

brandtailers

Competitive Analysis

September 2024

September Industry Highlights

Fast casual is winning the value perception battle

Fast-casual restaurants are outperforming other segments in terms of value perception. Amid rising food costs, fast-casual brands have managed to balance quality, portion sizes, and pricing to attract budget-conscious consumers. Their success comes from offering fresh ingredients, customization, and premium options at accessible prices. While full-service and QSR's struggle to meet consumer expectations, fast-casual chains are adapting with innovative pricing strategies and menu options, making them appealing to value-driven customers during challenging economic times. Fast-casual chains saw a 7.8% increase in consumer spending compared to other segments. Additionally, 41% of customers ranked fast-casual as offering the best value for their money. This segment also outperformed both quick-service and full-service restaurants, which saw declines in value perception. The report underscores how fast-casual brands are leveraging quality, freshness, and affordable pricing to maintain a competitive edge in the current economic climate.

How legacy restaurant brands can make technology a priority

Legacy restaurant brands can prioritize technology to stay competitive, focusing on improving customer experience, operational efficiency, and revenue. Brands are encouraged to invest in tools like AI, mobile apps, and digital payment systems. Notable data include that 57% of consumers prefer ordering online, and restaurants using technology effectively see 10% higher average check sizes. Brands must also leverage data analytics to personalize offerings and optimize loyalty programs, while ensuring that these tech investments align with their long-term growth strategies.

Convenience stores counter fast-food deals with head-turning bargains of their own

Convenience stores like Circle K, Wawa, and 7-Eleven are responding to rising inflation and changing consumer habits by offering low-priced meals. Circle K has launched a new line of meals priced from \$3 to \$5, featuring items like hot dogs and pizza slices. Wawa is providing a \$2 discount on hoagies, while 7-Eleven offers 10 bone-in chicken wings for the price of 5 and \$3 quesadillas on special days. Fast-food chains are also in on the action, with McDonald's promoting a \$5 Meal Deal that includes a McChicken and nuggets. This trend reflects a shared goal among convenience stores and fast-food restaurants to attract cost-conscious consumers, especially as households cut back on dining out.

September Competitor Synopsis

Community Engagement | Restaurants are increasingly focusing on engaging with their local communities, using city-specific events and restaurant weeks to drive business. For instance, North Italia is actively participating in food festivals in San Diego and Atlanta, Georgia, creating opportunities to attract both new and returning customers. Mendocino Farms is fostering community connections by donating 30% of proceeds to local schools that partner with them for fundraisers. These events not only benefit the community but also help increase foot traffic and sales.

Game Day Deals | The NFL season presents a prime opportunity for restaurants to draw in customers eager to watch the games. Applebee's is offering a special NFL-themed cocktail bucket and discounted menu items, along with a chance to win Super Bowl tickets through a giveaway. Fleming's is enticing football fans by offering \$50 off a \$200 catering order through November. TGI Fridays is promoting their game day deals, featuring special-priced wings and cocktails. With the NFL's massive fan base, offering game-day promotions is an effective strategy to boost sales and create an inviting atmosphere for customers to enjoy the games.

Charitable Partnerships | Many restaurants are partnering with charities and hosting fundraisers to give back to their communities. California Pizza Kitchen recently ran a "Pizza with a Purpose" event, donating 20% of their sales to the Widows, Orphans & Disabled Firefighters Fund. Similarly, Denny's collaborated with No Kid Hungry during the back-to-school season, donating a portion of their sales to the cause. These charitable efforts not only support important causes but also motivate customers to dine out, knowing their money is making a difference.

September Holidays & Events

- Labor Day (9/2)
- Pro Football Regular Season Start (9/5)
- National Beer Lovers Day (9/7)
- Grandparents' Day (9/8)
- National Chicken Sandwich Day (9/9)
- National Chocolate Milkshake Day (9/12)
- Hispanic Heritage Month (9/15 - 10/15)
- National Cheeseburger Day (9/18)
- National Queso Day (9/20)
- National Quesadilla Day (9/25)
- National Pancake Day (9/26)
- National Coffee Day (9/29)

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Applebee's

eClub/Loyalty

- Loyalty Sign-Up Offer
Free Appetizer.
- Giveaway | Super Bowl Trip
As a Club Applebee's member, you can enter to WIN a trip for two to Super Bowl LIX in New Orleans, including flight and accommodations, plus exciting weekly prizes! Must log into your Applebee's online account, spend \$10 or more in one transaction and submit receipt information to enter.

