée, and a drink or dessert. Available for carryout or delivery only Monday-Friday, open-3PM.*
- Father's Day Gift Card Flash Sale | Buy \$75, Get \$20  
*Offer available online only 6/6.  
Add a special touch by customizing gift card with photo.*
- Ongoing | Happy Hour Mon - Fri from 3PM - 6PM

## Additional Messages

- Email | Crab Cakes Promotion
- Local Events  
*Featuring wine dinners, mixology, and kids cooking classes.*



# Mendocino Farms

## eClub/Loyalty

- Loyalty | \$5 Off \$15 Offer

## LTO

- NEW | Summer Menu  
*Featuring Sweet Peach & Goat Cheese Salad, Street Corn Chicken Sandwich, Couscous Tabbouleh with Mint Labneh, and Summer Corn Chowder Soup.*
- NEW | Summer Heirloom BLT  
*Available through Sep. 9.*

## Offers/Promotions

- LTO | \$8 Street Corn Chicken Sandwich
- BOGO | Best Friends Day BOGO June 8

## Additional Messages

- Email | Fathers Day Gift Cards
- Email | Encouraging fundraising hosts, donations, No Kid Hungry



# Moe's Southwest Grill

## eClub/Loyalty

- Loyalty Sign-Up Offer  
*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

- New Tequila Lime Chicken  
*New menu item to add to any entree.*

## Offers/Promotions

- \$0 Delivery Fee Father's Day Weekend  
*Order in and enjoy a \$0 delivery fee available 6/15 - 6/16.*
- Father's Day | Buy \$30, Get \$10  
*Purchase \$30 and get \$10 available 6/5 - 6/16.*
- New Queso Crunch Taco on Us  
*With any purchase enjoy a Queso Crunch Taco. Valid until 7/7.*

## Additional Messages

- Promoted Gift Cards



# North Italia

## eClub/Loyalty

- Loyalty Sign-Up Offer  
*\$10 off \$20 online purchase when subscribed to email club.*

## LTO

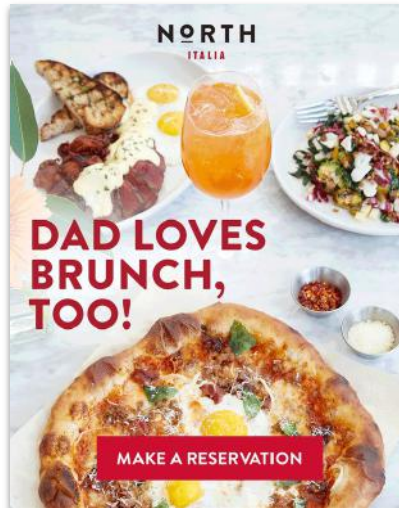
- N/A

## Offers/Promotions

- Gift Card Promo | Buy \$100, Get \$20  
*Only available until 6/16.*
- Father's Day Brunch  
*Only available 6/17.*
- 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

- Father's Day Brunch
- Promoting Gift Cards



# Olive Garden

## eClub/Loyalty

- Free Birthday Dessert  
*With purchase of an entrée.*

## LTO

N/A

## Offers/Promotions

- Ongoing | Create Your Own Pasta  
*Starting at \$12.99. 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 to go.*
- Ongoing | Lunch-Sized Favorites  
*Order off a limited menu of lunch-sized favorites favorites Mon-Fri 11am-3pm.*

## Additional Messages

- Pushed Gift Cards for Father's Day
- Promoted Takeout - OG to Go





# Outback

## eClub/Loyalty

- **Loyalty Sign-Up Offer**  
Receive a free Bloomin' Onion upon signing up for Dine Rewards.

## LTO

- **Ongoing | Dine Under Menu**  
Feature Filet & Lobster Mac, an 18 oz. Cab Onion Ribeye, Toowoomba Salmon, Croc-Tail, and Tim Tam Brownie Cake. Starting at \$16.99.

