

 brandtailers

# | Competitive Analysis

August 2024



# August Industry Highlights

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## The QSR 'values' proposition and why purpose is bigger than price

The value proposition for QSRs is shifting from a focus on price to a stronger emphasis on purpose. Consumers today are more interested in the values and missions of the brands they support, seeking out those that align with their personal beliefs, such as sustainability, social responsibility, and ethical practices. As a result, QSRs are finding that emphasizing a strong brand purpose helps them stand out in a crowded market. This focus on purpose not only differentiates the brand but also fosters deeper customer loyalty and a stronger emotional connection. While price remains an important factor, QSRs that integrate a meaningful purpose into their operations are seeing positive impacts on customer retention and brand reputation. A clear and compelling purpose is becoming a critical element for long-term success in the competitive QSR industry, often outweighing the traditional focus on pricing alone.

## Chicken rules the roost with consumers and operators

Chicken has become the most popular protein choice among consumers, with 72% of respondents indicating they eat chicken at least once a week. This preference is reflected in its substantial presence on restaurant menus, where chicken now represents nearly 30% of all protein items. Operators are leveraging this trend, with 64% noting that chicken is crucial to their menu innovation and overall success. Additionally, the chicken segment has seen a 6% increase in sales over the past year, highlighting its significant role in the dining industry. These figures illustrate chicken's prominent position in both consumer preferences and restaurant operations, demonstrating its growing influence in the market.

## Raising Cane's goes gold with latest destination restaurant opening

Raising Cane's is scheduled to open a new, one-of-a-kind restaurant in Boston on August 28th. The new unit in Boston will be made of gold to celebrate the brand's 28th birthday. At this unit, the interior will not just be a little gold. It will be all gold, including the walls, seating, counters and floors, and the disco balls lining the ceiling. Because it's the chain's 828th restaurant, and the opening falls on August 28th, Raising Cane's has pledged to donate \$28 million to local communities in the coming year.

# August Competitor Synopsis

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**Notable Partnerships** | Restaurants are making bold moves by teaming up with charities and well-known brands to create unique menu items with a purpose. Maggiano's has introduced a limited-time "Eat a Dish, Give a Dish" dinner menu, with a portion of proceeds supporting Make-A-Wish Foundation. This initiative makes dining out feel even more rewarding, knowing that each meal contributes to a great cause. Shake Shack has also partnered with Tide, offering a \$10 voucher for dry cleaning with each BBQ Burger purchase. These collaborations not only enhance the dining experience but also offer customers added value.

**Summer Seasonal Menus** | Restaurants are seizing what's left of the summer season to showcase refreshing flavors through seasonal menus and limited-time offerings. Pacific Catch is featuring a Street Food Summer menu, bursting with a variety of tasty bites. Rubio's is celebrating the "Summer of Elote" highlighting dishes inspired by this summer favorite. Shake Shack is keeping the season lively with their Hot Dog Summer campaign and refreshing summer lemonades. These seasonal menus capture the essence of summer and keep customers coming back for more. As summer comes to a close, we can expect to see the seasonal themes shift towards fall in the coming months.

**Budget-Friendly Meal Deals** | In response to inflation and economic challenges, restaurants are stepping up with wallet-friendly options. Panera and Rubio's have introduced \$10 and under menus. Pacific Catch features premium items under \$15, while Urban Plates offers 12 combos, each starting at just \$12. Chili's continues to attract customers with their popular 3 for \$10 deal. Applebee's has introduced a limited-time All-You-Can-Eat Buffet for \$15.99, featuring a selection of premium items to enhance customers dining experience. By providing budget-friendly options, restaurants are making it easier for customers to enjoy dining out without breaking the bank.

# August Holidays & Events

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- National Watermelon Day (8/3)
- National Oyster Day (8/5)
- National Panini Day (8/11)
- National Filet Mignon Day (8/13)
- National Rum Day (8/16)
- National Fajita Day (8/18)
- National Lemonade Day (8/20)
- National Waffle Day (8/24)
- National Red Wine Day (8/28)



