



# Competitive Analysis

March 2025

# March Industry Highlights

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## The power of continued community partnerships in restaurant marketing

Community partnerships are more than feel-good initiatives—they're a smart business strategy. At Lee's Famous Recipe Chicken, meaningful collaborations have proven to drive customer loyalty, deepen engagement, and reinforce the brand's role in the community. The most impactful efforts go beyond donations and align with the restaurant's values, like Lee's focus on food security. Starting at the local level with schools or small businesses builds trust and relevance, while win-win initiatives, like the GiftAMeal program, create mutual value. That program alone has helped provide over 230,000 meals through guest participation. Involving customers in choosing causes, committing to long-term efforts, and consistently sharing impact stories through marketing channels all strengthen the connection. Ultimately, strong community ties boost foot traffic, build goodwill, and improve employee morale—making them a smart investment for restaurants of any size.

## Limited-time offers take off in all directions

Restaurants are launching limited-time offers fast, featuring bold flavors and trending ingredients. Highlights include KFC's \$7 Dunk It Bucket, Farmer Boys' Farmstand Fresh & Affordable Menu, The Habit's Tempura Avocado Wedges, and Cowboy Chicken's hot honey wings. Chains like North Italia, Perkins, and City Barbeque are spotlighting pizza, seafood, and pastrami, while Freddy's and Friendly's add creative desserts and drinks. Bobby Flay debuts a Buffalo Burger, Fat Rosie's offers mole and mahi tacos, and Panchero's introduces vegan Tofurizo. Even Alamo Dratthouse joins in with a Snow White-themed menu.

## Texture is trending on menus

Crunchy foods and exaggerated eating sounds are going viral on TikTok, tapping into the platform's love for ASMR and highlighting the growing importance of texture in food experiences. While consumers may not always realize it, texture plays a major role in how craveable a dish is—with “crunchy” and “crispy” ranking as the most loved textures. Brands like Taco Bell, KFC, and Hardee's are leaning into this trend, incorporating chips and other crunchy elements into menu items, while companies like Rubix Foods are developing tech to preserve crispiness. Even drinks are joining the trend with creamy foams and chewy add-ins like boba. As texture becomes a new frontier in flavor innovation, it's proving to be a powerful, multi-sensory way to capture consumer attention.

# March Competitor Synopsis

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**March Madness Mania** | Restaurants brought their A-game during March Madness, capitalizing on basketball buzz with themed promotions and catering offers. Yard House launched its "IPA Madness" beer flight, complete with pint refills. Mendocino Farms offered \$10 Hummus Crunch Wraps and free delivery with code MADNESS25. TGI Fridays leaned into the emotional rollercoaster of busted brackets by giving away six free wings. Brands also leaned into catering and bundle options, including Outback's Walk-a-Bout Wednesdays and CPK's Pizza Packs. These offers made it easy for customers to enjoy the madness at home or out with friends.

**Green, Gold, & Good Food** | Green drinks and festive flair dominated St. Patrick's Day promotions. Panera Bread dyed their signature bread bowls green in select cities, while Yard House went all-in with green beer all weekend. Red Lobster debuted a themed Happy Hour with \$5 cocktails and \$2 off appetizers. TGI Fridays drew crowds with \$0.50 wings, \$10 Long Island Teas, and Guinness pours, while Culver's paired a Reuben Melt with a Mint Shake for a seasonal duo. These themed promotions offered both in-store excitement and social-friendly moments for guests looking to celebrate the holiday.

**Women in Culinary** | During International Women's Month, restaurants showcased their commitment to celebrating and uplifting women through meaningful campaigns that made a lasting impact. Fleming's Steakhouse took the opportunity to host an exclusive wine dinner in collaboration with Duckhorn Vineyards, a renowned women-owned winery. This dinner honored the trailblazing women who have shaped the wine industry. Mendocino Farms celebrated the achievements of women in the culinary world by spotlighting female chefs and industry leaders throughout the month on social media. These initiatives not only honored influential women in the restaurant industry but also enhanced brand credibility with socially conscious consumers.