## Offers/Promotions

- **Kids Eat Free Monday**  
Surviving summer just got easier. Bring 'em in and get a free Joey Meal every Monday with the purchase of an adult entrée from 6/24 - 9/2.
- **Gift Card Flash Sale | Buy \$50, Get (2) \$10**  
Get two \$10 bonus cards with any \$50 gift card purchase. Available 6/12-6/16.
- **1lb for Shrimp \$9.99**  
Add 1lb for shrimp to any entrée for \$9.99, Dine-in Only at participating locations. Available 6/17 to 6/23.
- **BFF DAY | FREE Bloomin Onion**  
Free Bloomin' Onion w/ any adult entrée 6/5-6/9.
- **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 | Tuesday Tails**  
Sirloin & lobster, starting at \$24.99 every Tuesday.
- **Ongoing | Happy Hour \$7 Cocktails**  
Every day.

## Additional Messages

- **Social | #NationalOnionDay Giveaway**  
Enter to Win FREE Bloomin' Onions for a YEAR for #NationalOnionDay! 🍷📺 Duet this video and recite this script while crying for a chance to win free Bloomin' Onions for a year. Entries open 6/20-6/26.



# Pacific Catch

## eClub/Loyalty

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

## LTO

- NEW | Street Food Summer Menu  
*Items include Bao Buns w/ seared ahi tuna & pork belly, Tostadas w/ ceviche & scallops, Street Tacos w/ grilled Kampachi & crispy Alaskan cod, wings, seabass collars, Watermelon Marg, Tropical Sangria and ceviche scallop.*
- NEW | Fish Bar Mini Menu | Tustin Only  
*New Fish Bar Mini Menu at their Tustin location! From Rainbow Crudo and Shrimp Cocktail to Market Fish and Oysters.*

## Offers/Promotions

- \$6 Off Bowls | 6/25 Only  
*Offer valid all day today Tuesday 6/25 when you dine-in or order online.*
- Buy 3, Get 1 Free  
*Order 3 dishes from Street Food and get 4th on us. Weekdays 3pm-6pm.*
- National Burger Day | Free Fries  
*Enjoy free fries when you order the Wagyu Cheeseburger online. 5/28 only.*
- Ongoing | 5 for \$15 Lunch Menu  
*Lunch bowls and sandwiches for \$15 each. Available every weekday from 11am - 3pm.*
- Ongoing | Happy Hour  
*Available Monday-Friday from 3-6PM. New additions to Happy Hour offerings.*

## Additional Messages

- Campbell Location Remodel  
*The Campbell location has recently gone through a remodel and the space is an absolute vibe!*



# Panera Bread

## eClub/Loyalty

- **MyPanera Benefits**  
Monthly member exclusives, two MyPanera weeks, and members-only challenges and rewards. Free Treat & Free Delivery For 30 Days.
- **Ongoing | 3 Free Months of Unlimited Sips Club**  
When you join, get 3 free months of Unlimited Sips Club. Includes unlimited coffee, teas and fountain drinks. Offer ends 5/31.

## LTO

- **NEW | Breakfast Sandwiches**  
Bacon Double Take, Ciabatta Ham, Egg & Cheese, & Steak & Wake.
- **NEW | Cinna-mmm**  
New! CinnaTops and CinnaScrambles
- **NEW | Summer Drink Era**  
Blueberry Lavender Lemonade, Citrus Punch, & Pomegranate Hibiscus.
- **NEW | Tops**  
Choco Chipper CinnaTop, Fudgy Brownie CinnaTop, & Candy Cookie CinnaTop

## Offers/Promotions

- **You Pick Two**  
Choose any two entrées and get a free side of chips, apple or french baguette.
- **BOGO for only \$5**  
BUY ONE SALAD, SOUP OR SANDWICH, ENJOY ANOTHER FOR ONLY \$5 Offer valid every Every Day in-cafe or online through August 31st.
- **Catering | \$20 Reward**  
Earn a \$20 reward for every \$500 you spend on catering orders.
- **Buy \$25 Gift Card | Bonus \$5**  
With every \$25 in gift cards purchased Offer valid online only 6/5–6/30. Redeem Bonus Card from 7/1–7/31..
- **Ongoing | Under \$10 Menu**  
7 menu options under \$10.

