

**brand**tailers

# Competitive Analysis

August 2023

# August Industry Highlights

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## The Late-Night Business Makes A Strong Comeback

Several chains have noted the recovery of their late-night business, and data shows a 7.5% increase in traffic during the daypart. One of the surest signs that the industry has moved past Covid-related business challenges is the resurgence of late-night sales. Traffic in this daypart increased by 7.5% in Q2 2023 versus Q2 2022. All of this "normalization" not only gives brands license to focus again on their late-night business, but to compete for those crowds.

## How Big Restaurant Chains Are Using Artificial Intelligence

Artificial intelligence has been the biggest tech trend of the year, not only in restaurants but for the world at large. The technology, which can learn, solve problems, make predictions and generate language, has taken a big leap in 2023. And it is starting to show up in more restaurants, which are increasingly looking for ways to operate more efficiently as costs rise. Brands like Chipotle, Starbucks and Domino's are leaning on AI to do things like predict traffic, set prices and bake pizzas before they're even ordered.

## Fast-Food Dining Rooms Losing Luster As Companies Focus On 'Digital Guest Experience'

Fast-food dining rooms are changing as companies embrace new technology to automate tasks and speed up production but industry experts argue that they won't necessarily disappear. Companies today are already experimenting with new restaurant formats that better adapt to consumer demands for fast and convenient service. For instance, Chick-fil-A is testing out two new concepts in Atlanta and New York that are geared toward mobile ordering. One concept is a pick-up-only service where customers order and pay online before picking up their food. The other concept uses an elevated kitchen that sends orders to a four-lane mobile order drive-thru underneath.



# August Competitor Synopsis

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**Back-to-School Partnerships** | Torchy's Tacos, TGI Fridays, and Rubio's partnered with kid-focused charities or hosted volunteering events for back-to-school season. Torchy's Tacos hosted a Back-to-School Supply Drive where Torchy's Tacos employees helped as volunteers. TGI Fridays partnered with No Kid Hungry where if guests provided a \$2+ donation, they could receive \$10 off their next visit when they spend \$25 or more. Rubio's had a giveaway on social where followers could enter to win a free taco bar for their child's classroom, team, or club.

**New Menu Items** | First Watch, California Pizza Kitchen, and TGI Fridays offered various new menu items. First Watch launched a new fall menu in partnership with Mike's Hot Honey with items including Million Dollar Harvest Hash, Barbacoa Quesadilla Benedict, Cinnamon Spice Churros, Pomegranate Pear Punch, and Butternut Squash Bisque. California Pizza Kitchen announced their new Crispy Chicken Sandwich, Spicy Buffalo Chicken Chopped Salad, and Black & Bleu Pizza. TGI Fridays launched a Grilled and Sauced Menu where you can mix and match and pair your favorite protein with 9 bold sauce flavors and 14 sides. Sauces include Korean Red Chili, Al Pastor, Apple Butter BBQ, and Spiked Orange with Hennessy.

**New Locations** | Sweetgreen, Farrelli's, and California Pizza Kitchen opened new locations in August. Sweetgreen opened new locations in Tustin, CA and Marlton, NJ. Farrelli's also opened two new locations in Tumwater, WA & Hawks Prairie, WA. California Pizza Kitchen opened a location in Burbank, CA with a ribbon cutting with the Burbank Chamber of Commerce.



# Notable Value Deals

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- **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** | Get a full stack of all-you-can-eat pancakes for \$5.99.
- **iHop** | Daily specials with entrées starting at \$6 starting 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** | 4 Under \$10 menu items.
- **TGI Fridays** | Happy Every Hour - All Day, every day drink specials including \$5 wine + \$2 beers.

# August Holidays & Events

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- National Watermelon Day (8/3)
- National Chocolate Chip Cookie Day (8/4)
- International Beer Day (8/4)
- National Rum Day (8/16)
- National Fajita Day (8/18)
- National Lemonade Day (8/20)

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# Applebee's

## Promotions

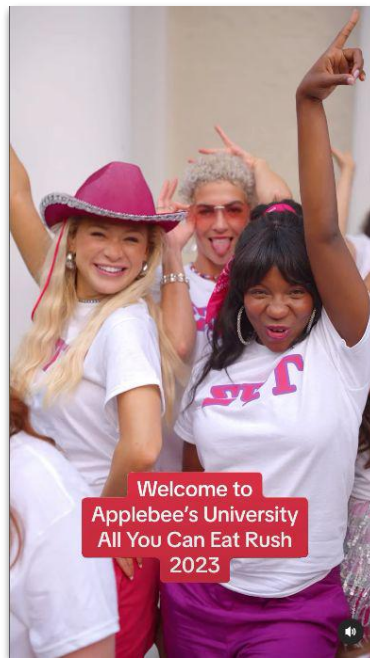
- Ongoing | 2 for \$25  
*Two entrées & 1 appetizer.*
- Traffic Driver | \$6 Summertime Sips - Electric Long Island Iced Tea  
*Featuring Grey Goose Vodka, Bacardi Superior Rum and triple sec with premium lemon sour topped with blue curacao and lemon-lime soda. Garnished with a lemon sugar rim.*
- Traffic Driver | \$6 Summertime Sips - Tippy Sunset  
*Double Rum Cocktail featuring Bacardi Superior and Malibu Coconut Rums mixed with strawberry and lemonade. Garnished with a lemon sugar rim.*

