



Competitive Analysis

October 2024

October Industry Highlights

How customers' dining preferences and spending habits are shifting in 2024

US Foods' 2024 Diner Dispatch survey shows that dining out is now preferred over takeout, with 55% of diners choosing restaurants, up from 43% in 2023. Average monthly spending has also increased, from \$166 to \$191, partly due to higher prices. Women are now spending 33% more than men on dining out, reversing last year's trend. Casual dining remains the top choice, growing to 69% in 2024. Additionally, 90% of customers, including 90% of Gen Z (ages 12–27), now prefer print menus over QR codes, a shift from last year. These findings highlight the continued importance of the in-restaurant experience for customer loyalty and profitability.

Higher prices aren't the only reason QSRs are losing traffic

Quick-service restaurants (QSRs) are losing traffic, with high menu prices often blamed. However, a new Chatmeter report shows rising customer complaints about service. Issues like order mistakes (up 7%), staff attitudes (up 22%), and manager behavior (up 15%) have increased, along with slow service, especially for digital orders. While pricing complaints slightly decreased, more customers described QSRs as "overpriced" (up 43%). Chick-fil-A ranked highest overall for reputation, excelling in food, service, and value, followed by Carl's Jr./Hardee's and Arby's. The lowest-ranked brands included KFC, Pizza Hut, and Subway. While pricing remains an issue, poor customer service—especially staff behavior and order accuracy—is becoming a bigger threat to QSR reputations.

Gen Z's lack of brand loyalty presents a challenge for restaurants

Gen Z is expected to have \$12 trillion in spending power by 2030, but their lack of brand loyalty is a challenge for restaurants. Surveys show slight declines in favorability for top brands like Chick-fil-A, McDonald's, and Starbucks. Gen Z shows the lowest loyalty across all restaurant segments, with lower intent to return or recommend compared to older generations. This may be due to their preference for third-party delivery services, which reduce brand attachment, and the impact of rising prices on their spending habits. Despite this, Gen Z spends heavily on dining out and seeks customizable meals, value offers, and seamless digital experiences. Restaurants that can cater to these preferences and offer variety have a chance to capture their attention.

October Competitor Synopsis

Budget Friendly Dining | In today's economic climate, restaurants are seeking ways to remain affordable for consumers. IHOP has introduced a \$7 menu featuring popular house meals available throughout the week. Lazy Dog continues to offer a lunch menu with crowd-pleasing options under \$13. Panera's menu includes all items priced under \$10, while Urban Plates offers a "12 Under 12" menu with a variety of mix-and-match options. In response to challenging economic conditions, restaurants are increasingly providing specially priced menu items to attract customers and boost business.

Holiday Initiatives | Many restaurants seized the opportunity to offer special menu items and deals for Halloween. Applebee's featured a Kids Eat Free promotion on Halloween, while Chili's offered a \$6 Witches Brew Margarita. California Pizza Kitchen joined in with a \$5 Jack-O-Lantern pizza for kids, Denny's introduced a Pumpkin Pecan Pancake of the Month, and IHOP served free spooky pancakes for kids throughout October. California Pizza Kitchen has already started its holiday gift card promotion, offering a \$25 bonus card with the purchase of \$100 in gift cards. As we move into the holiday season, restaurants are preparing holiday promotions to attract guests during the busiest time of the year.

New Menu Offerings | During the holiday season, many restaurants introduce new menu items to attract guests. IHOP has rolled out their new 'Anytime Tacos.' Lazy Dog has unveiled a fall menu featuring comforting dishes like candied bacon grilled cheese and a hibiscus margarita. Maggiano's has introduced a new Veal Parmesan along with Truffle & Honey Whipped Ricotta. Panera is embracing soup season with their new Rustic Baked Potato soup served in a bread bowl. Shake Shack has launched a Black Truffle menu, offering a hamburger and chicken sandwich. These new offerings not only attract new guests but also keep the menu fresh and exciting for returning customers.