# March Holidays & Events

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- Women's History Month (3/1- 3/31)
- National Sauce Month (3/1 - 3/31)
- Mardi Gras/Fat Tuesday (3/4)
- Ash Wednesday (3/5)
- National Tartar Sauce Day (3/7)
- Daylight Savings (3/9)
- National Ranch Day (3/10)
- National Pi Day (3/14)
- St. Patrick's Day (3/17)
- First Day of Spring (3/20)
- National Ravioli Day (3/20)
- National Chip and Dip Day (3/23)

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# Applebee's

## eClub/Loyalty

- Club Applebee's | Loyalty Sign-Up Offer  
*Free Appetizer.*

## LTO

- New | Big Easy Menu  
*Ahead of Mardi Gras, they are teasing their new Big Easy menu that features Bourbon Street dishes starting at \$11.99.*
- LTO | Emerald Margarita  
*1800 Reposado Tequila, Cointreau, Grand Marnier, Monin Blue Raspberry, Lime & Cherry.*
- LTO | 50¢ Boneless Wings  
*From 3/18 - 3/24. Available To Go through applebees.com or the mobile app.*

## Offers/Promotions

- Applebee's Gift Cards  
*When you purchase a \$50 gift card online, you get \$10 off your gift card purchase.*
- Giveaway | Ultimate Date Night  
*Selecting one winner a month, for 12 months, to get a \$100 Applebee's gift card, and at the end of the sweeps, a grand prize winner gets an all-expense paid trip for an Applebee's Date Night anywhere in the contiguous U.S.*
- Ongoing | 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

- Social | Partnership with Saquon Barkley  
*Surprise appearance at a restaurant with a local school.*



## eClub/Loyalty

- Loyalty Program  
*A mediterranean membership where you earn 10 points for every \$1 you spend.*
- Birthday Reward  
*Members get a choice of large drink, dessert or classic pita chip on their birthday.*

## LTO

- LTO | Spicy Lamb & Avocado Bowl  
*Spicy lamb meatballs, avocado, Crazy Feta®, red pepper hummus, pickled onions, lentils, & lemon herb tahini.*

## Offers/Promotions

- National Pita Day  
*Free pita chips for rewards members on 3/29.*

## Additional Messages

- Social | Dips and dressings available at Whole Foods
- Partnership with Gabby Thomas  
*Custom bowls and favorite picks.*



# Cheesecake Factory

## eClub/Loyalty

- Cheesecake Rewards  
*Make reservations and get priority seating.*
- Loyalty | Free Slice  
*Spend \$50 or more and get a free slice of cheesecake. Free slice also on your birthday.*

## LTO

- N/A

## Offers/Promotions

- NEW | Menu Items  
*10+ New menu items*
- Ongoing | Happy Hour Daily from 4-6pm

## Additional Messages

- Social | Vegetarian Focused Menu Suggestions



# Chili's

## eClub/Loyalty

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

## LTO

- NEW | The Big QP  
*Chili's new quarter pound burger available on the 3 For Me Value Menu for a limited time.*

## Offers/Promotions

- 50th Birthday | \$5 Presidente Margaritas
- 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 | Meme focused



# Chipotle

## eClub/Loyalty

- Chipotle Rewards  
*Earn extra points throughout the month when you order specific menu items. Menu items change every month. Valid for in store, online or mobile app.*

## LTO

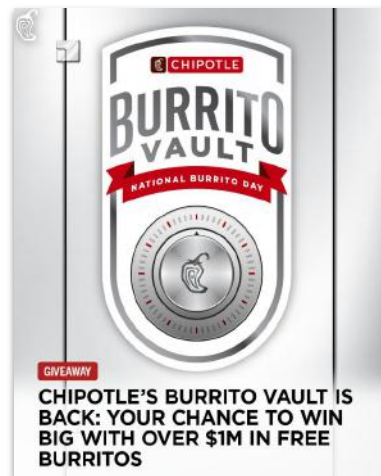
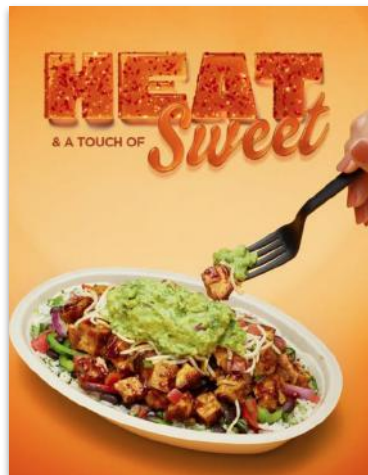
- LTO | Chipotle Honey Chicken  
*Freshly grilled chicken marinated with chipotle peppers and a touch of pure honey.*

## Offers/Promotions

- National Burrito Day | 2,500 BOGO Codes  
*Burrito vault is back with over \$1M in prizes. Every hour the code to the burrito vault will change. The first player to unlock the burrito vault each hour will win free burritos for a year\* 2,500 BOGO codes are up for grabs every hour from 9 am ET on 3/31-11:59 pm 4/2.*
- Free Guac & Queso  
*Free Large Chips & Guac or Queso when you order 3 regular entrées.\* Use code EXTRA4U at checkout. Valid 3/24-3/30.*