## Offers/LTOs

- Launched Applebee's University Rush 2023  
*Take on sorority rushes. Featuring four saucy Saucerorities:  
Sigma Psi Gamma (Sweet Asian Chile)  
Beta Beta Theta (Honey BBQ)  
Pi Delta (Honey Pepper)  
Chi Beta Zeta (Classic Buffalo)*

## Additional Messages

- National Lemonade Day  
*For every lemonade sold on 8/20, 25 cents will be donated to Alex's Lemonade Stand Foundation.*



## Promotions

- Ongoing | Happy Hour  
\$4 select BJ's Handcrafted Beer, \$3 Chips & Dips, \$5 Dark Horse Wines, \$6 select appetizers, and 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, 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.

## Offers/LTOs

- Gift Card | Buy \$50 in eGift Cards, Get a \$10 Bonus Card  
In honor of back to school. Available through 8/20.
- National IPA Day | Signature IPAs only \$5  
8/3 only.

## Additional Messages

- N/A





# Cheesecake Factory

## Promotions

- Ongoing | Saturday & Sunday Brunch  
Available until 2PM; Brunch menu [here](#).
- Ongoing | Retail Items  
Brown Bread, Brioche Hamburger Buns, Pudding, Ice Cream Pints.

## Offers/LTOs

- DoorDash | \$10 Off Orders of \$40  
DoorDash orders of \$40 or more when you link your Cheesecake Rewards™ and DoorDash accounts through the DoorDash app.

## Additional Messages

- Charity | Feeding America  
For every slice of Cookie Dough Lover's Cheesecake with Pecans purchased through 7/29/24 Cheesecake Factory will donate \$0.25 to Feeding America.



# Chili's

## Promotions

- 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 | \$6 Tequila Trifecta  
*A premium mix of El Jimador Silver Tequila, 1800 Reposado Tequila, Jose Cuervo Gold Tequila, triple sec, and fresh sour.*

## Offers/LTOs

- NEW | Double Old Timer with Cheese  
*Two juicy beef patties, cheddar cheese, pickles, lettuce, tomato, red onion, mustard.*

## Additional Messages

N/A



# Chipotle

## Promotions

- Ongoing | Chipotle Rewards  
*10 points for every \$1 spent in restaurant, online or on the app.*

## Offers/LTOs

- N/A

## Additional Messages

- Social | Collab post with popular TikToker @jordan\_the\_stallion8  
*Enter to win a Chipotle metal card by taking an IQ test and answering the bonus question correctly. Only 50 people will win. Ends 8/24,*
- Social | Annual Teacher Giveback  
*Giving away \$100k in school supply sets. You can nominate a teacher through 8/15.*



# California Pizza Kitchen

## 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.
- Ongoing | 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.

## Offers/LTOs

- Offer | Free Delivery  
On orders over \$40 from 8/18 - 8/20.
- It's Back | Original Italian Chopped Salad
- Now Offering Happy Hour  
Enjoy pizza & beer for \$6, and half off on all drinks & starters. Monday-Friday, 3-5PM at participating locations.
- New Menu Items  
Crispy Chicken Sandwich, Spicy Buffalo Chicken Chopped Salad, and Black & Bleu Pizza.

## Additional Messages

- New Location | Burbank  
Ribbon cutting with Burbank Chamber of Commerce.



# Denny's

## Promotions

- 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.*

## Offers/LTOs

- New | Pumpkin Pecan Pancakes

## Additional Messages

- N/A





# Farrelli's

## 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.*

## Offers/LTOs

- Traffic Driver | Pizza of the Month - The Double Whammy  
*Features a Stanislaus Pizzaiolo red sauce base topped with Galbani mozzarella & provolone, minced garlic, Rosa Grande crisp & curl pepperoni and Fontanini cup & char sausage! Finished with fresh basil and a drizzle of Mike's Hot Honey.*

## Additional Messages

- New Locations | Tumwater, WA & Hawks Prairie, WA
- Ongoing on Social | Continued weekly series called 'Farrelli's Fam Friday'  
*Featuring team members and their favorite things to get at Farrelli's.*