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# Applebee's

## eClub/Loyalty

- Loyalty Sign-Up Offer  
*Free Appetizer.*

## LTO

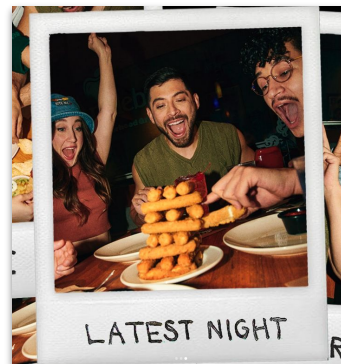
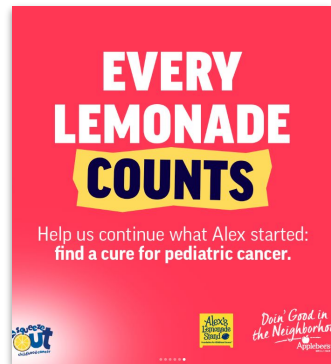
- LTO | Hand-Breaded Chicken Sandwich Bundle  
*The NEW Bacon Cheddar Crispy Chicken Sandwich is here & ONLY \$13.99 for a limited time!\**  
*Enjoy a hand-breaded, crispy chicken breast with two slices of cheddar cheese, two strips of Applewood-smoked bacon, and our tangy bacon sauce. Served with lettuce, tomato, and pickles on a brioche bun!*
- LTO | Rockin Poppin Strawberry Lemonade  
*50c each sale will be donated to Alex Lemonade to fight childhood cancer.*

## Offers/Promotions

- All You Can Eat for \$15.99  
*Endless Double Crunch Shrimp, Tender Riblets, America's Favorite Boneless Wings available for a limited time for dine in only.*
- Late Night ½ Price Appetizers  
*Boneless wings, mozzarella sticks and spinach artichoke dip all at half their original prices. Available every single night.*

## Additional Messages

- National Friendship Day  
*Purchase a lemonade to fight Childhood Cancer. Percentage of proceeds goes to Alex foundation.*



# 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.*
- \$10 off \$50 | DoorDash Only  
*Game Day special: \$10 off online orders of \$50 or more on DoorDash.*

## LTO

- N/A

## Offers/Promotions

- Back to School  
*Get a \$10 Bonus eCard when you buy a \$50 Gift Card online through 9/2.*

## Additional Messages

- Social | National S'mores Day Cheesecake
- Social | Brown Break available for purchase
- Social | Cake Merch  
*California Summer Collection ending soon. Get Free Shipping on any Cake Merch™ order through Labor Day.*



# Chili's

## eClub/Loyalty

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

## LTO

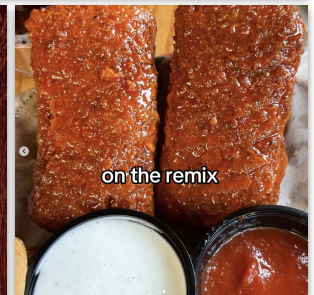
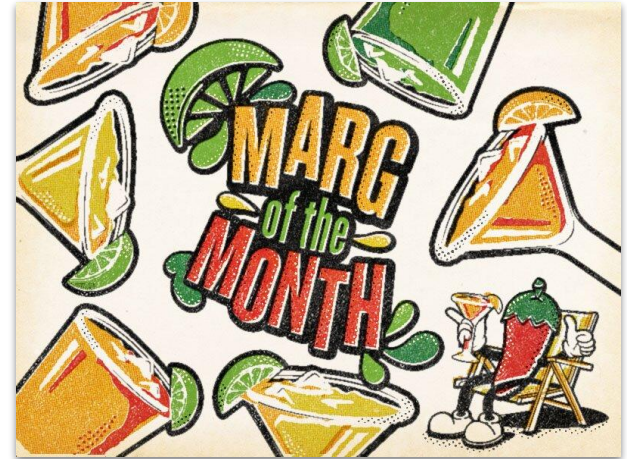
- Nashville Hot Fried Mozzarella Sticks  
*Secret menu item teasing on socials.*
- \$6 Marg of the Month | Mango Mambo  
*El Jimador® Silver Tequila, Monin® Mango, triple sec, and fresh sour.*
- NEW | \$3 Beers at Happy Hour  
*Includes Coors Light, Bud Light or Miller Lite or \$4 Modelo.*