## Additional Messages

- N/A



# 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.*
- **Thank You Cards**  
*Get a Thank You Card through May 11th when you place an order in restaurant or pickup. Win discounts on CPK meals, gift cards to your favorite stores, or even a cash prize up to \$40,000.*

## LTO

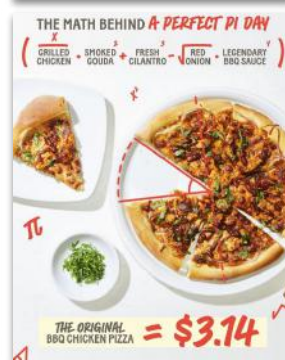
- **LTO | Baked Mac 'N' Cheese**  
*The secret Mac It menu features 13 Mac 'N' Cheese options that include all the your favorite pizza toppings.*

## Offers/Promotions

- **Pi Day Special**  
*Grab your \$3.14 pizza starting on 3/13 with a \$25 minimum purchase.*
- **Mediterranean Sweepstakes**  
*Order from the Mediterranean menu and enter for a chance to win a cruise for two to the Mediterranean.*
- **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.*
- **Ongoing | Get Together Meals**  
*Feeds 4 for \$15. Select menu to choose from.*

## Additional Messages.

- **Social | Kung Pao Sauce**  
*Available now at Los Angeles area Costco stores.*
- **Social | 40th Anniversary "Re-Brand"**  
*For their 40th Anniversary, CPK created a new slogan Fresh to Death, new merch, packaging, and social content with celebrity, Busy Philipps.*



# Culver's

## eClub/Loyalty

- MyCulvers  
Create account for a FREE Value Basket.

## LTO

- N/A

## Offers/Promotions

- 3-piece Butterfly Jumbo Shrimp  
*Add 3-shrimp to any order to kickoff the Lent season.*
- St. Paddy's Tradition  
*Their St. Patrick's Day duo includes a savory grilled Reuben melt paired with Mint Shake.*
- Frozen Custard Creation  
*Customize 35 different mix-ins to help create your dream dessert.*
- Ongoing | Value Baskets  
*Choose any ButterBurger or other favorite, pick the perfect classic side and a medium drink and save.*

## Additional Messages

- To Farmers With Love Contest | Spotlight 2024 Winners  
*Each year, they help support agricultural communities by nominating outstanding farmers. 31 winners received a special cash prize package, including a cash donation for their farm and their local FFA Chapter.*



# Denny's

## eClub/Loyalty

- 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 | Big Skillet Craving  
*Cali Breakfast Taco Skillet & Braised Beef Breakfast Skillet.*

## Offers/Promotions.

- National Pancake Day | \$6 All You Can Eat Pancakes  
*\$6 all you can eat pancakes for National Pancake Day on 3/4.*
- Ongoing | \$2, \$4, \$6 & \$8 Value Menu  
*Menu items starting at \$5.99, featuring Everyday Value Slam, All You Can Eat Pancakes, and more.*
- Ongoing | All Day Diner Deals  
*Menu items starting at \$5.99, featuring Everyday Value Slam, All You Can Eat Pancakes, and more.*
- Ongoing | AARP Member Discount  
*AARP members enjoy 15% off your entire guest check. Available only to current AARP members and at participating restaurants.*

## Additional Messages

- St. Patrick's Day | \$3 Off Berry Waffle Slam



# El Pollo Loco

## eClub/Loyalty

- Loco Rewards App  
Receive a FREE Burrito with any purchase when you join Loco Rewards™ through the app.  
Available immediately after you sign up.

## LTO

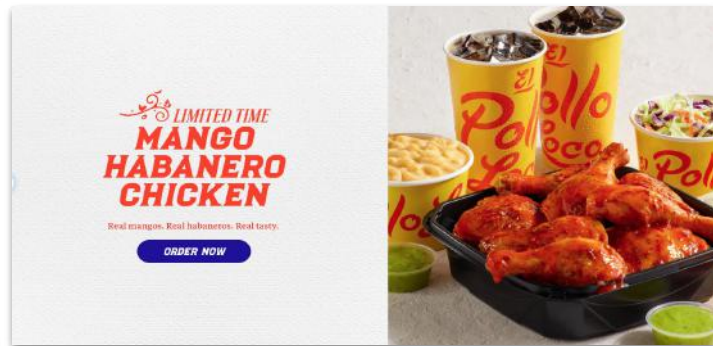
- LTO | Mango Habanero Chicken  
Real mangos. Real habanero. Real tasty.
- LTO | Double Pollo Fit Bowls  
Crush your protein goals with over 50+ grams of protein in each bowl.