LTO

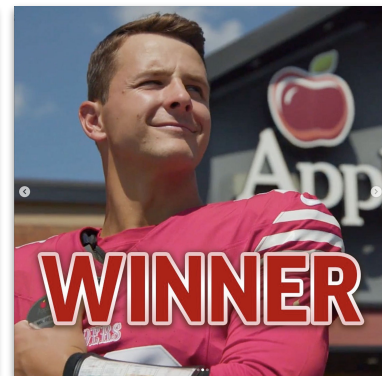
- LTO | 50¢ Wings Are Back
To kick off this football season, you can get America's favorite Boneless Wings for just 50¢ each for a limited time.
- LTO | Football Bucket Cocktails
New drinks include \$10 M.V.Tea Bucket with Captain Morgan and Crown Royal, \$10 Captain's Kickoff Bucket with Captain Morgan, and \$9 Strawberry Spike Sangria with Smirnoff and Barefoot Wine.

Offers/Promotions

- BOGO Half Off Burger Monday
Buy any handcrafted burger, get one half off. Only available on Mondays 8/5/24 - 9/9/24.
- 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

- Football Pre-Season Partnerships
Partnered with various NFL rookies and coaches in a 3-part video series on social media to promote football season and the 50 cent wings promo.
- Pushed Fundraising for Back to School Season



Cheesecake Factory

eClub/Loyalty

- Cheesecake Rewards
Make reservations and get priority seating.
- Loyalty | Free Slice
Link your Cheesecake Rewards™ and DoorDash accounts and get a free slice. This sweet offer is available exclusively for Cheesecake Rewards™ members.
- \$15 off \$50 | DoorDash Only
\$10 off online orders of \$50 or more on DoorDash. Valid through 1/5/25.

LTO

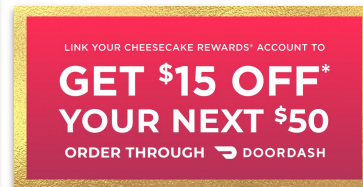
- LTO | Pumpkin & Pumpkin Pecan Cheesecakes Are Back

Offers/Promotions

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

Additional Messages

- N/A



Chili's

eClub/Loyalty

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

LTO

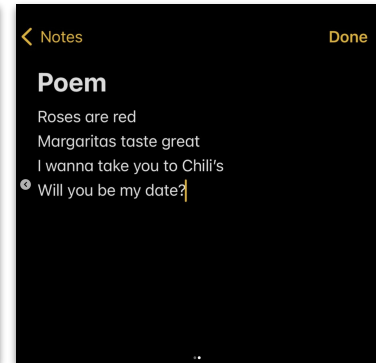
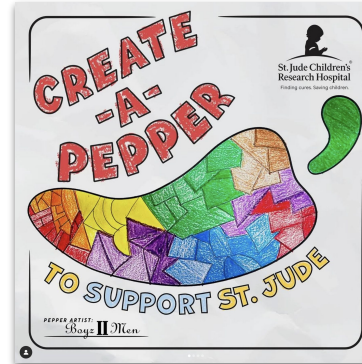
- Nashville Hot Fried Mozzarella Sticks
Secret menu item teasing on socials.
- \$6 Marg of the Month | Sunrise Dream Marg
Lunazul® Reposado Tequila, pineapple juice, triple sec, and grenadine.

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

- St. Jude's Create-A-Pepper Partnership
Guests can color their own version of the iconic Chili's pepper. On Instagram, they displayed designs from celebrity partnerships, including Boyz II Men, Scheana Shay, Lala Kent, and Fortune Feimster.
- 3 for Me Lunch Combo Giveaway
Guests who comment on why the 3 for Me Lunch Combos are better than fast food are entered for a chance to win a 3 for Me Lunch for free. 100 winners selected.



Chipotle

eClub/Loyalty

- Chipotle Rewards
Earn Extra 100 points when you order.

LTO

- LTO | Smoked Brisket is Back
Tender, hand-chopped, seasoned with Mexican spices, then finished with unique brisket sauce.