# First Watch

## Promotions

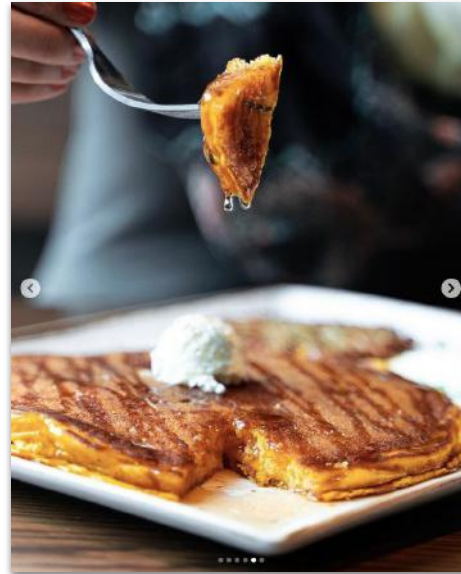
- Ongoing | 2 for You  
*½ Sandwich, ½ Salad or a cup of soup.*
- Ongoing | LTO Jump Start Menu  
*Cauli-Rizo Breakfast Tacos, Tangerine Dream, Chicken Pesto Hash, and Triple Berry Acai Bowl.*

## Offers/LTOs

- New Fall Menu | Partnered with Mike's Hot Honey  
*Million Dollar Harvest Hash  
Barbacoa Quesadilla Benedict  
Cinnamon Spice Churros  
Pomegranate Pear Punch  
Butternut Squash Bisque*

## Additional Messages

- New Location | Chicago, IL



# Fleming's

## 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 Prime Tomahawk or the new Chef's Reserve.*

## Offers/LTOs

- New Cocktail | Scarlet Clover  
*Made with Gray Whale Gin, Fino Sherry, fresh lemon and strawberry.*

## Additional Messages

- Posted 11x on Instagram  
*Very high for them, with a majority of posts being Reels.*





## Promotions

- Ongoing | Kids Eat Free  
*One Free Kids entrée with each full-priced adult entrée everyday from 4-10PM.*
- Ongoing | All-You-Can-Eat Pancakes for \$5.99
- iHOPPY Hour | Starting at 3PM  
*Daily specials with entrées starting at \$6.*
- 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.*
- Ongoing | 20% Off First Online Order  
*Use code IHOP20 at checkout and 5 PanCoins which is redeemable for a full stack of pancakes.*

## Offers/LTOs

- 65th Birthday Offers  
*\$5 All You Can Eat Pancakes.  
Get a FREE pancake combo when you join IHOP rewards.  
Earn up to 65 PanCoins by visiting IHOP 5 times.  
65 cent delivery.*
- NEW | Pancake Tacos  
*3 for \$6. Flavors: Caramel Banana, Country Chicken and Gravy, Breakfast, Fresh Strawberry Cheesecake.*

## Additional Messages

- N/A



# Lazy Dog

## Promotions

- 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.*

## Offers/LTOs

- Free Starter or Small Plate (8/17-9/1)  
*Valid with purchase of entrée for dine-in only.*

## Additional Messages

- Social Giveaway  
*Tag a friend in the comments and tell them why you should win and follow Lazy Dog and Bottle Logic Brewing for a chance to win a Bottle Logic Brewery tour for 2 and limited edition merch.*
- New Summer Merch  
*Featuring Dad Hat, Good Times T-Shirt and Tote Bag.*
- Closed location in Huntington Beach on 8/24



# Lucille's Barbeque

## 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 | Smokin' Tuesdays  
*\$10 Smoked Brisket Nachos & half bottles and glasses of wine.*
- Ongoing | Rewards Program  
*Receive a \$10 off \$30 coupon after sign up.*

## Offers/LTOs

- Free Delivery (8/4-8/6)  
*Valid on orders placed through LucillesBBQ.com*
- Southern Fried Chicken Sandwich + Soft Drink Combo  
*Only \$13.99. Available 8/7-8/20 exclusively at LucillesBBQ.com for take out and delivery only.*
- NEW | Back Porch Bowls  
*Featuring 5 bowls - Winner Winner Chicken Lunch, Shrimpin' Ain't Easy, Caulin' All Vegans, Three Little Pigs, Brisket Fajita Bowl. Available for \$3 off until 4pm.*
- Free Family-Size Deviled Eggs (8/21-8/31)  
*Valid with purchase of any Family Meal on takeout and delivery orders placed at LucillesBBQ.com*

## Additional Messages

- Voted Best BBQ in the South Bay for the 10th year in a row
- Social | Back to School Sweepstakes (8/25-8/27)  
*Text BACK2SCHOOL to 844-423-0133 to be entered to win \$200 to Lucille's. Plus receive \$10 off your next purchase of \$30 or more.*



# Maggiano's Little Italy

## Promotions

- Ongoing | Happy Hour Mon - Fri from 3PM - 6PM
- Ongoing | Join E-Club and Get \$10
- Ongoing | Make-A-Wish Donations (\$1, \$5, \$10)
- Ongoing | Pasta Bar

*Feeds 10 people and includes two styles of pasta, three types of protein, three sauces, ciabatta rolls and Vera's Lemon Cookies.*

- NEW | 3 for \$20 Lunch Carryout  
*Start with a side salad, pick an entrée and choice of drink or dessert. Available for carryout only Monday-Friday from 11am-3pm.*