## Offers/Promotions

- TEST | Creamy Quesadillas  
New creamy chipotle and salsa verde quesadillas only in SoCal. Testing at select locations in SoCal only.
- \$0 Delivery on Orders Over \$15+  
Enjoy \$0 delivery fee on orders \$15+ 3/11-3/13.
- St. Patty's Week | \$8 Fit Bowls  
Enjoy \$8 Pollo Fit Bowls for St. Patty's 3/17-3/23.
- BOGO Tostadas  
Buy one, get one free classic chicken or shrimp tostadas only on 3/28.

## Additional Messages

- Social | Hoag Golf Classic  
Denny's Las Vegas is serving up wedding vows and renewals on Valentine's Day for FREE.



# Flame Broiler

## eClub/Loyalty

- App Sign-Up Offer  
*Receive magic reward points upon sign up that can be used to redeem a free item.*

## LTO

- LTO | Steak Bulgogi  
*Certified Angus Beef, marinated bulgogi-style and charbroiled on a piping hot 550°F grill.*

## Offers/Promotions

- Ongoing | Korean Spicy Chicken  
*Spicy Korean chicken packed with flavor.*
- Ongoing | Sauce Kit To Go  
*Purchase a sauce kit and bring your favorite flavors home!*

## Additional Messages

- New Location | Prosper, Texas
- Grand Re-Opening | Lakewood, CA



# Fleming's

## eClub/Loyalty

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

## LTO

- LTO | 3-Course Land & Sea  
*Enjoy a tender 6oz filet mignon paired with our Crab Stuffed Shrimp for \$79 per guest. Only available for a limited time.*

## Offers/Promotions

- Duckhorn Vineyards Wine Dinner  
*A 4-Course dinner celebration in honor of National Women's Month. Toast to the trailblazing women in the restaurant industry.*
- 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 featuring 35oz Prime Tomahawk (\$153) or sliced Porterhouse (\$150), two salads, two sides, and two desserts.*

## Additional Messages

- Company Events



## eClub/Loyalty

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

## LTO

- Pancake of the Month | Bananas Foster  
*Filled and topped with fresh sliced bananas, Bananas Foster sauce, and whipped topping.*
- The Ulti-Mint Shake  
*Indulge in our new Ulti-Mint Milkshake, a tasty blend of vanilla ice cream, mint syrup, and chocolate chips for a limited time only.*

## Offers/Promotions

- National Pancake Day  
*Free short stack on ¾ from 7am-8pm dine in only.*
- Ongoing | \$6 House Favorites  
*\$6 House favorites available 7AM-10PM from Monday to Friday only.*
- Ongoing | Kids Eat Free  
*One free kids entrée with each full-priced adult entrée everyday from 4-10PM.*

## Additional Messages

- National Pancake Day | Guinness World Record  
*Held an event and broke the national Guinness World Record for most pancakes served in 8 hours.*
- Influencer Collab | Love Island's Leah & Serena



# 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, and a 10% discount on online orders. \$5 a month membership fee. Limited Time Price.*
- **Beer Club Membership**  
*Join and get \$39 towards your next visit. Various perks and rewards month-to-month.*

## LTO

- **\$1 Jolene Wings**  
*For a limited time, Jolene's Wings are just \$1 each — mix, match and dunk away.*
- **\$30 Sip & Share**  
*Monday – Thursday each week for a limited time, Three small plates plus two glasses of select wine or sangria for \$30. Wine bottle upgrade for \$5.*

## Offers/Promotions

- **Free Burger or Bowl**  
*FREE signature half-pound burger or craveable bowl with purchase of any entrée. Valid for takeout or dine in thru 3/12.*
- **FREE Dog Bowl**  
*Dine in with your pup March 23-30, and they'll get a complimentary dog bowl when you order an entrée.*
- **Ongoing | Family Meals**  
*Serves 4-5 people. Starting at \$6 per person.*
- **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 until 4pm.*