## Additional Messages





# Red Lobster

## eClub/Loyalty

- Ongoing | 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 | Shrimp Your Way \$20  
*NEW Street Corn Shrimp, Crispy Dragon Shrimp or Garlic Shrimp Scampi. Choose 3 shrimp options for only \$20.*
- NEW | Crabfest is Back  
*Partnered with Flavor Flav to promote Crabfest. Featuring 2 flavors: Roasted Garlic and new Cajun Butter. Dishes starting at \$20.*
- NEW | Big Breezy Hurricane Cocktail

## Offers/Promotions

- NEW | Buy One, Take One for \$8  
*Take home Linguini Alfredo or Caesar Salad for just \$8 more when you purchase any dine-in entrée.*
- Gift Card Special | Buy \$50, Get \$20  
*Offer available 4/30 - 7/1.*
- 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

- LTO | Mexican Street Corn

Featured dishes include Mexican Street Corn Shrimp Two Taco Plate, Mexican Street Corn Bowl with Shrimp, Mexican Street Corn Burrito with Chicken or just a side of Mexican Street Corn.

- Cola Bros Partnership | NewAll-World Breakfast Burrito

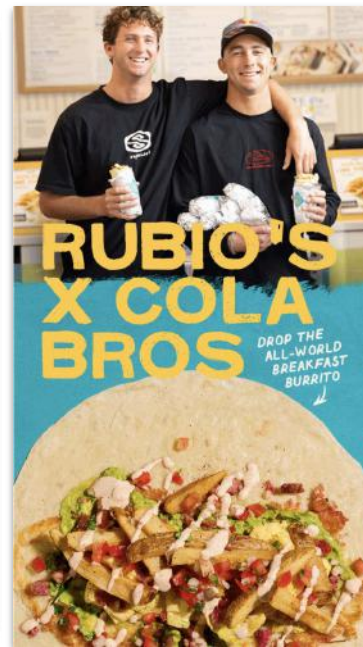
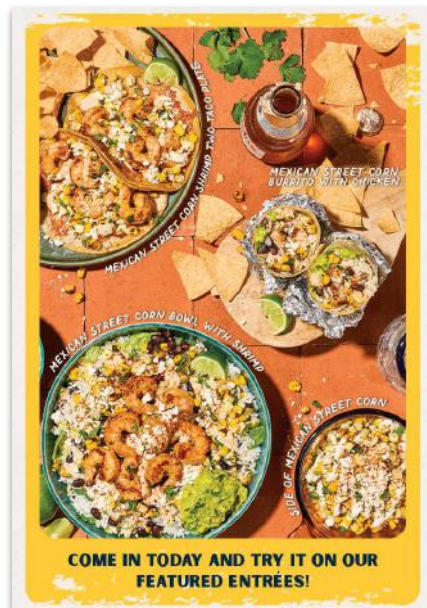
Partnered with pro surfers Griffin and Crosby Colapinto to create a breakfast burrito with 47 grams of protein. Available exclusively on the Rubio's app for a limited time.

## Offers/Promotions

- Gift Card Special | Buy \$25, Get \$5  
Offer valid 4/26 - 6/30.
- Ongoing | Taco Tuesday Specials  
Classic Chicken or Original Fish Taco (\$2.50), Fish Taco Especial or Steak Taco (\$3.00), and Shrimp Trio (\$10.99).
- Ongoing | 5 Under \$10 Menu Items  
Baja-inspired menu items: Classic Trio, Chicken Chilaquiles Bowl, Chopped Chicken Salad, Baja Grilled Chicken Burrito, and Baja Beer-Battered Shrimp 2 Taco Plate.

## Additional Messages

- Filed for Bankruptcy on 6/5
- Highlighted Sustainability for World Oceans Day



# Ruth's Chris Steakhouse

## eClub/Loyalty

- N/A

## LTO

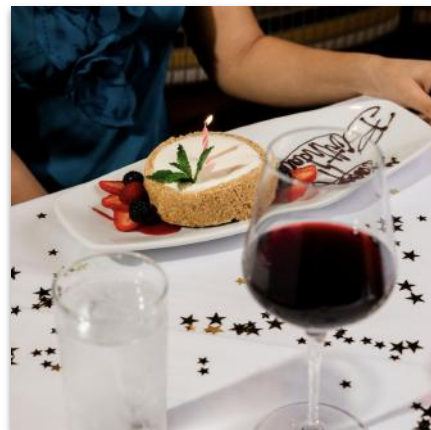
- Filet & Rosé  
*6 oz. filet, topped with 3 grilled shrimp, paired with a glass of Whispering Angel Rosé. Available starting at \$42 in the bar area only.*