October Holidays & Events

- National Pizza Month
- National Pasta Month
- National Seafood Month
- Oktoberfest
- National Vodka Day (10/4)
- National Taco Day (10/4)
- National Dessert Day (10/14)
- National Pasta Day (10/17)
- Halloween (10/31)

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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 | The Dollar Zombies
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

- Kids Eat Free | Halloween
Children 12 & under eat free on Halloween 10/31! Valid for two kids meals per adult entrée.
- Pick 6 Monday
6 free boneless wings on Monday with a \$10 purchase on NFL Sunday.
- BOGO | Buy one entrée, get ½ Off
Available Wednesdays and Thursdays until October 31
- 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

- Fundraising with Flapjacks
The Flapjack Breakfast includes pancakes, syrup, butter, scrambled eggs, sausage, orange juice, and coffee. Saturday or Sunday, from 8:00 a.m. to 10:00 a.m. Other days and times may be available upon request. Applebee's charges your organization \$6 per ticket. You set the ticket price.



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

- BOGO | Cheesecake Slice
Buy a slice of your choice, get another slice for free! Offer ends 11/3*
- National Dessert Day | ½ Priced Dessert
Get a half-priced dessert through 10/17!*

Additional Messages

- N/A



Chili's

eClub/Loyalty

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

LTO

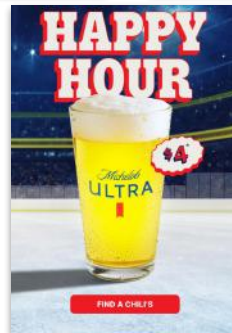
- Nashville Hot Fried Mozzarella Sticks
Secret menu item teasing on socials.
- \$6 Marg of the Month | The Witches Brew Marg
Witches Brew is a spellbinding mix of Lunazu® Blanco, Blue Curaçao, Monin®Granny Smith Apple and fresh sour, topped with a witchy swizzle stick.*

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

- Social | Free Triple Dippers for a Year Giveaway
3 winners will be hand selected by the dudes (so get creative!) to win free Chili's Triple Dippers for a year! Contest ends 11/18/24. View official rules at
- Eblast | \$4 Happy Hour Beers



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 Drink
\$5 min. Expires in 10 days.

Additional Messages

- Social | Creative Posts
20 picture carousel, zodiac themed



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

Offers/Promotions

- \$5 Jack-o-Lantern Pizzas**
Kids pizza Available 10/23- 10/31. No code needed
- Bonus Cards | Give \$100, Get \$25**
Purchase gift cards now through January 6, 2025. \$25 and \$10 bonus cards ("eCard") are valid for redemption 1/1/25 – 2/6/25.
- National Pizza Month | BOGO**
Offer valid from October 1, 2024 – October 31, 2024 for one (1) Free Take & Bake Pizza when you order a Burnt Ends BBQ Pizza or Bacon and Brussels Pizza
- Ongoing | Free Delivery All Month**
Available 10/23 - 10/31 on orders over \$25 with code CPK.
- Ongoing | Lunch Duos**
Served every day, 11AM-4PM. Starting at \$8.99.
- Ongoing | Happy Hour**
Featuring \$9 Pizza & Beer + 1/2 All Drinks and Starters from 3-6pm.

Additional Messages.

- Social | American Red Cross
Oct 22nd fundraiser 20% of your purchase will be donated to hurricane relief efforts.



HAVE YOURSELF A MERRY LITTLE BONUS!

**GIVE \$100
GET \$25**



Receive a **\$25 BONUS CARD** with every \$100 spent on gift cards.

OR

Receive a **\$10 BONUS CARD** with every \$50 spent on gift cards.

BUY NOW

 **california
pizza kitchen**



**A BOGO FOR
THE BOLD**

FREE YOURSELF FROM THE SAME OLD SAME OLD.

This National Pizza Month, we're rewarding guests who try something new. Order our limited-time **Burnt Ends BBQ Pizza** or **Bacon & Brussels Pizza** now and get a **FREE Take & Bake Pizza** for later.


NOW THROUGH 10/31 | USE CODE: BOGO

LEARN MORE



BUILD YOUR OWN OR BAKED

Get ready for a scary good pizza party this Halloween! Choose from the CPKids Build-Your-Own OR Baked Jack-O-Lantern pizzas for just \$5 each!

 **california
pizza kitchen**

Culvers

eClub/Loyalty

- MyCulvers

LTO

- LTO | Hot Honey Cheese Curds
Available 10/15-10/31 or while supplies last.
- LTO | CurderBurger
Available 10/1. While supplies last.