# Maggiano's Little Italy

## eClub/Loyalty

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

## LTO

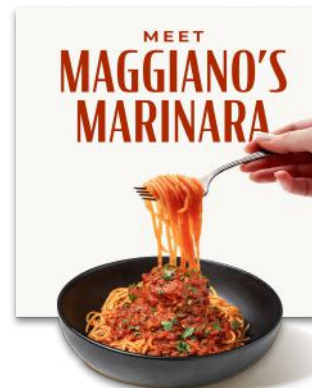
- N/A

## Offers/Promotions

- Classic Dishes Reimagined  
*We are proud to announce that our refined classics are finally here. Try our classics like Chicken Parmesan, Fettuccine Alfredo, Wagyu Beef Stuffed Shells, & Lasagna featuring new recipes.*
- Marchesi Antinori Wine Dinner  
*Friday Maggiano's South Coast presents its fourth wine dinner featuring the premium wines from Marchesi Antinori on Friday, April 25 for \$100 per person.*
- Ongoing | Happy Hour Mon - Fri from 3PM - 6PM

## Additional Messages

- Easter Dinner Reservations



# Mendocino Farms

## eClub/Loyalty

- Loyalty Sign-Up Offer  
*\$5 Off \$15 for new members.*

## LTO

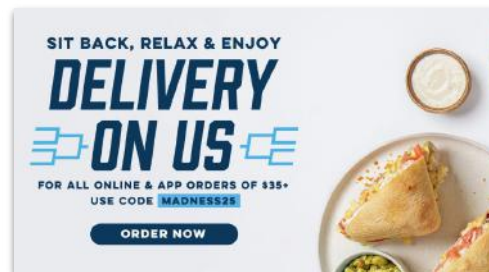
- LTO | New Menu Items  
*For a limited-time try our Chicken & Hummus Crunch wrap or our Winter Citrus & Goat cheese salad.*

## Offers/Promotions

- \$10 Chicken & Hummus Crunch Wrap  
*Sign up for a My Mendo account by 3/9/2025. Promotion is valid until 3/28.*
- Free Delivery | On Orders \$35+  
*Use code MADNESS25. Promotion valid from 3/16-4/7.*

## Additional Messages

- Meatless Mondays  
*Highlighting vegan & vegetarian options.*
- Women's History Month  
*Celebrating women who have made a difference in the culinary world on socials.*



# North Italia

## eClub/Loyalty

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

## LTO

- NEW | Chocolate Spiced Apple Butter Cake  
*A little bourbon, a little pecan, and a whole lot of flavor.*

## Offers/Promotions

- Free Delivery  
*Spice up your weekly routine with \$0 delivery fees on all orders through March 13th!*
- Pi Day Pizzas  
*Enjoy limited-time Pi Day pizzas 3/14-4/11. Pizzas available at select locations only.*
- Ongoing | Happy Hour  
*Mon-Thurs 3PM - 6PM.*

## Additional Messages

- N/A



# Olive Garden

## eClub/Loyalty

- Free Birthday Dessert  
*With purchase of an entrée.*
- Early Access | Buy One, Take one  
*Starting at just \$14.99, you can enjoy one favorite here and take a second freshly prepared and chilled entrée home for later. Early access for eClub members 3/17-3/23.*

## LTO

- Fan Favorites are Back  
*Enjoy our Four Cheese Manicotti, Steak Gorgonzola Alfredo, & our Stuffed Chicken Marsala for just \$12.99.*

## Offers/Promotions

- \$12 Lunch Entrées  
*Lunch classics under \$12!\* Enjoy favorites like Fettuccine Alfredo, Lasagna Classico, and more.*
- 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

- OG App | Delivery Available



# Outback

## eClub/Loyalty

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

## LTO

- LTO | Aussie 3-Course Meal  
*Order a soup or salad, select entrées, and a slice of cheesecake.*
- LTO | Croc-Tail Cocktail  
*SVEDKA® Vodka, Midori®, kiwi, mango, citrus juices with a shimmer and a crocodile to keep!*
- LTO | Koala Punch  
*Bacardi® Superior Rum, Malibu® Pineapple Rum, lemonade, mango and watermelon flavors with a koala chillin' on top!*

## 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

## Additional Messages

- N/A



# Pacific Catch

## eClub/Loyalty

- Ongoing | \$5 off your next online order of \$20+  
*When you sign up for SMS texts.*  
Free Birthday Bowl | Maximum Value of \$22.95  
*Available through the app or the website.*

## LTO

- LTO | Hot Fish is Back  
*Hot fish taco and hot fish burger back for a limited time.*