Offers/Promotions

- Free Delivery on Smoked Brisket Orders
\$10 minimum order. Available 9/27 - 9/29.

Additional Messages

- Spirit Halloween Merch Collab
'Boorito' Costume Collection was released on 9/6 on spirithalloween.com in select areas.



what my grandparents left me

what i'm leaving my grandkids



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

- LTO | Nashville Style Hot Honey Pizza
- NEW | Samuel Adams Octoberfest Lager

Offers/Promotions

- Free Delivery All Month
Available 9/1 - 9/30 on orders over \$25 with code CPK.
- NEW | Get Together Meals
Feed 4 for only \$15 per person.
- Pizza Packs
2 for \$25 or 4 for \$40. Oven-baked or take & bake.
- ½ off CPK Kids Meals
Monday - Wednesday, dine-in only. Valid 8/12 through 9/30.
- Ongoing | Lunch Duos
Served every day, 11AM-4PM. Starting at \$8.99.
- Ongoing | Happy Hour
Featuring \$9 Pizza & Beer + ½ All Drinks and Starters from 3-6pm.


Additional Messages.

- Tostada Pizza Added to Menu Permanently
- Pizza With a Purpose
CPK donated 20% of food & beverages sales on 9/23 - 9/24 to Widows, Orphans & Disabled Firefighter's Fund. Use promo code WODFF at checkout for online orders.

GET TOGETHER MEALS

EPIC EATS! CHILL PRICES.

FEEDS 4 FOR ONLY \$15 PER PERSON



THE OG | PIZZA & SALAD

OCTOBERFEST IS TAPPED. PROST!

NEW! SAMUEL ADAMS OCTOBERFEST LAGER



RAISE THE GAME WITH CPK PIZZA PACKS

2 FOR \$25 or 4 FOR \$40



OVEN-BAKED or TAKE & BAKE

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.
- National Cheeseburger Day | 20% Off
20% off any purchase of a burger. Valid for dine-in or online on 9/18/24. Minimum \$8 purchase required.
- Loyalty | \$5 Off \$25
Get \$5 off any order of \$25 or more. Valid for dine-in or online 9/23/24 - 9/30/24.
- Loyalty | Free Delivery
Valid online only 9/28/24 - 9/30/24.

LTO

- LTO | Pumpkin Pecan Pancakes
- LTO | \$10 Super Slam
Two pancakes, 2 eggs, 2 pieces of bacon, 2 sausages, and hash browns for \$10.

Offers/Promotions

- National Pancake Day | All-You-Can-Eat Pancakes for \$6
Dine-in only on 9/26/24.
- \$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

- No Kid Hungry Partnership for Back to School Season



First Watch

eClub/Loyalty

- N/A

LTO

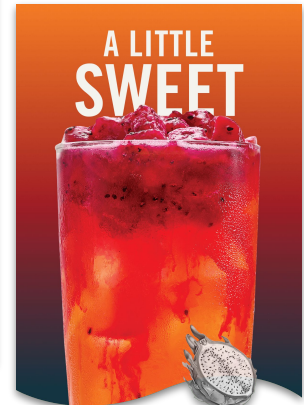
- LTO | Fall Seasonal Menu Launch
Featuring Pumpkin Pancake Breakfast, Honey Bacon Brussels Hash, Million Dollar Breakfast Sandwich and Salted Caramel Holey Donuts.
- LTO | Blazing Dragon Seasonal Drink
Featuring juiced strawberries, tangy lemon juice, cane sugar and pieces of dragon fruit.

Offers/Promotions

- N/A

Additional Messages

- Social Giveaway | Scavenger Hunt
Three pieces are hanging in three different First Watch locations in Tucson AZ, Dallas TX, and Sarasota FL. If you are the first to see any of these sculptures between now and September 22nd, simply ask the restaurant staff if you can have it and they will give it to you to take home.



Fleming's

eClub/Loyalty

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

LTO

- LTO | Summer 2-Course Menu Ends 9/9
Featuring Filet Mignon and Crab-Stuffed Lobster. \$68 per guest.
- LTO | Filets of Fall 3-Course Menu Launch
Entrées feature a petite Filet Mignon with 3 topping choices, including lobster corn beignet, red chimichurri, and gorgonzola dolce sauce. \$88 per guest.
- LTO | Spiced Pumpkin Butter
Made with cinnamon and sweet brown sugar.