Offers/Promotions

- Ongoing | Value Baskets
Choose any ButterBurger or other favorite, pick the perfect classic side and a medium drink and save.
- National Pumpkin Day
Special soft serve for one day only.

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.
- Loyalty | 20% Off Your Next Order
Valid all October long. Valid for dine in & takeout.
- Loyalty | Free Delivery
Valid online only 10/5/24 - 10/7/24.

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

- 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.
- Buy a \$25 Gift Card, Get a \$5 Bonus Card
Promotion ends 12/26/24. Valid for dine-in only.

Additional Messages

- No Kid Hungry Partnership for Back to School Season



First Watch

eClub/Loyalty

- N/A

LTO

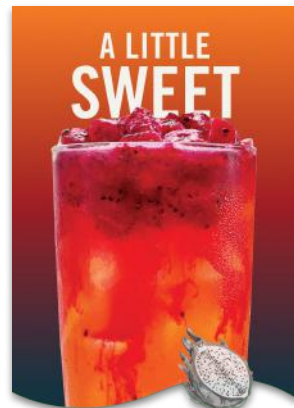
- LTO | Fall Seasonal Menu Launch
Featuring Pumpkin Pancake Breakfast, Honey Bacon Brussels Hash, Million Dollar Breakfast Sandwich and Salted Caramel Holey Donuts.
- LTO | Blazing Dragon Seasonal Drink
Featuring juiced strawberries, tangy lemon juice, cane sugar and pieces of dragon fruit.

Offers/Promotions

- N/A

Additional Messages

- N/A



Fleming's

eClub/Loyalty

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

LTO

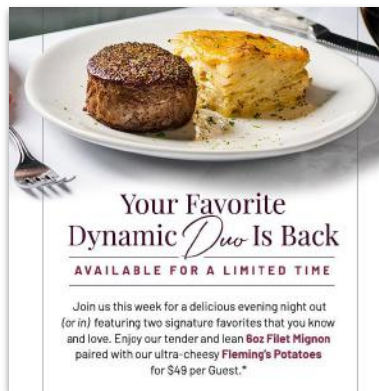
- LTO | Dynamic Duo
Enjoy a tender 6oz filet mignon paired with our ultra-cheesy Fleming's potatoes for \$49 per guest. Only available for a limited time.
- LTO | Filets of Fall 3-Course Menu Launch
Entrées feature a petite Filet Mignon with 3 topping choices, including lobster corn beignet, red chimichurri, and gorgonzola dolce sauce. \$88 per guest.
- LTO | Spiced Pumpkin Butter
Made with cinnamon and sweet brown sugar.

Offers/Promotions

- Thanksgiving Day 3-Course Menu
3-Course Thanksgiving Menu featuring your choice of Herb-Roasted Turkey, Filet Mignon or Prime bone-In Ribeye paired with all the fixings.
- 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.
- 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

- Now Booking Holiday Parties



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.*
- Pancake of the Month | Reese's Pieces Cheesecake
4 buttermilk pancakes filled with Reese's Pieces and topped with chocolate and Reese's peanut butter sauces, and whipped topping.
- Free Scary Pancakes
Kids 12 and under get a FREE Scary Face Pancake with an adult entrée purchase. Dine-In only. Valid Thru 10/31/24. Code: FREESCARY

Offers/Promotions

- NEW | \$7 House Favorites
\$7 House favorites available 7AM-10PM from Monday to Friday only.
- 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 | Fall Menu
Try new cozy fall favorites. Featuring new menu items and cocktails.
- Buy \$50 in Gift Cards, Get a \$10 Promo Card
**Promotion valid 11/6/24-12/31/24 while supplies last. Promo cards can be redeemed in-restaurant 1/1/25 - 3/1/25.*
- 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 | Build-Your-Own Lunch Combo
Create your ideal mix starting under \$13 with our Build-Your-Own Lunch Combo options. Available everyday 'til 4pm.