## Offers/Promotions

- 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

- National Fajita Day | August 18



# Chipotle

## eClub/Loyalty

- Chipotle Rewards  
*Earn Extra 100 points when you order.*

## LTO

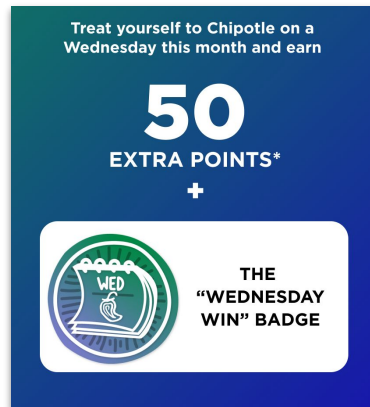
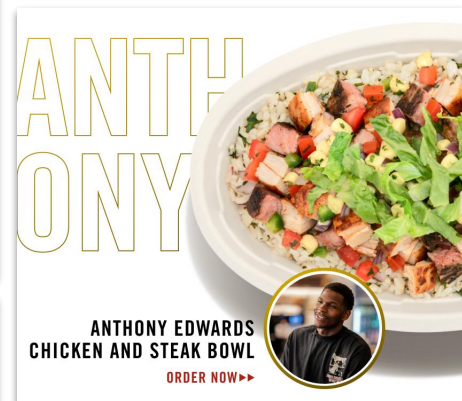
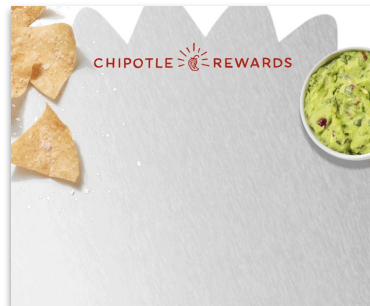
- LTO | Chicken Al Pastor is Back  
*Choose your entrée and try the bold flavors of morita peppers, balanced with a splash of pineapple, and finished with fresh lime and cilantro.*

## Offers/Promotions

- Wednesdays = 50 Extra Points  
*Expires 8/28.*
- Chipotle IQ  
*Test your Chipotle knowledge August 20-22 with a ten-question quiz for a chance to win BOGOS, REWARDS POINTS, AND FREE BURRITOS FOR A YEAR.*

## Additional Messages

- Team Chipotle | Anthony Edwards Spotlight  
*Chipotle using gold foil when you order any Team Chipotle entrée.*





# 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

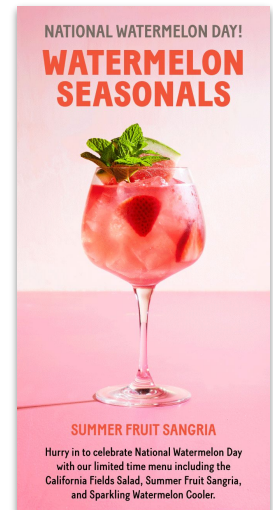
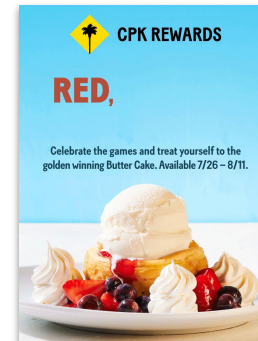
- National Watermelon Day | Watermelon Seasonals  
*Featuring the California Fields Salad, Summer Fruit Sangria, and the Sparkling Watermelon Cooler.*
- Red, White & Blue Butter cake  
*Butter cake topped with strawberries, blueberries, and whipped cream. Available through 8/11.*
- NEW | Nashville Style Hot Honey Pizza

## Offers/Promotions

- 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.*
- 1/2 off CPK kids meals  
*Monday - Wednesday, dine-in only. Valid 8/12 through 9/30.*
- Labor Day  
*10% off catering*
- Pizza Packs  
*2 FOR \$25 or 4 for \$40 starting August 23rd.*

## Additional Messages.

- N/A



# 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.

## LTO

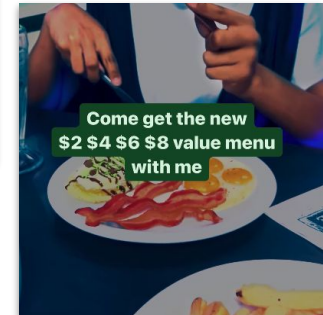
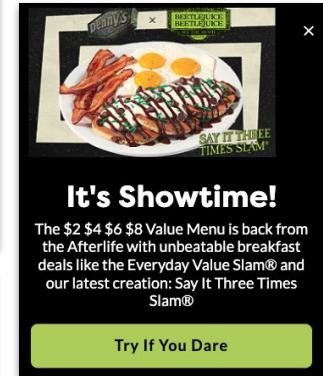
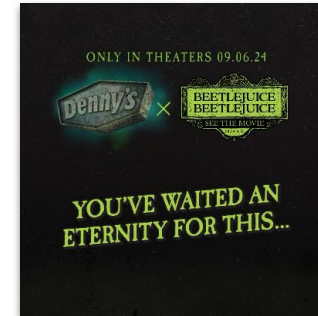
- LTO | Summer of Sandwiches  
SWEET & SMOKY BLT & E, SPICY BRISKET MELT, BACON OBSESSION BURGER™.