## Offers/Promotions

- Ongoing | Happy Hour  
*Full-size appetizers starting at \$11 as well as hand-crafted cocktails and wine starting at \$9.*

## Additional Messages

- Opened Early for Father's Day on 6/16  
*Any steak can be topped with Coffee Bacon Jam, available exclusively on Father's Day.*



# Shake Shack

## eClub/Loyalty

- **Loyalty Sign-Up Offer**  
Get \$5 off when you sign up. 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.

## LTO

- **LTO | BBQ Menu**  
Featuring the Carolina BBQ Burger with pepper jack cheese, applewood-smoked bacon, and fried pickles, and the Smoky Classic BBQ Burger is made with American cheese, applewood-smoked bacon, crispy onions, and crisp pickles.
- **LTO | Summer Shakes**  
Includes Peaches and Cream Shake, Chocolate Salted Caramel Shake, and Strawberry Frosted Donut Shake.

## Offers/Promotions

- **Pride Month | 50¢ Sprinkles Add-On**  
Support PFLAG all month long by adding sprinkles for only \$0.50 to any shake or frozen custard.
- **\$15 Off Large Box Orders**  
Get \$15 off a large order sandwich box when you order on the Shack app, online or at an in-store kiosk with code GOBIG. Valid 6/17 - 7/28.
- **Gift Card Special | Buy \$25, Get \$5**  
Offer available 4/29 - 6/16.

## Additional Messages

- Opened New Location in Toronto, Canada





# Sweetgreen

## eClub/Loyalty

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

## LTO

- N/A

## Offers/Promotions

- New Caramelized Garlic Steak  
*Promoting quality pasture raised meat marinated in evoo sauce.*

## Additional Messages

- Highlighting Fan Favorite Orders
- Emails | Promoting Customization of Bowls



# TGI Fridays

## eClub/Loyalty

- Loyalty Sign-Up Offer  
\$20 off your next \$50 purchase.
- FREE Birthday Dessert
- Loyalty | Chance to Win \$100 Gift Card  
Guests were challenged to score as many baskets as they could via an online simulator, and then were entered to win one of 5 \$100 gift cards.
- Loyalty | 30% Off  
Available for dine-in only on 6/25. Loyalty members only.  
Offered 20% off online orders for National Work From Home Day on 6/27 with code WFH2024.

## LTO

- NEW | Fridays Feast Pick 3  
Featuring Whiskey-Glazed Pork Big Ribs, Crispy Shrimp & NEW Whiskey-Glazed Crispy Chicken Tenders.

## Offers/Promotions

- National Day Promotions  
National Cheese Day - Free Mozz Sticks with \$10 purchase.  
National Sushi Day - 20% off Krispy Rice with code KR20 mentioned to your server.  
Father's Day - 25% off platters with code DAD25 at checkout.
- Basketball Finals | 50¢ Wings  
Each wing is only \$0.50 during game times. Or use code FINALS25 during online checkout for 25% off Platters.
- Gift Card Flash Sale | Buy \$60, Get \$25  
Only available 6/13 - 6/16.
- Ongoing | 10 Meal Deals Starting at \$9.99  
Choose an entrée, side and drink.
- Ongoing | \$5 Happy Hour  
Premium cocktails, beers and bites, all for \$5. Available every day from 3-6PM and 9PM-close.
- Ongoing | Weekday Deals  
Monday - \$0.50 wings; Tuesday - Free Kid's Meal with adult entrée purchase; Wednesday - \$15 Whiskey-Glazed Sampler; Thursday - \$7 Hennessy Superfresh Margarita or Cherry Berry Bootlegger;
- Ongoing | 10 for \$10 Lunch Entrées  
For a limited time, available Monday - Friday until 3PM.