Additional Messages

- Host Holiday Events at Lazy Dog



Lucille's Barbeque

eClub/Loyalty

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

LTO

- LTO | 3-Course Feast For Two
Choose one appetizer to share, 3 slow-smoked meats and a delicious dessert for only \$59.99

Offers/Promotions

- NEW | Build Your Family Meal
Build your own family meal for four starting at \$59.99. Available for Take Out only.
- 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.
- Halloween Offer
Purchase a Family Meal and receive a free family size Banana or Pumpkin Pudding

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

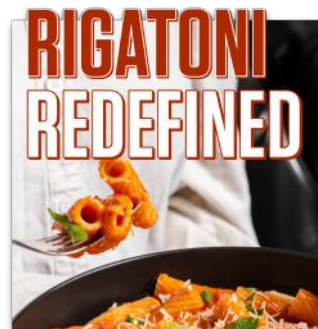
- LTO | October Specials
Enjoy a selection of specially priced wines every Tuesday.

Offers/Promotions

- National Pasta Month | Fettuccine Bolognese
Serving every Tuesday in limited quantities in October.
- Ongoing | Happy Hour Mon - Fri from 3PM - 6PM
- New Menu Items
"Riserva" Veal Parmesan, Mozzarella alla Caprese, Antipasto Board, Truffle & Honey Whipped Ricotta, Chef's Signature Caesar, Rigatoni alla Vodka, Dessert Trio Platter

Additional Messages

- Events at Maggiano's | Banquet Halls Available
- Book Your Holiday Parties Early
- Mixology Class at South Coast Plaza
- National Pasta Month Eblast Highlights
Rigatoni alla Vodka and Rigatoni "D"



Mendocino Farms

eClub/Loyalty

- Loyalty | \$5 Off \$15 Offer

LTO

- LTO | Test Kitchen Exclusive

The Uptown Turkey Avocado Sandwich: Available at Studio City, CA and Addison, TX first taste kitchens

Offers/Promotions

- NEW | Grazing Trays
Meat & Cheese or Veggies, Chips & Dips Trays

Additional Messages

- Receive 30% of proceeds for all School Fundraisers
Valid September 1 thru December 31
- Socials | Pushing catering for the holidays



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 | BOGO %50 Off
Available 10/10-10/17

Offers/Promotions

- NEW | Chili Crisp Chicken Crunchy Taco
Free with purchase on 10/4-10/18.
- Free Delivery
\$0 delivery fees all month.
- \$1 Off A Burrito or Bowl
In partnership with Atlanta United FC. 1 goal = \$1 off.
- Halloween Deal | BOGO Entrée

Additional Messages

- N/A



North Italia

eClub/Loyalty

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

LTO

- NEW | Menu Items
Lasagna Bianca al Forno, Lumache alla Norcina, Hot Italian Stromboli, Giardino Stromboli, Burrata di Stagione, Short Rib Marsala

Offers/Promotions

- Ongoing | Happy Hour
Mon-Thurs 3PM - 6PM.

Additional Messages

- National Pasta Day
- New Location | Cerritos
- Fall Menu | October 30th
- Pasta Kits | Holiday Catering



Olive Garden

eClub/Loyalty

- Free Birthday Dessert
With purchase of an entrée.

LTO

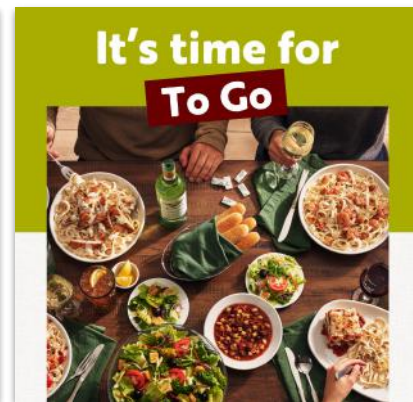
- N/A

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 | Promoting 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 Bloomin' Onion
Free Bloomin' Onion with the purchase of any adult entrée. Dine-in and mention "FREE BLOOM" to server or redeem online with code "BLOOM" from 10/4 - 10/6
- LTO | Twin Reefs Shrimp
Starting at \$14.99.
- LTO | National Dessert Day
Celebrate National Dessert Day on 10/14 and enjoy a FREE dessert with the purchase of an adult entrée.

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
- NEW | Tasmanian Shrimp & Scallop Pasta
- Halloween
FREE Kids Meal when you purchase an adult entrée. Mention to your server when you dine in or use code SPOOKYFREE when you order online.