## Offers/Promotions

- \$2 \$4 \$6 \$8 Value Menu | Beetlejuice Collab  
The \$2 \$4 \$6 \$8 Value Menu is back from the Great Beyond with meal deals that are to die for! Feed the soul with unbeatable breakfast deals like the Everyday Value Slam for \$6.99 and classic favorites like a burger with fries for just \$8.99.
- 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.
- Ongoing | AARP Member Discount  
ARP members enjoy 15% off your entire guest check. Available only to current AARP members and at participating restaurants.

## Additional Messages

- N/A



# 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 Last Chance**  
*Featuring Shishito Brisket Hash, Carnitas Breakfast, Strawberry Tres Leches French Toast, Blueberry Lemon Cornbread, and Watermelon Wake-up.*
- Fall Menu Kickoff/Teaser

## Offers/Promotions

- N/A

## Additional Messages

- N/A





# Fleming's

## eClub/Loyalty

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

## LTO

- N/A.

## Offers/Promotions

- 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.*
- NEW | 4oz Japanese Wagyu Strip for \$135  
*Tasting experience at select locations which includes a 4oz strip, served rare to cook with a 650° hot stone accompanied by miso glaze, grated horseradish, and black lava salt.*

## Additional Messages

- Social | Collaboration with local foodie IG accounts promoting date night ideas



## eClub/Loyalty

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

## LTO

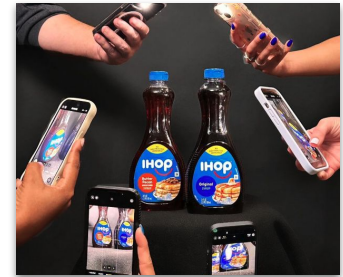
- LTO | 2x2x2 Combo for \$6-8\*  
*Featuring 2 buttermilk pancakes, 2 bacon or sausage, 2 eggs.*
- Pancake of the Month | Lemon OREO® Pancake

## Offers/Promotions

- \$5 All You Can Eat Pancakes  
*Enjoy all-you-can-eat pancakes for just \$5, or get them FREE with any breakfast combo. Available for a limited time.*
- 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

- IHOP Syrup Available at Walmart  
*IHOP's Original Syrup and IHOP's Butter Pecan Syrup. Now available nationwide at Walmart and coming to select retailers nationwide soon.*



# Lazy Dog

## eClub/Loyalty

- Loyalty Sign-Up Offer  
*Free appetizer or dessert on next dining visit.*
- Campfire Club Membership  
*Enjoy priority seating, free starter or dessert every month, & a 10% discount on online orders. \$5 a month membership fee. \*Limited Time Price.*

## LTO

- NEW | Pick Your Own Duo  
*Fuel up with 1 of 8 Roadtrip Bowls + a refreshing new non-Alcoholic beverage for \$15.*
- Limited-Time | Free Starter or Small Plate  
*Complimentary starter or small plate with purchase of an entrée redeemable in-restaurant only through 9/2/24.*

## Offers/Promotions

- Lazy Dog Beer Club Membership  
*Join and get \$39 off your next visit.*
- Ongoing | Happy Hour + Free Dog Bowl!  
*Mon-Fri 3PM-6PM and Sun-Thurs 9PM-close.*
- Summer Adventures | Sugar Cookie Kits \$7.50  
*Whether you're planning a cozy family night at home or dining in, this kit is perfect for creating sweet memories together. Inside, you'll find mountain-inspired sugar cookies, vibrant icing and delightful candy decorations - all in a box!*

## Additional Messages

- Giveaway | Win an Epic Mountain Getaway!  
*Lazy Dog and Coca-Cola® want to send a lucky winner on an epic mountain getaway. Prize includes flights, 3-day ski passes, and 3 night accommodations for two.*



# Lucille's Barbeque

## eClub/Loyalty

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

## LTO

- NEW | Lucille's Tour of BBQ  
This platter features pork, beef, and chicken, perfect for 4.  
Dine-In & Take Out - \$119.99.

## Offers/Promotions

- 25th Anniversary  
Four weeks of giveaways to celebrate Lucille's 25th Anniversary. Each week features different prize packages: Gift cards, Merch packs and free food.
- Ongoing | Happy Hour  
Specials starting at \$5. Monday-Friday 3-7PM and Every Day 9PM - Close.
- Ongoing | Whiskey Wednesday  
Whiskey Cocktails starting at \$6.25. Every Wednesday Open to Close.
- Limited-Time | Get \$3 Off  
Through August 14, get \$3 off any handheld or full sized salads.
- Beat the Heat  
Spend \$50, get one FREE gallon of Lucille's Sidewalk Lemonade or Iced Tea.