Offers/Promotions

- Football Season | \$50 Off Catering
Get \$50 off any \$250+ catering orders. Valid through 11/1/24.
- 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 | Pushed Gift Cards for Grandparents' Day on 9/8



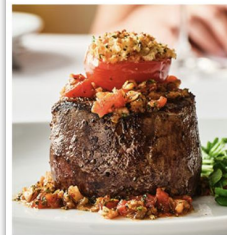
Gorgonzola Dolce

For a creamy, sweet contrast to the savory Filet that encapsulates the fall season.



Lobster Corn Beignet

Our succulent lobster and sweet corn in a crispy, golden-brown pastry for a rich and irresistible bite.



Red Chimichurri

A zesty kick that's the perfect mix of savory and spicy.



eClub/Loyalty

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

LTO

- NEW | Anytime Tacos + 2x Points
*Featuring Bacon, Egg & Cheese, Chicken Fajita, Spicy Shredded Beef.
For a limited time, earn 2x the PanCoins on any taco order.*
- NEW | Menu Items
Including Pumpkin Spice Cold Foam Cold Brew, Pumpkin Spice Pancakes, Caramel Apple beverages, Anytime Tacos, Bacon Avocado Ranch Steakburger, Big Breakfast Burrito, and Blue Raspberry Lemonade.
- Pancake of the Month | Maple Pumpkin Cheesecake
Enjoy 4 pumpkin spice pancakes topped with maple glaze, cheesecake mousse, and whipped topping.

Offers/Promotions

- Labor Day | Free All You Can Eat Pancakes
Available with select breakfast combos for a limited time.
- Ongoing | \$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. Dine-in only.*
- 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.

Additional Messages

- N/A



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.
- Limited-Time | \$1 Wings
Available for a limited time for dine-in only on the patio and bar area.

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.
- Ongoing | 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

- Beer Club Reward Member Updates



Lucille's Barbeque

eClub/Loyalty

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

LTO

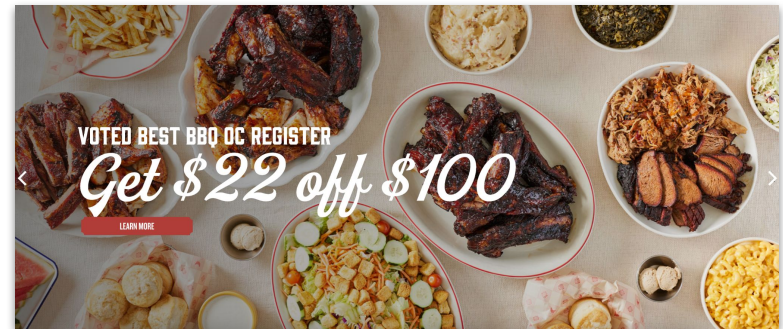
- NEW | Lucille's Tour of BBQ
This platter features pork, beef, and chicken, perfect for 4. Dine-In & Take Out - \$119.99.

Offers/Promotions

- NEW | Build Your Family Meal
Build your own family meal for four starting at \$59.99.
- 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.
- Voted Best BBQ | \$22 off \$100
Voted Best BBQ for 22nd year in a row by OC Register. Get \$22 off your bill of \$100 or more. Valid thru 10/13.

Additional Messages

- Holiday Party Bookings
Book your holiday party in advance and receive bonus cards for future use.



Maggiano's Little Italy

eClub/Loyalty

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

LTO

- LTO | October Specials
Enjoy a selection of specially priced wines every Tuesday.

Offers/Promotions

- National Pasta Month
Serving Fettuccine Bolognese every Tuesday in limited quantities in October.
- Ongoing | Happy Hour Mon - Fri from 3PM - 6PM
- New Menu Items
Mozzarella Alla Caprese, Truffle & Honey Whipped Ricotta, Chicken Saltimbocca, Antipasto Board, Trio Dessert Plate

Additional Messages

- Events at Maggiano's | Banquet Halls Available
- Book Your Holiday Parties Early
- Caymus Wine Dinner



Mendocino Farms

eClub/Loyalty

- Loyalty | \$5 Off \$15 Offer

LTO

- NEW | Summer Heirloom BLT
Available through Sep. 9.