## Offers/LTOs

- N/A

## Additional Messages

- End of Summer Giveaway (8/5-8/25)  
*Enter to win a free catering package for 8 people valued at \$160.*



# Mendocino Farms

## Promotions

- Mix & Match Catering Package  
*Pick one large Specialty Leafy Salad and one large Gourmet Deli Side.*

## Offers/LTOs

- National Sandwich Month (8/1-8/31)  
*Offering a different sandwich per week for only \$8 when ordering online with unique code.*

## Additional Messages

- Fundraisers | 30% Donated Back  
*Host a fundraiser before the end of the year and Mendo will donate 30% of proceeds back to your school, team or non-profit organization.*
- Opened New Location in Walnut Creek on 8/15





# Moe's Southwest Grill

## Promotions

- Ongoing | Moe's at Home  
*Pre-packaged, frozen meals at local grocers.*
- Ongoing | Moe Monday  
*Get a burrito or bowl, chips & salsa, and a drink for \$8.99. Available in the My Rewards section of the app.*
- Sounds of Summer Sweepstakes 6/14-7/25  
*Add a drink to your next order and enter the Moe's Sounds of Summer Sweepstakes and you could win a trip for two to a music festival of your choice.*
- Moe's Meal Kits  
*Feeds 4-6 people. Choice of Taco Kit, Nacho Kit or Fajita Kit.*

## Offers/LTOs

- Ongoing | Free Chips and Salsa  
*With an online purchase.*
- Ongoing Retail | Moe's Merch Store  
*Shirts, Hoodies, Fanny Pack, Blanket, Tumbler, Sweats and Stickers.*
- NEW | Moe's Greatest Hits Menu  
*Moe Meat, Moe Cheese, Edgy Veggie.*
- 20% Meal Kits for Moe Rewards Members (8/1, 8/15, 8/29)  
*Moe Rewards Members get 20% off one Meal Kit on 8/1, 8/15, 8/29 at participating locations.*

## Additional Messages

- N/A



# Monty's Good Burger

## Promotions

- Merch collaboration with Lonely Ghost apparel line

## Offers/LTOs

- Ongoing | Monty Meal  
*Comes with your choice of Daring Foods tenders or grilled cheese, fries, tots, one dipping sauce and choice of drink.*
- \$3 Birthday Soft Serve for 5th Birthday  
*Complete with bday sprinkles and whipped cream. Available at all locations.*
- NEW | Hot Nashville Chicken Sandwich  
*Hand breaded chicken patty covered in custom spice rub which includes chili powder, paprika, garlic, onion, pepper and more.*

## Additional Messages

- Pineapple Lemonade Maui Donation  
*Donating proceeds from every Pineapple Lemonade sold 8/17-8/20 to the Maui Fires Fundraiser. Available at all locations and on the truck in OC.*
- Complimentary pup shakes served all day, everyday
- Food truck pop-up in Orange County - 4 times in July



# North Italia

## Promotions

- Ongoing | Happy Hour  
*Mon-Thurs 2PM - 6PM.*
- Ongoing | Beer, Wine & Cocktails to Go  
*Sangria, Sicilian Margarita, Ginger Margarita, Milano Mulle Kit, Aperol Spritz Kit.*

## Offers/LTOs

- Ongoing Offer | Get \$10 off \$20+  
*Purchased online when subscribed to email club.*
- NEW | Brunch Entrée - Cannoli French Toast  
*Ricotta, mascarpone, chocolate pearls, crushed pistachio maple syrup.*
- NEW | Seasonal Menu  
*Tuscan Half chicken, Heirloom Tomato Burrata, Farmer's Market Board, White Lotus Cocktail, Burrata Anolini Crispy Bocconcini, Glazed Chioggia Beets, Golden Fig Manhattan, Grilled Branzino.*
- NEW | Summer Sips Cocktails  
*Handcrafted by their local bartenders and inspired by favorite throwback drinks, 14 creations that feel like summer will be unveiled. Available through Labor Day.*
- 3-Course Prix Fixe Brunch Menu - \$35  
*One starter, one entrée and one dessert for \$35. Available 8/18-9/3 until 4pm.*

## Additional Messages

- Social | 100k Followers Giveaway (8/8-8/9)  
*Follow North Italia on IG and tag a friend in the comments for a chance to win 1 of 21 \$100 gift cards.*





# Olive Garden

## Promotions

- Ongoing | Enjoy Every Day Specials  
*Family style meals, \$18 wine bottles, \$6 take homes, lunch-sized favorites, Italian inspired cocktails.*
- 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.*

## Offers/LTOs

- N/A

## Additional Messages

- N/A



# Outback

## Promotions

- Ongoing | Bloomin' Bundles  
*Family-style feasts feeding 4-6 people.*
- Ongoing | Happy Hour \$7 Cocktails  
*Every day.*
- Ongoing | Join Rewards Program get a Free Bloomin' Onion
- Ongoing | Walkabout Wednesday  
*6oz Center-Cut Sirloin or Grilled Chicken, Aussie Fries, and a 16oz domestic draft beer or Coca-Cola product starting at \$13.99 every Wednesday.*
- NEW | Kids Eat Free Monday  
*Get a FREE Joey Meal with purchase of an adult entrée in restaurant or to-go when you use code SUMMER. Available through 9/4/23.*