## Additional Messages

- Holiday Party Bookings  
Book your holiday party in advance and get free onion straws appetizer or house/caesar salad.
- Back To School | Fundraisers & Achievement Awards  
Receive 20% back when you host your fundraiser at Lucille's. For achievement awards, patrons can simply submit an inquiry form online.





# Maggiano's Little Italy

## eClub/Loyalty

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

## LTO

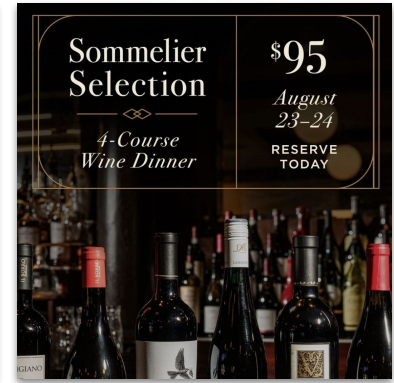
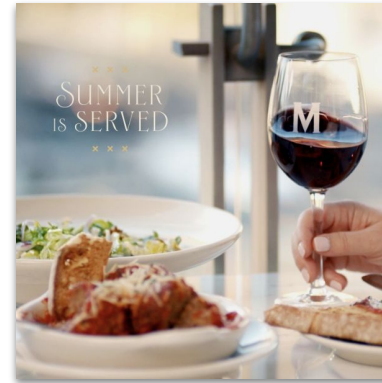
- Ongoing | Eat-A-Dish for Make-A-Wish  
Special Menu where a portion of proceeds will go to Make-A-Wish. Available 7/27-8/21.

## Offers/Promotions

- New Handcrafted Cocktails  
Our four new Handcrafted Cocktails are an experience all their own thanks to a tableside presentation you'll have to see to believe!
- Ongoing | Happy Hour Mon - Fri from 3PM - 6PM

## Additional Messages

- Events at Maggiano's | Banquet Halls Available
- Sommelier Selection Wine Dinner  
Four-course tasting menu with wine pairing on 8/23 & 8/24 for \$95/per person.



# Mendocino Farms

## eClub/Loyalty

- Loyalty | \$5 Off \$15 Offer

## LTO

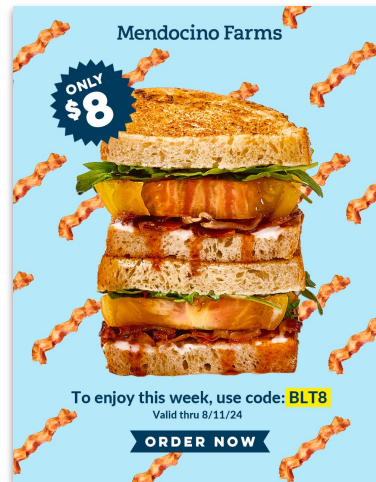
- NEW | Summer Menu (Last Chance)  
*Featuring Sweet Peach & Goat Cheese Salad, Street Corn Chicken Sandwich, Couscous Tabbouleh with Mint Labneh, and Summer Corn Chowder Soup.*
- NEW | Summer Heirloom BLT  
*Available through Sep. 9.*

## Offers/Promotions

- National Sandwich Month | New Sandwich Weekly Spotlight  
*Each week in August, get a highlighted sandwich for only \$8.*

## Additional Messages

- Teacher Treats | Fundraising & Catering Packages



# 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

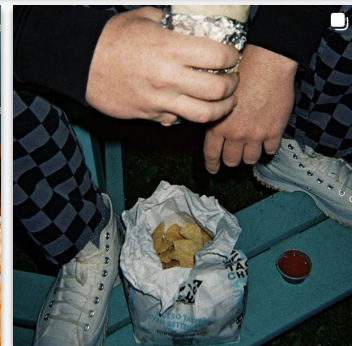
- LTO | Tequila Lime Chicken  
*Free add on to any entree.*

## Offers/Promotions

- Free Delivery  
*\$0 delivery fees all month.*

## Additional Messages

- Back-To-School | Catering  
*Receive 15% off for orders of \$350 or more from 8/1 - 8/31.*



# North Italia

## eClub/Loyalty

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

## LTO

- NEW | Apertiki Cocktails  
*Experience Aperitivo hour like never before as our local bartenders from across the country reimagine your favorite tiki cocktails. Available through Labor Day.*
- NEW | Apertiki Brunch 3-Courses for \$35  
*Special prix fixe weekend brunch through September 1, featuring three courses of handmade Italian favorites.*

## Offers/Promotions

- \$0 Delivery  
*8/28 through 9/4.*
- Ongoing | Happy Hour  
*Mon-Thurs 3PM - 6PM.*