Offers/Promotions

- NEW | Hummus Pita Crunch Salad
A part of the limited time menu starting in September.
- NEW | Dan Dan Noodle Salad
A part of the limited time menu starting in September.
- NEW | Black Tie Turkey Club
Featuring Sweet Peach & Goat Cheese Salad, Street Corn Chicken Sandwich, Couscous Tabbouleh with Mint Labneh, and Summer Corn Chowder Soup.

Additional Messages

- Receive 30% of proceeds for all School Fundraisers
Valid September 1 thru December 31.



30% BACK
ON FALL FUNDRAISERS

Turn sandwich and salad eating into money-making for your school! Host a fundraiser between September - December of this year, and we'll donate 30% back to your community.

BOOK NOW
September 1 thru December 31

LIMITED TIME
SEPT 1- DEC 31

Includes images of children at a fundraiser table and a photo of two girls holding a sign that says 'EAT HAPPY'.



ONLY \$8
limited time

HUMMUS PITA CRUNCH SALAD

To celebrate one of our chef's newest creations, we've added an \$8 Hummus Pita Crunch Salad reward to your account (valid for two weeks). It's our way of expressing gratitude to our herd and to invite our caring fans to try something new.

REDEEM REWARD NOW

Includes image of the Hummus Pita Crunch Salad in a white bowl.



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

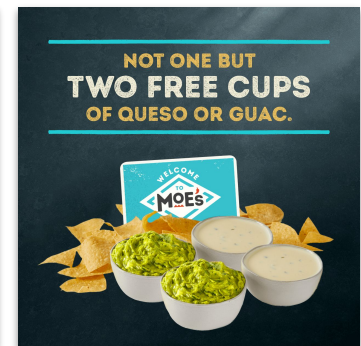
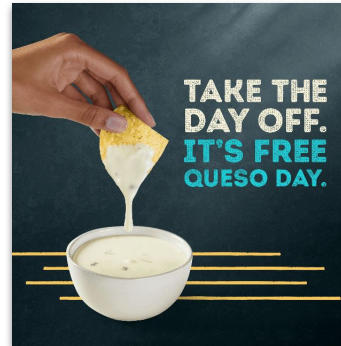
- LTO | Cheez-It Add on
Add Cheez-It crackers to your favorite entrée at no cost.

Offers/Promotions

- Free Delivery
\$0 delivery fees all month.
- Two free cups of queso or guac
When you purchase \$15 in gift cards through 9/20.
- Free Queso Day
Free queso all day with a free cup of queso and free queso inside your entrée. 9/20 only.

Additional Messages

- N/A



North Italia

eClub/Loyalty

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

LTO

N/A

Offers/Promotions

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

Additional Messages

- Atlanta Food & Wine Festival
- San Diego Restaurant Week 9/22-9/29



Olive Garden

eClub/Loyalty

- Free Birthday Dessert
With purchase of an entrée.

LTO

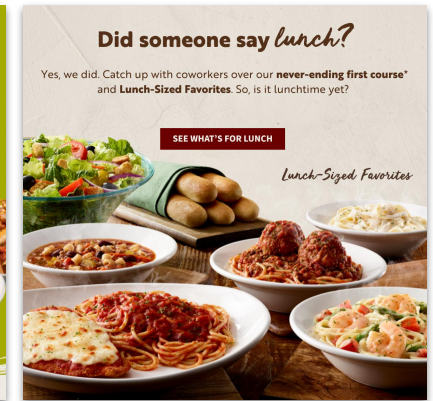
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Offers/Promotions

- Ongoing | Never Ending Pasta Bowl
Starting at \$13.99. Includes never-ending first course of soup or salad and breadsticks.
- 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

- Email | 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 | Free Dessert
With purchase of any entrée from 9/6-9/8.
- LTO | Great Barrier Eats Menu
Starting at \$14.99.
- LTO | Aussie 3-Course
Soup or salad, select entrées, and slice of cheesecake for \$14.99.