## Offers/Promotions

- Rainy Day Bowls  
*\$8 OFF any bowl on 3/12.*
- Ongoing | \$15.95 Lunch Specials  
*Select meals for each weekday. Available every weekday from 11am - 3pm.*
- Ongoing | Happy Hour  
*Monday-Friday from 3-6PM, Sat-Sun 3-5PM.*
- Ongoing | Wine Tuesday  
*All bottles of wine 50% off all day, every Tuesday.*

## Additional Messages

- Fish Friday



# Panera Bread

## eClub/Loyalty

- **MyPanera Benefits**  
*Monthly member exclusives, two MyPanera weeks, and members-only challenges and rewards.*
- **\$3/Mo Unlimited Sips Club**  
*When you join, get 3 months of Endless Sips Club for \$3/mo. Includes unlimited coffee, teas and fountain drinks.*

## LTO

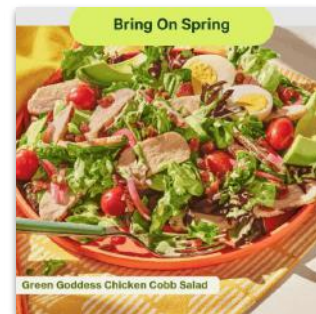
- **LTO | Asiago Bagel Stacks**  
*Panera's Asiago Bagel Stacks in 3 flavors: Chicken Roma, Spicy Steak, and Zesty Tuscan.*

## Offers/Promotions

- **20% Off Gift Cards**  
*Online only. Available 3/14-3/17.*
- **St. Patty's Green Bread Bowls**  
*Our bread bowl will be green! 3/16 and 3/17 only in STL, BOS, CHI, and NYC.*
- **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.*

## Additional Messages

- N/A



# 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

- LTO | Lobsterfest  
*This year, Blake Griffin is championing the "Greatest Lobsterfest of All Time" featuring ten new lobster-centric dishes with a selection of two or three lobster creations on one plate.*

## Offers/Promotions

- St. Patrick's Day  
*New Happy Hour for St. Patty's Day with \$5 beers and cocktails and \$2 off select starters.*
- National Cocktail Day  
*Enjoy National Cocktail Day with New Deep Sea Lobsterita, Passion Fruit Lobsterita or Classic Lobsterita.*
- Game Day Bundle  
*Choice of platter with 12 Cheddar Bay Biscuits, 6 chocolate brownies, and any 6 Pepsi beverages.*
- Lent Promotion | Fish Friday Family Meal  
*Order takeout for our crispy wild-caught flounder served with Chesapeake fries, coleslaw and 8 Cheddar Bay Biscuits.*
- Ongoing | New Happy Hour Menu  
*Introducing \$5 drink special and \$2 off select appetizers from 3-6pm at specific locations.*
- Ongoing | Daily Deals  
*Monday: Lobster & Shrimp Scampi, Tuesday: Crab Your Way, Wednesday: Steak & Lobster, Thursday: Shrimp or chicken linguini alfredo and Friday: Fish & Chips.*

## Additional Messages

- Email | Sustainable Seafood



# Rubio's

## eClub/Loyalty

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

*Free entrée with purchase of any entrée of equal or greater value.*

## LTO

- NEW | Mexican Hot Chocolate Churro

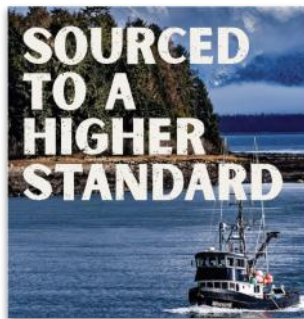
*Their signature cinnamon churro rolled in Abuelita chocolate and topped with a marshmallow cream sauce.*

## Offers/Promotions

- Lent Promotion | \$6 off \$30+ Order and \$0 Delivery Fee  
*Fish Friday savings extended into the weekend with \$6 off an order of \$30+ and \$0 delivery free until Sunday.*
- \$7 off \$25+ Order  
*Highlighting their responsibly sourced seafood with \$7 off \$25+ purchase from 3/14-3/16.*
- St. Patrick's Day | \$8.99 Baja Grill Chicken Burrito  
*Get their Baja Grill Chicken Burrito with chips for just \$8.99.*
- 20% off 30+ Order  
*Try the new hot honey sauce and get 20% off when you spend \$30 or more from 3/20-3/23.*
- Opening Day | Free Taco  
*Every time the Padres steal a base at Petco Park, you get a free à la carte taco with purchase the next day, at all Southern California locations.*
- Ongoing | Free Kids Meal  
*Now until April, kids get free with the purchase of any adult entrée every Wednesday.*
- Ongoing | Host Fundraisers  
*Rubio's promoting fundraisers and give back 30% of sales to organizations.*