## Additional Messages

- Promoting Gift Cards





# Olive Garden

## eClub/Loyalty

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

## LTO

### NEW Cocktails

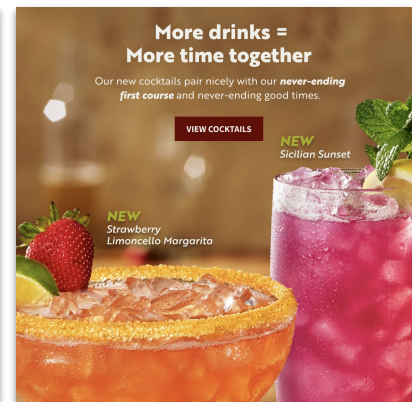
*Sicilian Sunset and Strawberry Limoncello Margarita.*

## Offers/Promotions

- Ongoing | Never Ending Pasta Bowl  
*Starting at \$13.99. Includes never-ending first course of soup or salad and breadsticks. Eclub Members receive early access from 8/19 - 8/25.*
- 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

- Enjoy Every Day Specials
- Promoted Takeout - OG to Go



# Outback

## eClub/Loyalty

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

## LTO

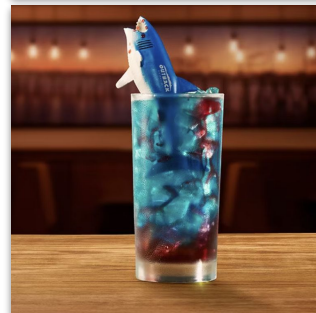
- LTO | The Aussie Aussie Aussie 3-Course Meal starting at \$14.99  
*Enjoy a soup or salad, your choice of select entrées, and a scrumptious slice of cheesecake. Starting at \$14.99.*
- LTO | Special Menu  
*Includes Tasmanian Shrimp & Scallop Pasta, Reef & Beef Platter and Aussie JAWSSie for Two. .*

## 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 now - 9/2.*
- College Football | Free Bloomin' Onion  
*Score a free Bloomin' Onion with purchase of an entrée between 8/23 - 8/25.*
- 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

- Email | To-Go



## 3 CHEERS FOR 3 COURSES Oi! Oi! Oi!

Enjoy a soup or salad, your choice of select entrées, and a scrumptious slice of cheesecake, all starting at just \$14.99 for a limited time.\* Mate, if you're not shouting about this deal, you're not eating it right!

# 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

- Buy 3, Get 1 Free  
*Order 3 dishes from Street Food and get 4th on us. Weekdays 3pm-6pm.*
- 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.*
- Wine Tuesday  
*All bottles of wine 50% Off all day, every Tuesday.*

## Additional Messages

- Summer Staycation  
*Weekend Happy Hour 8/10 & 8/11.*
- National Rum Day  
*Mai Tais \$7.50 all day on 8/16.*



1/2 OFF WINE BOTTLES, ALL DAY!

*wine*  
**TUESDAYS**

Kick back and unwind with your favorite bottle of wine for less every Tuesday.

So call up your girlfriends, your partner or your latest internet date and tell them you've made plans. They'll thank you for it.

All bottles of wine  
**50% OFF**  
all day, every Tuesday



# 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.*
- \$5 Reward  
*Earn a \$5 reward when you make one \$5+ purchase between 8/1 - 8/31.*

## LTO

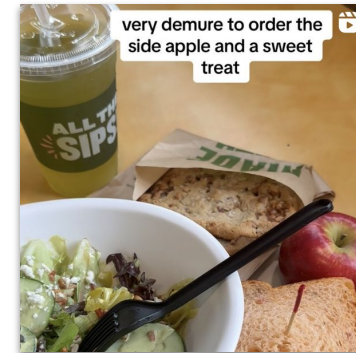
- NEW | Spicy Fiesta Chicken & Kickin' Grilled Cheese
- NEW | Summer Drink Era  
*Blueberry Lavender Lemonade, Citrus Punch, & Pomegranate Hibiscus.*

## 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.*
- National Sandwich Month | Free Half Sandwich  
*Now when you try the Chipotle Chicken Avo Melt, you'll get a FREE half salad or sandwich.*
- Enjoy Free ½ Sandwich or Salad  
*For a limited time only on orders Of \$5 or more. Use Code: FREEHALFENTREE.*
- Ongoing | Under \$10 Menu  
*7 menu options under \$10.*