## Additional Messages

- Social | Free Fridays for a Year Giveaway  
To enter, post a photo on Instagram enjoying That Fridays Feeling™ at TGI Fridays, use #TheLongestTGIFriday and #SweepstakesEntry, and tag and follow @TGIFridays. Prize value \$1,000 per winner.



# Torchy's Tacos

## eClub/Loyalty

- Loyalty Sign-Up Offer  
*Free Queso & Chips for signing up.*

## LTO

- LTO | Taco of the Month - "Alabama Shake"  
*Fried catfish, poblano slaw, peppadew peppers, avocado sauce, and cotija cheese all tucked into a flour tortilla.*
- NEW | Oberon Ale  
*Brewed by Bell's Brewery, this ale is a citrusy, easy drinking and refreshing beer.*

## Offers/Promotions

- NEW | \$2 Off Daily Drinks  
*Monday - Draft Beer; Tuesday - House Margs; Wednesday - Patron Drinks; Thursday - Torchys Tini; Friday - Mexican Candy Marg.*
- Ongoing | Happy Hour  
*\$2 off margaritas and signature sips & \$1.50 off beers. Available Monday-Friday from 3-6PM.*

## Additional Messages

- N/A



# 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

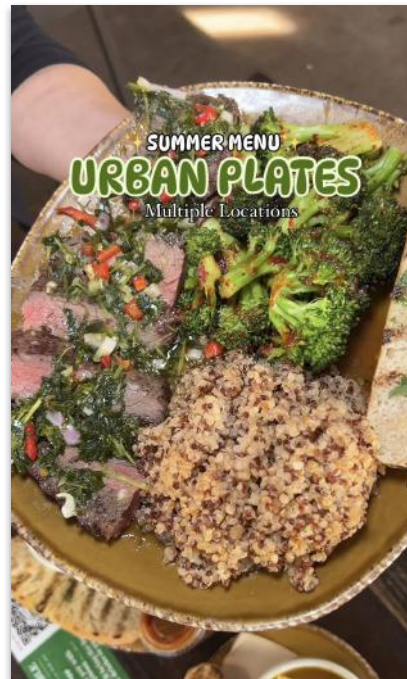
- LTO | Summer Eats Menu  
*Featuring Blackened Sustainable Salmon, Grilled BBQ Pork Ribs, Harissa Lime Cauliflower, Gochujang Roasted Broccoli, Chipotle Garlic Marble Potatoes, Chicken Tortilla Soup, and Watermelon Pineapple Replenisher.*

## Offers/Promotions

- Ongoing | Everyday Value Menu  
*Pushing everyday value by offering 14 meals under \$14. Items include Nashville Hot Tender Sandwich, Chicken 2 Tender Plate, Moroccan Chicken Braise, a variety of salads and more.*
- Father's Day | All Dads Get Free Seasoning  
*All Dads who dine in on Father's Day will receive Urban Plates seasoning. While supplies last.*

## Additional Messages

- Participated in the 2024 Culinary Clash Benefitting the California Restaurant Foundation





# Urbane Cafe

## eClub/Loyalty

- N/A

## LTO

- NEW | Sweet Chili Crunch Sandwich  
*Now available at all locations. Features your choice of chicken or tofu, sweet & spicy chili glaze, housemade apple coleslaw, crispy onions, pickled carrots, and veganaise.*
- NEW | Ahi Salad  
*Sashimi grade seared ahi, mixed greens, coleslaw mix, avocado, feta cheese, edamame, cucumbers, red radishes, grape tomatoes, sesame seeds. Served with japanese chili dressing and fresh baked focaccia bread.*
- NEW | Italian Wedding Meatball Soup  
*Mini pork and beef meatballs with spinach and pasta.*
- Watermelon Lemonade is Back

## Offers/Promotions

- N/A

## Additional Messages

- Social | Highlighted Dads & Gift Cards for Father's Day



# Yard House

## eClub/Loyalty

- Loyalty Sign-Up Offer  
*Free Appetizer for signing up.*
- Free Birthday Dessert

## 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

- Ongoing | Happy Hour  
*\$2 off local draft beer & all drinks; 1/2 off selected appetizers & all pizzas.  
Monday-Friday, 3-6PM.*

## Additional Messages

- N/A