Additional Messages

- N/A



Pacific Catch

eClub/Loyalty

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

LTO

- LTO | National Taco Day
Special deals on 2 and 3 Taco Platters. Dine-in only.
- National Seafood Month
\$6 off any Fresh Catch item 10/17 only.

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.

Additional Messages

- Email | Pushing catering & dining in for Thanksgiving
- National Seafood Month | Education of Suppliers



Panera Bread

eClub/Loyalty

- MyPanera Benefits
Monthly member exclusives, two MyPanera weeks, and members-only challenges and rewards.
- 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 | Rustic Baked Potato Soup + Toasted Italiano
- NEW | Panera Kids Menu
Now with MORE options and BIG savings for our littlest fans. PLUS Kids get free sides too!

Offers/Promotions

- Ongoing | You Pick Two
Choose any two entrées and get a free side of chips, apple or french baguette.
- Ongoing | Under \$10 Menu
7 menu options under \$10.
- BOGO for \$5
Buy one soup, salad, sandwich, or mac, and enjoy another for \$5. MyPanera Members Only.
- Free Delivery | \$25 Or More

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

LTO

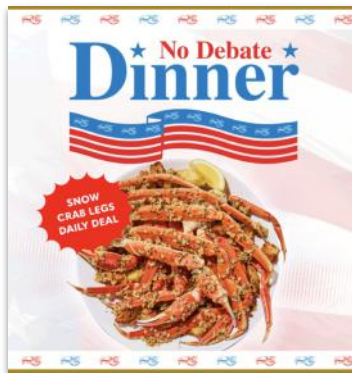
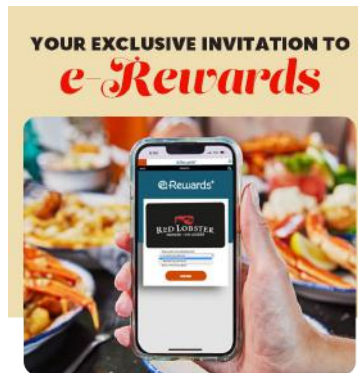
- Ongoing | Shrimp Your Way \$20
NEW Street Corn Shrimp, Crispy Dragon Shrimp or Garlic Shrimp Scampi. Choose 3 shrimp options for only \$20.
- NEW | Crabfest is Back
Partnered with Flavor Flav to promote Crabfest. Featuring 2 flavors: Roasted Garlic and new Cajun Butter. Dishes starting at \$20.

Offers/Promotions

- Ongoing | Buy One, Take One for \$6
Buy an entrée and take home a Linguini Alfredo or Caesar Salad for \$6.
- Ongoing | Daily Deals
Monday: Lobster & Shrimp Scampi, Tuesday: Crab Your Way, Wednesday: Steak & Lobster, Thursday: Sea Scallops & Shrimp and Friday: Fish & Chips.
- Gift Cards
Get 10% off \$50 or more with promo code TREAT10 at checkout. Valid for online purchases only in US and Canada 10/7/24 – 11/10/24.

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.
- NEW | Langostino Lobster Taco

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 Taco Day | Sweepstakes
Free Taco with Purchase, Plus a chance to win FREE TACOS for a YEAR
- NEW | Catering Boxed Lunches
Choice of 2 tacos, burrito, salas, with side and dessert

Additional Messages

- Very fun and creative photography



HERE'S HOW IT'LL GO:

Every Rubio's Rewards Member who checks in on October 4th can enjoy a **FREE TACO** with purchase¹

&

be automatically entered to win **A FREE TACO EVERYDAY FOR A YEAR!**²

10 LUCKY REWARDS MEMBERS WILL BE CHOSEN AT RANDOM



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.
- Monthly Tastemaker Dinner | Woodford Reserve
Four-course pairing experience featuring Moët & Chandon \$167 per person
- Holiday Bookings
Complimentary Champagne toast or d'oeuvre - for bookings before Oct 30th

Additional Messages

- Social | Incorporating high quality video content on a regular basis
- Lifestyle video showcasing how Ruth's Chris can be part of your everyday life



WELCOME TO RUTH'S CHRIS

Whether you're toasting a milestone or getting together just because, you can count on Ruth's to make everyday moments perfect.