## Additional Messages

- Email | Free Delivery  
*On orders of \$25 or more.*





# 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

- Ongoing | 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.*

## Offers/Promotions

- Ongoing | Buy One, Take One for \$6  
*Buy an entrée and take home a Linguini Alfredo or Caesar Salad for \$6. Upgrade your pasta or salad with Grilled Chicken +\$4 or Grilled Shrimp +\$6.*
- 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

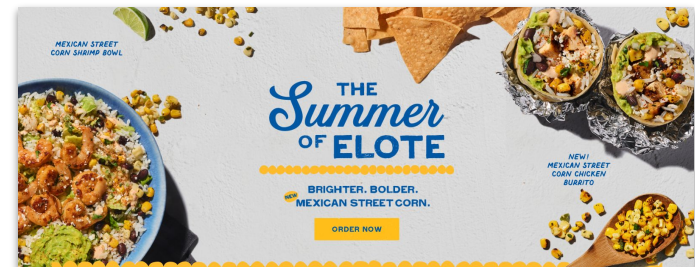
- Padres Steal a Base, Get a Taco  
*With any purchase, get a free taco the day after the game. \*Not valid with any other offer.*
- LTO | Mexican Street Corn  
*Featured dishes include Mexican Street Corn Shrimp Two Taco Plate, Mexican Street Corn Bowl with Shrimp, Mexican Street Corn Burrito with Chicken or just a side of Mexican Street Corn.*

## Offers/Promotions

- Ongoing | Taco Tuesday Specials  
*Classic Chicken or Original Fish Taco (\$2.50), Fish Taco Especial or Steak Taco (\$3.00), and Shrimp Taco (\$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.*
- Free Kid's Meal thru 9/2  
*Simplify your school night and get a free kids meal with the purchase of any entree through Labor Day.*

## Additional Messages

- Emails | Promoting Catering for Parties
- Prototype Restaurant Opened in Oceanside 8/6  
*Fifty percent of all opening day proceeds will be donated to the Boys & Girls Club of Northwest San Diego.*



# Ruth's Chris Steakhouse

## eClub/Loyalty

- N/A

## LTO

- July TasteMaker Dinner | \$135  
*Featuring Caymus Wine: Chef's all-time favorite pairings from around the world alongside a multi-course meal.*
- LTO | Sip & Sizzle  
*Enjoy two new offerings for a limited time. A Filet & Bayou Lobster packed with flavor.*
- Casamigos Tastemakers Dinner  
*Featuring a 4-course dinner with hand-crafted cocktails made with Casamigos. Available only in August.*

## Offers/Promotions

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

## Additional Messages

- N/A



# Shake Shack

## eClub/Loyalty

- **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](https://shakeshack.com) at participating Shake Shack locations.

## LTO

- **LTO | Free Lemonade**  
2pm-5pm, through September 6th when you spend \$10 or more.
- **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 | Free Shake Fridays**  
Minimum \$10, through Sep 6th.

## Offers/Promotions

- **Sauce Insurance**  
Donating \$25,000 to Tide Loads of Hope Opens in a new window. Tide Loads of Hope cleans clothes for families in need during natural disasters like floods, fires and hurricanes. Win a \$10 cleaning voucher when you post a photo of yourself with the BBQ burger.
- **Free Hot Dog with \$10 Purchase**  
Available thru 8/30. Using code DOGDAYS.

## Additional Messages

- N/A





# Sweetgreen

## eClub/Loyalty

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

## LTO

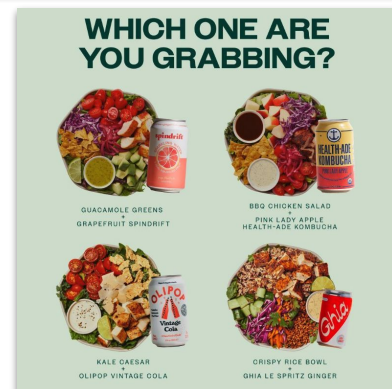
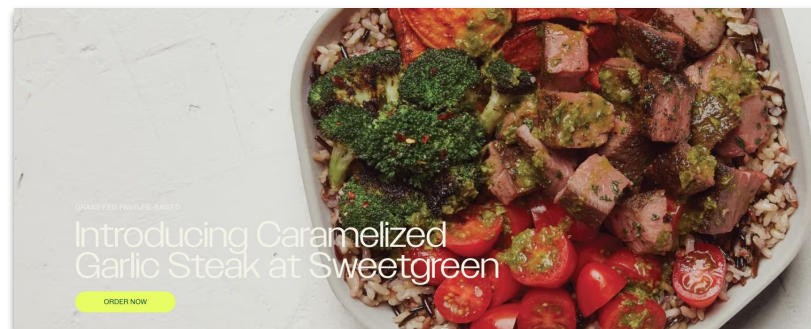
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## Offers/Promotions