## Additional Messages

- N/A



# Ruth's Chris Steakhouse

## eClub/Loyalty

- New Member Reward  
*Select an appetizer in \$25 value or receive \$25 off any appetizer.*
- Birthday Reward  
*Enjoy a complimentary dessert on your birthday.*
- Wedding Anniversary Reward  
*Couples share a complimentary dessert on their anniversary.*

## LTO

- LTO | Chef's Spring Selection  
*Introducing 2 seasonal cocktails, Citrus Honey Martini and The Prisoner Sour, and 2 Entrees, Center-Cut Filet with Blackened Scallops or tender Lamb Chops.*

## Offers/Promotions

- TasteMaker Dinner  
*Reserve your spot at our TasteMaker Dinner with the Prisoner Wine Co. Four bold blends and four chef-crafted course in a shared dining experience.*
- Ongoing | Happy Hour  
*Full-size appetizers starting at \$11, hand-crafted cocktails and wine starting at \$9.*
- Ongoing | Classics Prix Fixe Menu  
*Choose a starter, entrée, side, and dessert to create your own meal. Starting at \$68.*

## Additional Messages

- Social | Newtown Square, PA - New Location



# 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

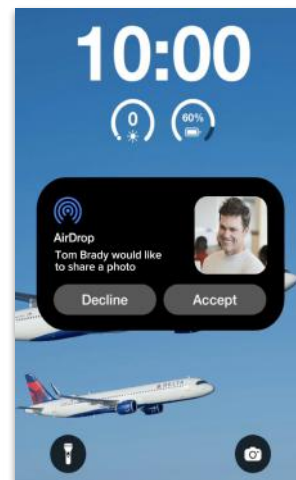
- **LTO | Black Truffle Burger**  
*100% Angus Beef burgers plus crispy crinkle cut fries gets to upgrade with a special Black Truffle Sauce, made with real Black Truffle oil. Available exclusively on the Shack App now. Excludes airports and stadiums.*
- **LTO | Chicken Shack**  
*Chicken Shack, fries, and small soda for \$9.99 using code CHICKEN.*

## Offers/Promotions

- **Pop-A-Shot Showdown**  
*Fans play Pop-A-Shot to vote on their favorite between Team Chicken and Team Burger. Everyone scored a free avocado bacon burger with \$10+ purchase using the code SHOWDOWN.*
- **Free Fries on Friday**  
*Get free fries on Friday when you spend 10+ now thru 6/27. Use code FRYDAY on the Shack APP, online, or at a kiosk in-Shack.*

## Additional Messages

- **Email | Funding Madison Square Park**  
*Supporting their local NYC community with burger drops and donation days. They are partnering with Food Recovery Network to combat food insecurity and supporting Young Farmers Regenerative Agriculture Grant.*
- **Social | First Class Delta Flight**  
*Now serving their cheeseburger on select First Class Delta flights out of New York, Atlanta, Seattle, Los Angeles, and Boston. Meal must be selected before your flight to enjoy. Tom Brady surprised customers with burgers at BOS to help celebrate.*



# Sweetgreen

## eClub/Loyalty

- Early Access to SG Rewards  
*Sweetgreen to launch new loyalty program that will offer points for every dollar spent.*
- Earn 50 Bonus Points  
*Offering 50 bonus points when you scan your QR code in-person at checkout from 3/27-3/31.*

## LTO

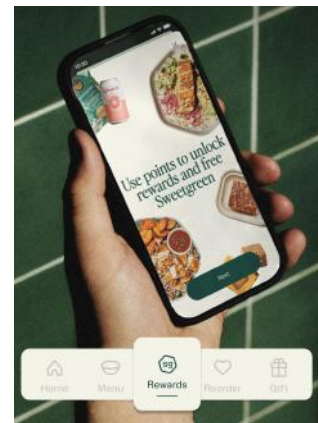
- N/A

## Offers/Promotions

- N/A

## Additional Messages

- Introducing Ripple Fries
- New Store Location | Richmond, Virginia
- Supporting LA Farmers' Markets  
*In support of Food Access LA, Sweetgreen pledged to ensure eight at-risk Los Angeles farmers markets will remain open.*
- Social | Introducing Faces of the Farm  
*Highlighting story of farm life with potato farmer, Alex Weiser of Weiser Family Farms.*



# TGI Fridays

## eClub/Loyalty

- Loyalty Sign-Up Offer  
\$20 off your next \$50 purchase.
- FREE Birthday Dessert
- Friday Rewards  
Rewards members earn 30% off their entire purchase.