Offers/Promotions

- 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

- N/A



EAT DESSERT FIRST - IT'S THE AUSSIE WAY

It's a fact, mate: Dessert makes everything better ... especially when it's free. That's right. We're treating you to a **FREE DESSERT*** with the purchase of any adult entrée from 9/6-9/8.

Pacific Catch

eClub/Loyalty

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

LTO

- 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

- Ongoing | 5 for \$15 Lunch Menu
Lunch bowls and sandwiches for \$15 each. Available every weekday from 11am - 3pm.
- Ongoing | Happy Hour
Monday-Friday from 3-6PM, Sat-Sun 3-5PM.
- Wine Tuesday
All bottles of wine 50% Off all day, every Tuesday.
- Pick Your Promo | \$6 off bowl or taco platter
Applies to multiple items in same order.
- Jackpot | \$7 off your favorite bowl
Dine-in or online order. 9/18 only.

Additional Messages

- New Location | Los Angeles



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. \$5 OFF an order of \$10 or more.
- **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.

LTO

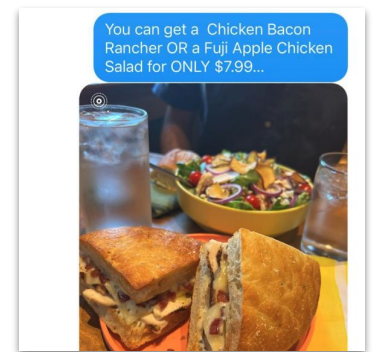
- **NEW | Hearty Fireside Chili & Rustic Baked Potato**
- **Chicken Bacon Rancher or a Fuji Apple Chicken Salad for \$7.99**
For a limited time using code: FALLDEAL. Participating U.S. cafes only. Limited time ends 9/22.
- **NEW | Panera Kids Menu**
Now with MORE options and BIG savings for our littlest fans. PLUS Kids get free sides too!

Offers/Promotions

- **You Pick Two**
Choose any two entrées and get a free side of chips, apple or french baguette.
- **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

- Announcement of exiting Chapter 11 bankruptcy



Rubio's

eClub/Loyalty

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

LTO.

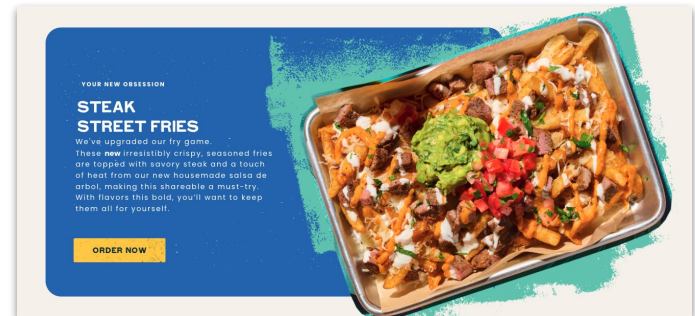
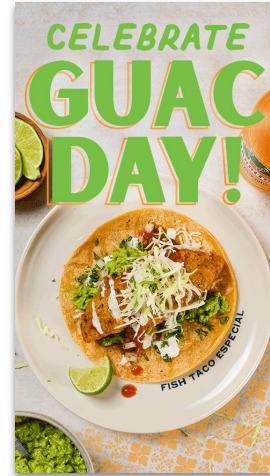
- Padres Steal a Base, Get a Taco
With any purchase, get a free taco the day after the game. Not valid with any other offer.
- LTO | Mexican Street Corn
Featured dishes include Mexican Street Corn Shrimp Two Taco Plate, Mexican Street Corn Bowl with Shrimp, Mexican Street Corn Burrito with Chicken or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

Offers/Promotions

- 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.
- National Guacamole Day
Free fish taco especial with a purchase on 9/16.

Additional Messages

- Emails | Promoting Catering for Parties



Ruth's Chris Steakhouse

eClub/Loyalty

- N/A

LTO

- LTO | Sip & Sizzle
Enjoy two new offerings for a limited time. A Filet & Bayou Lobster packed with flavor.