- New Caramelized Garlic Steak  
*Promoting quality pasture raised meat marinated in evoo sauce.*
- Win Daily Sweetgreen for a Year  
*The first Sweetcard is here. Thru 9/1 enter to win \$20 daily credit drops through the sweetgreen app.*

## Additional Messages

- Highlighting Fan Favorite Orders
- Sweetgreen for Work | Credits Program
- Emails | Promoting Customization of Bowl
- New Location | Westport, CT
- Naomi Osaka Becomes SG Youngest Investor
- Sweetgreen turns 17



# TGI Fridays

## eClub/Loyalty

- Loyalty Sign-Up Offer  
\$20 off your next \$50 purchase.
- FREE Birthday Dessert

## LTO

- N/A

## Offers/Promotions

- Kids Eat Free 8/13  
*With the purchase of any adult entrée.*
- National rum Day 8/16 | \$2 Mai Tais  
*Choose an entrée, side and drink.*
- 25% Off Platters | Labor Day Weekend
- 30% Off Dine-In Purchase 9/3 - 9/4
- 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

- N/A



# Torchy's Tacos

## eClub/Loyalty

- Taco Junkies | Loyalty Sign-Up Offer  
*Free ½ Queso & Chips for signing up.*

## LTO

- LTO | Damn Good Fajita Plate  
*Choose from juicy chicken, tender beef, or a combo of both. Served with rice, beans, guac, pico de gallo, fajita veggies, mixed cheese, shredded lettuce, sour cream, and a side of roja salsa.*
- LTO | Trailer Park Combo  
*Trailer Park Taco, ½ Green Chile Queso, Fountain Drink.*

## Offers/Promotions

- NEW | \$2 Off Daily Drinks  
*Monday - Draft Beer; Tuesday - House Margs; Wednesday - Patron Drinks; Thursday - Torchy's Tini; Friday - Mexican Candy Marg.*
- Ongoing | Happy Hour  
*\$2 off margaritas and signature sips & \$1.50 off beers. Available Mon-Fri from 3-6PM.*
- Taco Hour | \$1 Off Tacos  
*Offered Mon-Fri from 3PM - 6PM.*
- New | Damn Good Menu Items  
*Featuring 6 new menu items.*

## Additional Messages

- Torchy's Tacos turns 18!



# Urban Plates

## eClub/Loyalty

- Ongoing | Plate Pass 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.*
- LTO | Steak & Shrimp with Decoy Cabernet  
*Offer available for dine-in only. Valid 8/1/24 - 9/30/24.*

## 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.*
- 12 Under \$12 | Urban Combos  
*Dropped prices and created new combos, making over a third of their menu under \$12. Including a variety of plates, salads, sandwiches and bowls.*
- New | Seared Ahi Tuna Sandwich  
*Made with Ahi Tuna, cabbage, red bell peppers, carrots, and chipotle aioli*

## Additional Messages

- N/A



Steak & Shrimp  
with Decoy  
Cabernet

limited time only

\$29.95

LEARN MORE

Offer available for dine-in only. Valid 8/1/24 - 9/30/24.

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# Urbane Cafe

## eClub/Loyalty

- N/A

## LTO

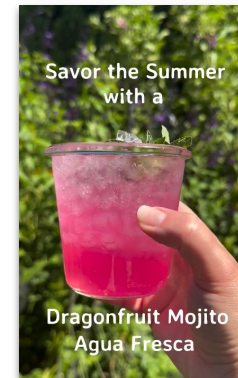
- NEW | Testing new Breakfast Menu  
*Downtown Ventura location.*
- Summer Specials Menu  
*Sweet Chili Crunch Sandwich, Lemon Cooler Cookie, Italian Wedding Meatball Soup, Watermelon Lemonade.*

## Offers/Promotions

- New | Antioxidant Salad  
*Made with mixed greens, marinated kale, quinoa, fennel apple slaw, dried blueberries, Follow Your Heart feta cheese, and served with Blueberry Dressing.*
- National Sandwich Month  
*Order the Santa Maria BBQ Sandwich online thru August 15th and use promo code "SandwichMonth" to get \$2 off!*

## Additional Messages

- Social | School Lunch Giveaway to a Classroom
- Social | \$25 GC Rewards Giveaway
- Grand Opening San Diego Location



# 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.*
- Ongoing | Kitchen Open Late  
*Hours vary by location.*

## Additional Messages

- Social | Honorary Chief Beer Officer Contest