## LTO

- LTO | Anniversary Deal + Drink  
Celebrate TGI Friday's 60th Anniversary with your choice of two of your favorite entrées for just \$19.65. Keep the good times rolling with their nineteen-six-tea-five tea aka their Long Island Tea.

## Offers/Promotions

- Mardi Gras  
Celebrate Mardi Gras with cajun shrimp and chicken pasta for only \$10 on 3/4.
- St. Patrick's Day  
Get lucky this St. Patrick's Day with \$10 Long Island Tea, \$0.50 wings, and enjoy a traditional Guinness.
- March Madness  
If your March Madness bracket busted, come drown your sorrows in 6 free wings on us.
- National Cocktail Day  
To celebrate National Cocktail Day, try their new Long Island Tea for \$10.
- TGI Meal Deals  
10 meals start at \$9.99 offering a complete dining experience - appetizer, entrée, and dessert that won't break the bank.
- \$5 Happy Hour  
Premium cocktails, beers and bites, all for \$5. Available every day from 3-6PM and 9PM-close.
- Wing Mondays  
Every Monday \$0.50 wings from 5pm to close.

## Additional Messages

- Social | TGI Friday's Turns 60



# Habit Burger & Grill

## eClub/Loyalty

- Loyalty Sign-Up Offer  
*Free Char burger with the purchase of a drink.*
- Twos Day Perks BOGO | Chicken Clubs  
*Buy One Get One chicken club available only on 3/4.*
- Twos Day Perks BOGO | BBQ Bacon Char  
*Buy One Get One BBQ bacon chars available only on 3/11.*
- TwosDay Perks BOGO | Tempura Avocado Wedges  
*Available on Tuesday, 3/18 only, buy one, get one free tempura avocado wedges.*

## LTO

- NEW | Tempura Avocado Wedges  
*Tempura Avocado Wedges dropped and available for limited time.*

## Offers/Promotions

- Family Charbox  
*Get the ultimate Family CharBox for just \$35! Comes with your choice of 4 burgers, 4 sides, and 4 sauces.*

## Additional Messages

- Social | Habit Double Char Voted #1 by USA Today



# 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

- Build Your Own Mediterranean Plate

Start with our Chicken Tzatziki and then choose two of their mediterranean-style sides.

- Lamb Osso Bucco

Enjoy tender, grass fed Lamb Osso Bucco in a red wine sauce served with mash potatoes and finished with mint gremolata for under \$25.

## Offers/Promotions

- 12 Under \$12 Everyday Value Menu

This menu features a variety of affordable items like the Beets and Avocado Bowl, half sandwich with soup or salad, and classic dishes like cheeseburgers and fries, all priced under \$12.

## Additional Messages

- Email | Sustainable Seafood Menu for Lent
- New Location | Mission Valley



# Urbane Cafe

## eClub/Loyalty

- N/A

## LTO

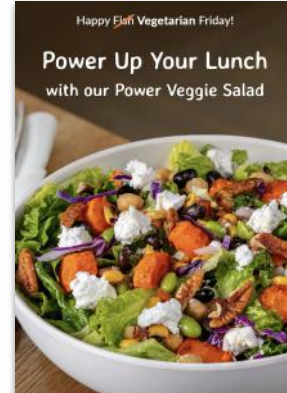
- NEW | Menu Items  
T.N.T. Sandwich and the Hearty Harissa Bowl officially on the menu.

## Offers/Promotions

- N/A

## Additional Messages

- Fish Friday Features  
*Every Friday, they are highlighting various menu options, Barramundi fish sandwich, Ahi tuna bowl and salad, and veggie salad during Lent.*
- New Locations | Long Beach, Studio City, and Las Vegas



# Yard House

## eClub/Loyalty

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

## LTO

- New | Menu Items  
*Three new items on their menu - Szechuan Crispy Beef Noodles, Shrimp and Chicken Pad Thai, and Chicken Enchilada Stack.*

## Offers/Promotions

- IPA Madness  
*During March Madness, \$15 gets you an IPA Madness flight, a pint of your favorite, and \$5 pint refills through 4/7.*
- St. Patrick's Day  
*Celebrating St. Patrick's Day by serving green beer all weekend long.*
- Ongoing | Happy Hour  
*\$2 off local Draft beer & all drinks; 1/2 off selected appetizers & all pizzas. Monday-Friday, 3-6PM.*

## Additional Messages

- N/A