## Offers/LTOs

- NEW | Sweet Heat LTO Menu  
*Hot Honey Fried Shrimp, Grilled Chicken & Hot Honey Fried Shrimp, Sirloin & Hot Honey Fried Chicken, Hot Honey 'Rita.*
- NEW | Steak 'N Mate Combo LTO  
*Barrel-cut 6oz filet alongside a half pound of Snow Crab Legs plus a steakhouse potato and a side.*
- FREE Bloomin' Onion for Eclub Members (8/25-8/27)  
*Vaid with purchase of adult entrée.*

## Additional Messages

- N/A



# Pacific Catch

## Promotions

- Ongoing | Happy Hour  
Available Monday-Friday from 3-6PM.
- Ongoing | \$5 Off your next online order of \$20+  
When you sign up for SMS texts.
- Half-priced Bowls To Go  
50% discount available August 22 - 24 online orders only.

## Offers/LTOs

- NEW | Tokyo Summer  
A seasonal celebration of California-Japanese Cuisine. Featuring Miso Black Cod sourced straight from Alaska and is certified sustainable by the Marine Steward Council.
- NEW | Watermelon Cocktails  
For a limited time, Pacific Catch is surviving up three refreshing watermelon options to bring those 'vacation vibes' with every sip. Choose from a margarita, mojito or non-alcoholic watermelon lemonade!

## Additional Messages

- Partnership | Maui Fundraising with Mercy Chefs Org.  
'Aloha Friday' initiative aims to donate \$5 for every poke item ordered in-restaurant and online across all 14 Pacific Catch locations.
- Social | Tokyo Summer Giveaway  
To celebrate the new limited time "Tokyo Summer" menu, Pacific Catch partnered with @sjfoodies to give away two \$50 gift cards. Fans must tag a friend and follow both influencer and brand. Bonus entries if post is shared to fan's stories.

**TOKYO SUMMER**  
A Seasonal Celebration of California-Japanese Cuisine  
For a limited time only!

**FEATURED ENTREE**

**Miso Black Cod**  
braised miso/black cod, torched ginger, baked rice, miso/black cod sauce, green bean, sesame garnish

Our Miso Black Cod is sourced straight from Alaska and is certified sustainable by the Marine Stewardship Council. We use triple-organic, non-GMO, Miso (Poke) for our recipe, going to bring out the unique, while also adding a nutritious probiotic boost to our black cod. It's the perfect blend of good for you and good for the season!

**APPETIZERS**

**Spicy Salmon Crispy Rice**  
spicy salmon, avocado, crispy black rice, carrots, sesame seeds, lemon

**Kaniquon Kama**  
grilled codon, citrus ponzu, lemon

**SUSHI BOWLS**

**Spicy Salmon Bowl**

**Sashimi Bowl**

Try our new dishes today!

**LET US bow! you over!**

Our legendary bowls offer an amazing choice of ingredients, flavors and proteins.

It's a true meal in a bowl, made fresh from scratch, custom-tailored to your specific taste.

We know you're gonna love them, so we're giving you the chance to try them all!

**50% DISCOUNT**  
AVAILABLE AUGUST 22<sup>nd</sup>-24<sup>th</sup>  
ONLINE ORDER ONLY

Fresh, delicious, hearty and made from sustainably sourced ingredients. Fair good food that you can feel good about eating!

**WEST COAST STYLE**  
GRILLED SALMON

**JAPANESE**  
WAGYU BEEF POKE

**HAWAIIAN**  
TENDERLOIN GRILLED CHICKEN

**KOREAN**  
BEEF

**MEXICAN**  
CHICKEN

**SOULFUL**  
MILKSHAKE

USE CODE  
**TUSTINSO**  
AT CHECKOUT

**Aloha FRIDAY**  
MAUI FUNDRAISING INITIATIVE

We are all heartbroken here at Pacific Catch by the devastating loss of life, homes and businesses in Maui.

So many life-minded restaurants and their teams have experienced complete loss and we want to help where we can.

Today, we are donating in dedication to help sustain the local work.

Maui Aloha Friday Initiative, we are planning to do what we can to help from the restaurant, both financially and also by flexing work for our team, our suppliers and our guests to make an impact too.

Maui is the core of the Pacific Catch concept and has had an indelible influence on our menu and our Ohana.

I was personally inspired by the incredible fresh fish restaurants in Maui over 20 years ago when I came across Pacific Catch, and now we will do what we can to help that same Maui restaurant community as they come together to heal and rebuild.

As a first step in our Aloha Friday program, today we'll be donating **\$5 FOR EVERY POKE ITEM** ordered in-restaurant and online across all 14 Pacific Catch locations.

Together we can make a meaningful difference to those affected.