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 | 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

- Free Fries
Every Friday, through December 20th when you spend \$10 or more. Code FRYDAY
- BOGO 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

- N/A

Additional Messages

- Socials | New Location in Raleigh, North Carolina
- Socials | LA Billboard Highlights New LTO
- Socials | Ingredient Spotlight - Hot Honey Carousel
- Socials | Farm-to-table highlights
- Socials | Brussel sprout Trick or Treat got over 3k in likes



TGI Fridays

eClub/Loyalty

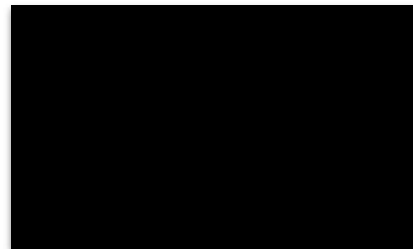
- Loyalty Sign-Up Offer
\$20 off your next \$50 purchase.
- FREE Birthday Dessert
- Socials | Rewards Campaign
30% off entire check. Available 10/08 & 10/09 ONLY

LTO

- Game Day Deals | \$10.99 Wings & \$5 Drafts
- Oktoberfest
New Pretzel Bites and Sam Adams Oktoberfest Beer

Offers/Promotions

- Halloween Party
Special Halloween Menu 10/25 & 10/26 8pm-close, \$5 bites & \$3 drink specials
- National Vodka Day
\$2 Tito's Electric Lemonade only on 10/04
- \$20 OFF | \$50
10/15 & 10/16 available for dine-in, take out, or delivery
- 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.



The Habit

eClub/Loyalty

- Loyalty Sign-Up Offer
Free Char burger with the purchase of a drink.

LTO

- LTO | Basil Pesto Chicken Sandwich
Get the Basil Pesto Chicken Sandwich for a limited time at participating restaurants.

Offers/Promotions

- BOGO | 50% Off
Get a Char for 50% off with promo code: SPOOKY. 10/15-10/16.
- Free Pepsi With Double Char Purchase
Get a FREE large Pepsi with any Double Char purchase from 10/18 - 10/25. Use promo code PEPSI.
- Halloween | BOGO Sweet Treats

Additional Messages

- N/A



Torchy's Tacos

eClub/Loyalty

- Taco Junkies | Loyalty Sign-Up Offer
Free ½ Queso & Chips for signing up. Free queso on your birthday
- FREE Taco | \$1 Purchase
10/29 Get a free taco with a minimum \$1 purchase within 14 days.

LTO

- LTO | Taco of the Month
Baja Salmon. Smoky blackened salmon, tangy pickled onions, and creamy poblano ranch, all wrapped in a warm corn tortilla

Offers/Promotions

- New | Dos Hombres Modelo Michelada
\$10 Michelada with Modelo & Dos Hombres Mezcal
- National Taco Day | \$1 Off Tacos
In Stores Only 3PM - 6PM.
- 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

- Email | Election themed order
Democrat & Republican
- Social | Taco Bell
Called Taco Bell a Basic B**** for National Taco Day



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

- New | Superfood Salad
- New | Rainbow Carrots & Golden Beets
- New | Braised Short Ribs
Red wine reduction braised beef short ribs, mashed organic potatoes, tomato pesto, microgreens.

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.
- Thanksgiving Family Meals
Starting at \$99.95 Must pre-order by 11/24.

Additional Messages

- Socials | Dessert Highlight



Urbane Cafe

eClub/Loyalty

- N/A

LTO

N/A

Offers/Promotions

- Giveaway
Partnership with an influencer \$25 gift vouchers (2) winners, 10/18 - 10/25

Additional Messages

- Socials | For President
They had the staff vote for a salad & Burger for president
- Socials | Employee Interaction
They create a lot of videos with the staff, very cute
- Socials | Catering
Party this Halloween with their catering options



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.
- Oktoberfest Menu
Oktoberfest brews, Brat Pizza, Bier Brat Sliders & Bavarian Pork Chop

Offers/Promotions

- Oktoberfest | \$5 Stein Refills
Purchase a souvenir stein and get \$5 Refills, Valid until 10/27
- 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

- Socials | World Series Watch Parties
- Socials | Football Watch Parties