Offers/Promotions

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

Additional Messages

- Social | Incorporating high quality video content on a regular basis



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 | Free Lemonade
2pm-5pm, through September 6th when you spend \$10 or more.
- LTO | New Shake Flavors
Flavors include Strawberry Frosted Donut, Peaches & Cream, and Chocolate Salted Caramel
- LTO | Black Truffle Menu
100% Angus Beef burgers + crispy crinkle cut fries get an upgrade with a special Black Truffle Sauce, made with real Black Truffle oil. Available exclusively on the Shack App now. Excludes airports and stadiums.

Offers/Promotions

- Chicken Sundays | Free Chicken Shack with \$10 purchase
Available every Sunday through December using code CHICKENSUNDAY.
- Free Shake with purchase thru Kiosk or app
Available every day from 2-5pm through December using code TWOFORFUN.

Additional Messages

- N/A



Sweetgreen

eClub/Loyalty

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

LTO

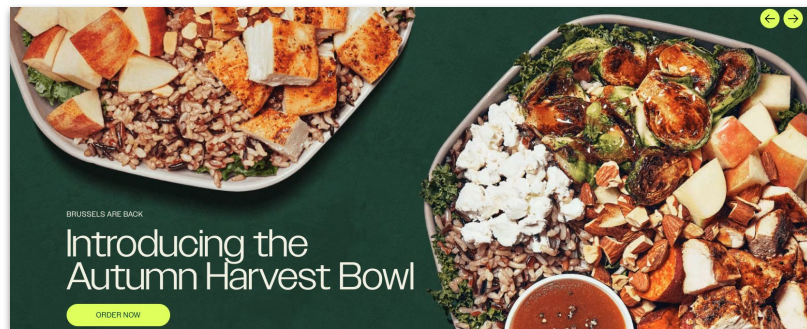
- Autumn Harvest Bowl
Blackened chicken, maple glazed brussels sprouts, roasted sweet potatoes, apples, goat cheese, roasted almonds, wild rice, shredded kale, and balsamic vinaigrette.

Offers/Promotions

- New Caramelized Garlic Steak
Promoting quality grass-fed steak marinated in evoo sauce.

Additional Messages

- New Location | Ohio
- Highlighting Fan Favorite Orders
- Sweetgreen for Work | Credits Program
- Socials | Farm-to-table highlights



TGI Fridays

eClub/Loyalty

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

LTO

- Game Day Deals | \$10.99 Wings & \$7 Cocktails
- 50 cent wings | Every Monday 5 pm - close
- BOGO | Entrees
With the purchase of two beverages. Valid only on 9/19.

Offers/Promotions

- Free Brownie | Friday the 13th
With purchase of 2 entrees.
- National Cheeseburger Day
Cheeseburger + fries + drink for \$9.99.
- 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

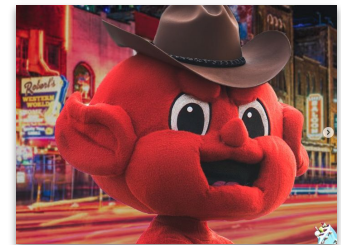
- LTO | Taco of the Month
The Tailgater. Crispy chicken, bacon, Green Chile Queso, Diablo wing sauce, slaw, blue cheese crumbles, and a honey drizzle in a flour tortilla.

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

- New Location in Atlanta, Georgia
- Social | Collab with Bryan Cranston
- Social | Collab with Opry Entertainment Group



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

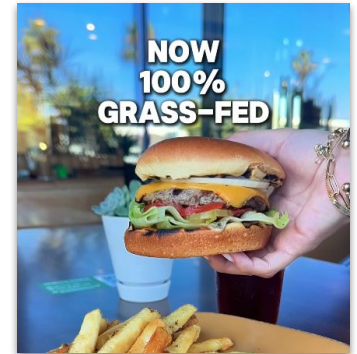
- N/A

Offers/Promotions

- National Cheeseburger Day
100% grass-fed cheeseburger! Always served with fries for just \$11.95.
- 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 | Truffle Parmesan Fries
- New | Minestrone Soup

Additional Messages

- N/A



Urbane Cafe

eClub/Loyalty

- N/A

LTO

- Testing New Breakfast Menu
Downtown Ventura location.
- LTO | Chicken Crunch Sandwich
Available through 9/19.

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.
- Back to School Catering
20% off back to school catering from now until Sept 30th of an order of \$250 or more with code "BacktoSchool."

Additional Messages

- 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

- Oktoberfest begins September 24