*Aloha,*  
KEITH AND THE PACIFIC CATCH FAMILY

*Support Maui*

# Panera Bread

## Promotions

- Ongoing | 2 Free Months of Unlimited Sips Club When You Join MyPanera Rewards  
*Includes unlimited coffee, teas, Charged Lemonades and fountain drinks.*
- Back to School | 20% Off Gift Cards  
*Available 7/19-9/5.*
- Delivery | 10% Off  
*Flavor up with 10% off delivery orders of \$15 or more when you use code: AUGDELIVERY. Valid 8/14-8/27.*

## Offers/LTOs

- Partnership | Bubble Bliss Game  
*Play the MyPanera x Canada Dry Bubble Bliss Instant Win Game and pop as many refreshing bubbles as you can once daily for a chance to win one of 500,000 rewards, and a grand prize of \$10K in cash. Play daily through 9/30.*
- NEW | Strawberry Poppyseed Salad is Back
- Offer | 6% Cash Back  
*Get a total of 6% back, on up to \$500 in spend, when using Apple Card with Apple Pay at Panera from 8/3 to 8/31.*

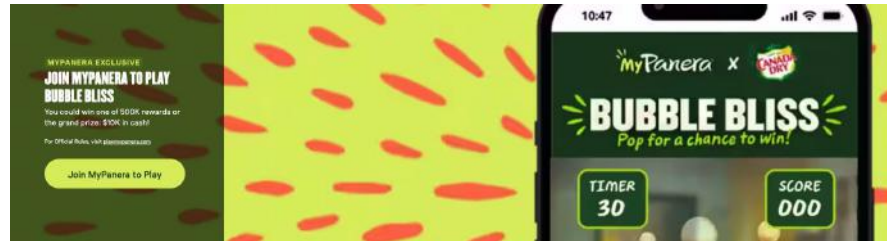
## Additional Messages

- N/A




**HOW 'BOUT A SIDE OF 6% CASH BACK?**  
Get a total of 6% back, on up to \$500 in spend, when using Apple Card with Apple Pay at Panera from 8/3 to 8/31. Terms Apply.

Start an Order



**MYPANERA EXCLUSIVE**  
**JOIN MYPANERA TO PLAY BUBBLE BLISS**  
You could win one of 500K rewards or the grand prize: \$10K in cash!  
For Official Rules, visit panerarewards.com

Join MyPanera to Play



**GET YOUR BERRY ON**  
Our Strawberry Poppyseed Salad with Chicken is back! Add extra berry love with the Frozen Strawberry Lemonade.

Start an Order



# Red Lobster

## Promotions

- Ongoing | Daily Deals  
*Endless Shrimp Mondays, Two for Tuesday, Steak & Lobster Wednesday, Throwback Thursday, and Fish Fry Friday.*
- Ongoing | 10% Off  
*When you sign up for My Red Lobster Rewards.*

## Offers/LTOs

- NEW | Shrimp Your Way  
*Choose 4 for \$20 To Go ONLY.*
- NEW | \$20 Ultimate Endless Shrimp  
*Mix and Match options like Garlic Shrimp Scampi, Grilled Shrimp Skewer, Parrot Isle Jumbo Coconut Shrimp, Walt's Favorite Shrimp, and Shrimp Linguini Alfredo. Served with a choice of side. **Added Crispy Dragon Shrimp this month.***

## Additional Messages

- Social | Cinco Ritas \$5



**NEW! CRISPY DRAGON SHRIMP®**

**ULTIMATE Endless Shrimp™**

**ONLY \$20\***  
PER PERSON

**FIND YOUR LOCATION**

\*Selections available while supplies last and can be enjoyed in restaurant only at participating U.S. locations. Excludes beverages, taxes, & gratuities. Subject to Terms: [www.redlobster.com/terms-conditions](http://www.redlobster.com/terms-conditions)

**DINE-IN ONLY**



**NEW!**

**SHRIMP YOUR WAY**

**CHOOSE 4 FOR \$20\***  
**TO GO ONLY**

**ORDER NOW**

\*Selections available while supplies last and can be enjoyed in restaurant only at participating U.S. locations. Excludes beverages, taxes, & gratuities. Subject to Terms: [www.redlobster.com/terms-conditions](http://www.redlobster.com/terms-conditions)

# Rubio's

## Promotions

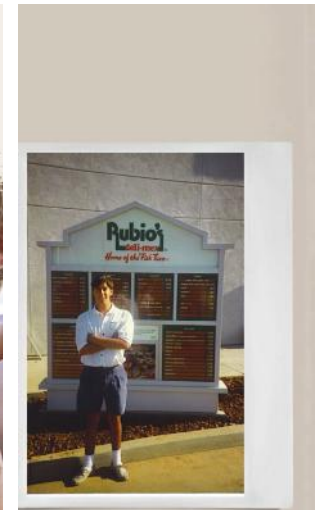
- Ongoing | Taco Tuesday Specials  
*New Classic Chicken (\$1.99) and Steak Taco (\$2.29) + The Original Fish (\$1.99), The Fish Especial (\$2.29), + Shrimp Trio (\$9.49).*
- Ongoing | 4 Under \$10 Menu Items  
*Baja-inspired menu items: Classic Trio, Chicken Chilaquiles Bowl, Chopped Chicken Salad, Baja Grilled Chicken Burrito.*
- Ongoing | \$3 Beers & \$8.49 Taco Plates  
*Every Friday.*
- Ongoing | \$5 Off for Joining Rubio's Rewards
- Padres Partnership | Free Taco  
*If Padres steal a base at a home game, eclub members receive a free taco with purchase with code GOPADRES.*
- Offer | Free Kids Meal  
*With any adult entrée purchase by 9/7/23 only.*

## Offers/LTOs

- LTO | New Chocolate Chip Dulce Cookie
- NEW LTO | Beer-Battered Shrimp  
*Sustainable Shrimp for only \$8.99*
- LTO | Summer Baja Weekends  
*\$3 Alcohol, Free regular chips with any drink purchase starting every Thursday - Sunday, after 3pm.*

## Additional Messages

- Social | Hungry Minds Giveaway  
*Enter via social media to win a free taco bar for your child's classroom, team, or club.*



Social post: 40th Anniversary

# Ruth's Chris Steakhouse

## Promotions

- Ongoing | Happy Hour  
*Full-size appetizers starting at \$11 as well as hand-crafted cocktails and wine starting at \$9.*
- Burger & Blend | Only \$35  
*Indulge in a Broad Street Burger, featuring muenster cheese, tomato, bacon aioli, crispy onions, and served with hand-cut fries. Paired with a glass of J. Lohr Pure Paso Proprietary Red.*
- Tastemaker Dinner | 4 Courses with Patrón  
*Main course will be Filet Mole Poblano, accompanied by Elote y Cotija Papas con Chorizo.*
- Tastemaker Dinner | 4 Courses with DAOU  
*Features chef-crafted dishes, such as Filet with Sumac Butter Crust, paired with a glass of DAOU Cabernet Sauvignon.*

## Offers/LTOs

- NEW Seasonal Cocktail | Dos Agaves Margarita  
*Made with both Casa Noble Tequila Blanco and Dos Hombres Mezcal.*

## Additional Messages

N/A



# Shake Shack

## Promotions

- Summer Frydays | Free Fries  
*Savor the end of summer. From August 28 to September 1, get free fries when you spend \$10+ using code FRYDAY.*

## Offers/LTOs

- LTO | Avocado Bacon  
*Featuring the Avocado Bacon Burger and Avocado Bacon Chicken Sandwich.*
- Ongoing | LTO Shakes  
*Non-Dairy Chocolate Frozen Custard made with NotMilk®. Oreo® Cookie Funnel Cake Shake, Triple Chocolate Brownie Shake.*
- Ongoing | Caffeinated Lemonade Trio  
*Strawberry Lemonade, Mango Passionade, Dragonfruit Pomegranate Lemonade.*

## Additional Messages

- Social | National Dog Day  
*Buy any classic shake + receive a FREE Pooch-ini for your pup from 8/26 to 8/27 using code DOGDAT.*
- Email | Gift Cards  
*Promoting gift cards for teachers, homeroom parent, college roommates and more with the tagline Hit The Books (and the burgers).*





# Sweetgreen

## Promotions

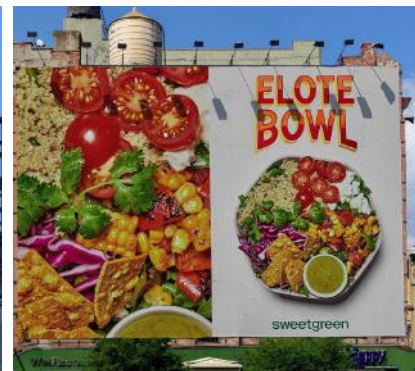
- N/A

## Offers/LTOs

- Partnership | Siete Chips  
*Featuring a Green Goddess-flavored, crunchy potato chips.*
- LTO | Italian Chopped Salad  
*Featuring crisp romaine, shredded kale, salami, red onions, heirloom cherry tomatoes, cucumber, spicy banana peppers, chickpeas, shaved parmesan and red wine vinaigrette.*
- LTO | BBQ Chicken Salad  
*Featuring chopped romaine, shredded kale, blackened chicken, shredded cabbage, red onions, tomatoes, apples, cilantro, tortilla chips, honey BBQ sauce, and green goddess ranch.*
- LTO | Elote Bowl  
*Featuring arugula, warm quinoa, roasted corn + peppers, tomatoes, shredded cabbage, cilantro, goat cheese, tortilla chips, sunflower seeds, and lime cilantro jalapeño vinaigrette.*

## Additional Messages

- Social | Collaborated with Several Influencers for LTO items & Merch  
*Partnered with @itsqcp @meals\_by\_cug.*
- Social | Anniversary #sweet16  
*Celebrating with 16% off merch.*
- Social | Announced New Locations  
*Tustin, CA; Marlton, NJ.*



# TGI Fridays

## Promotions

- NEW | Rewards Members Earn 150 Points  
*Available with any purchase over \$25. Valid 5/12 - 6/12.*
- Ongoing | Wings Mondays  
*\$0.50 wings + \$2 beer every Monday 5PM - close.*
- Ongoing | Happy Every Hour  
*All day, every day drink specials including \$5 wine + \$2 beers.*

## Offers/LTOs

- Last Call | Summer Cocktails
- NEW | Grilled and Sauced Menu  
*Mix and match your personal masterpiece. Pair your favorite protein with 9 bold sauce flavors and 14 sides. Sauces include Korean Red Chili, Al Pastor, Apple Butter BBQ, and Spiked Orange with Hennessy.*
- NEW | 10 for \$10 Lunch Entrées  
*For a limited time, available Monday - Friday until 3pm.*

## Additional Messages

- Partnership | No Kid Hungry  
*\$2+ donation and receive \$10 off your next visit when you spend \$25 or more.*
- Social | College Football  
*Reminder that TGI Friday's is a great destination to watch this season of college football.*

TRY OUR NEW  
**10 FOR \$10**  
LUNCH ENTRÉES

ORDER NOW

For a limited time, available Monday - Friday until 3pm. Free delivery offer applies to delivery fees. Customer will still incur delivery partner service fees.



TASTE OUR NEW  
**SUMMER COCKTAILS**

PAIRS PERFECTLY WITH OUR  
**GRILLED & SAUCED**  
MENU FEATURING 9 BOLD SAUCE FLAVORS

FIND YOUR FRIDAYS

# Torchy's Tacos

## Promotions

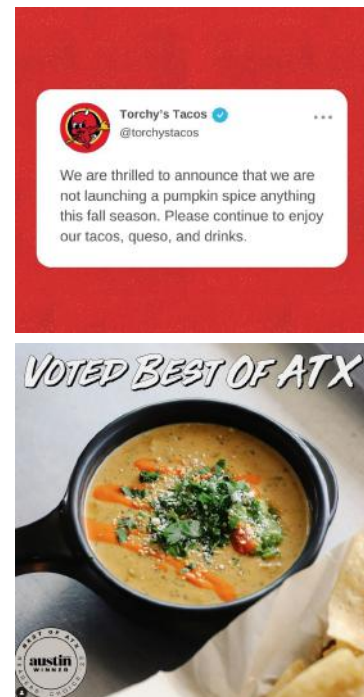
- Ongoing | Happy Hour  
*\$2 off margaritas and signature sips & \$1.50 off beers. Available Monday-Friday from 3-6PM.*
- Ongoing | Join Rewards Program for Free Queso & Chips

## Offers/LTOs

- LTO | Taco of the Month - "Baja Fish"  
*Beer battered & fried Mahi Mahi served with cooked cabbage slaw, pickled onions, pickled jalapeños, cotija cheese, chipotle sauce in a corn tortilla.*

## Additional Messages

- Partnership | Back-to-School Supply Drive  
*Torchy's Taco employees help with the back-to-school drive as volunteers.*
- Social | Voted Best Queso  
*Torchy's queso won Best of ATX.*



# Yard House

## Promotions

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

## Offers/LTOs

- Burgers & Brew  
Featuring eight craveable, super-stacked 1/2 LB. Burgers that hit all the right notes: Whiskey & Aged White Cheddar, Truffle Cheese, Two Pepper Jack, BBQ Bacon Cheddar, Classic Cheese, Bleu Cheese & Bacon, Kurobuta Pork, and Beyond Burger.
- New Cocktail | The Coco Passion

## Additional Messages

- Email | College Football  
Reminder that Yard House is the perfect destination for a full day of great games and amazing bites.

HEAT UP YOUR SUMMER WITH

# BURGERS & BREWS

It's not summer unless you're devouring burgers and beers at our house. Good thing we just revamped our prime burger menu and added these two new ones that will blow your mind.



**CHIVE**

PAIRS GREAT WITH HOUSE CUVÉE

### BIG, BOLD & TRUFFLED

Dive into our 1/2 pound prime Truffle Cheese Burger topped with caramelized onions, sears & white american cheese and of course...say truffle sauce.

YES, PLEASE

PAIRS GREAT WITH HOUSE BELGIAN WHITE

### WHISKEY-D, AGED & CHEESY


A prime burger with a whiskey glaze? Say less. Our Whiskey & Aged White Cheddar Burger is topped with crimini mushrooms and horseradish aioli for an explosion of flavor.



**BEYOND BURGERS**

MORE BURGERS

# SATURDAYS AT YARD HOUSE



## COLLEGE FOOTBALL IS BACK.

Who else is pumped for the return of college rivalries? Make us a part of your fall Saturday ritual full of great games, friends and amazing bites.

FIND YOUR YARD HOUSE