



# Competitive Analysis

April 2025

# April Industry Highlights

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## Consumers favor limited-time offers featuring chicken and bacon

A recent Technomic survey reveals that when it comes to limited-time offers (LTOs), consumers overwhelmingly prefer familiar, comfort-driven flavors and formats, with chicken, bacon, and sweets leading the charge. Despite interest in global cuisines, diners are most likely to buy items with recognizable names and indulgent ingredients. The top-ranked LTO this spring was Black Bear Diner's classic Single Cheeseburger Basket, appealing to 58% of consumers. Cheesecake, chocolate, and ranch-flavored offerings also scored highly, while chains like Chick-fil-A, Zaxby's, and Jimmy John's saw success by combining trending sauces with staple proteins. Ultimately, familiar favorites still drive the strongest purchase intent.

## How influencers became the new restaurant critics — and what this means for operators

Social media influencers are changing how restaurant reviews shape consumer behavior, with viral posts often driving immediate spikes in foot traffic and sales, especially for independent restaurants. While influencers vary in their approach to negative reviews, many focus on highlighting positive experiences or offering honest, balanced feedback without being harsh. Key factors they consider include food quality, presentation, service, and overall atmosphere. For restaurants, actively engaging with both positive and negative reviews on social media is essential. Thoughtful responses and a willingness to make things right can turn online feedback into a powerful tool for building trust and loyalty.

## How Trump's Tariffs Will Impact The Foods And Beverage Industry

Newly introduced tariffs, including a 10% universal tariff and additional country-specific import levies, are expected to significantly impact the U.S. food and beverage industry. With around 17% of the U.S. food supply coming from imports, these added costs will affect every part of the supply chain, from importers and distributors to retailers and consumers. Prices for key goods like produce, seafood, meats, and packaged items are expected to rise, especially for items heavily sourced from countries like China, Mexico, and Canada. Importers may initially absorb some costs, but price increases will likely pass down the chain. Distributors and retailers will need to adjust sourcing and inventory, possibly facing shortages or shifting to domestic alternatives, which may not be able to meet demand or price expectations. Ultimately, consumers will feel the effects through higher grocery bills and changes in product availability, potentially driving a shift toward private label or local options, though at the risk of limited variety and fluctuating quality.

# April Competitor Synopsis

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**Eggs, Entrées, & Easter** | Restaurants embraced Easter with festive, family-focused offers. Applebee's appealed to families with free kids meals with the purchase of an adult entrée. Fleming's catered to upscale guests with a 3-course Easter brunch starting at \$52, while Lazy Dog offered a more relaxed experience featuring spring menu items like Loco Moco Fried Rice and \$5 brunch cocktails. Both Maggiano's Little Italy and Ruth's Chris Steakhouse promoted Easter reservations for the holiday. Holiday promotions help brands capture guests and create memorable dining moments.

**Celebrity Collabs** | Restaurants are increasingly turning to celebrity collaborations to boost brand visibility. Chili's took this to the next level by celebrating the grand opening of their Scranton, CA location—the iconic setting of The Office. Kevin and Meredith from the show took over the brand's social channels, spotlighting the \$5 Scranton Margarita throughout the month. Similarly, California Pizza Kitchen partnered with Busy Philipps to celebrate 40 years of CPK, while Red Lobster teamed up with Joey Fatone to promote their limited-time 3-Course Shrimp Sensation. These collaborations spark buzz while reinforcing cultural relevance that boosts traffic and engagement.

**Crave-Worthy LTOs** | Brands are tapping into consumer cravings with playful, limited-time offers that spark curiosity and drive traffic. Denny's rolled out Slammin' Sodas, their fun twist on classic sodas with cream. CAVA launched Hot Harissa Pita Chips, inspired by their fan-favorite spicy harissa dip. Culver's is celebrating spring with a Skittles Concrete Mixer, blending the iconic candy into their frozen treat. Capitalizing on the current Dubai chocolate craze, Shake Shack introduced a limited-time Dubai Chocolate Pistachio Shake. These innovative LTOs generate buzz, capture attention, and fuel sales.

# April Holidays & Events

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- April Fool's (4/1)
- National Burrito Day (4/3)
- Fresh Tomato Day (4/6)
- Palm Sunday (4/13)
- National Grilled Cheese Sandwich Day (4/12)
- Tax Day (4/15)
- Good Friday (4/18)
- Eggs Benedict Day (4/16)
- Easter Sunday (4/20)
- Earth Day (4/22)
- National English Muffin Day (4/23)
- Administrative Professional Day (4/23)
- National Sauvignon Blanc Day (4/24)
- National Steak Day (4/25)

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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 | 50¢ Boneless Wings

From 4/5 - 4/7. Available To Go through applebees.com or the mobile app.

- LTO | 2 for \$25

Get 2 Entrées and 1 full-size Appetizer for only \$25! Limited time only!

## Offers/Promotions

- Kids Eat Free on Easter

Valid for 2 kid's meals with the purchase of an adult entrée.

- NFL Draft | Free 20pc Wings

Score 20pc boneless wings with an online order of \$40+ with Promo Code: DRAFT25. Valid only on 4/25.

- 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

- N/A



## 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 | Hot Harissa Pita Chips  
*Crunchy on the outside, chewy on the inside, with a signature spice you won't be able to get out of your head. In restaurants now for a limited time.*

## Offers/Promotions

- N/A

## Additional Messages

- Social | Cava Dips at Whole Foods
- Social | Hot Harissa Spice Jar





# 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

- Buy a \$50 Gift Card, Get a \$10 Bonus Card  
*Buy a \$50 gift card online and receive a \$10 bonus card. Available 4/28-5/11.*
- NEW | Menu Items  
*10+ New menu items*
- Ongoing | Happy Hour Daily from 4-6pm

## Additional Messages

- Email | Early Mother's Day Reservations





# Chili's

## eClub/Loyalty

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

## LTO

- LTO | Watermelon Wave Marg of the Month  
*The Watermelon Marg is just \$6 for the month of April.*

## Offers/Promotions

- \$5 Scranton Margaritas  
*\$5 Scranton Margs at all locations on 4/7 to celebrate the grand opening in Scranton.*
- The All-New Big QP  
*Our all-NEW Big QP Burger literally has 85% more beef than a quarter-pound burger you'd get at the drive-thru.*
- Buy a \$50 Gift Card, Get a \$10 Bonus Card  
*Offer available from 4/24-5/13.*
- 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 | The Office Cast  
*Meredith & Kevin from The Office were heavily featured on instagram throughout April to promote the new Chili's location in Scranton, CA where the show filmed.*



# 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.*
- **Free Fountain Drink**  
*Reward members can redeem a free drink from 4/29-5/8.*

## LTO

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

## Offers/Promotions

- **National Burrito Day**  
*Free delivery with code DELIVER on any burrito purchase. \$10 min purchase only on 4/3.*
- **Wear a Hockey Jersey for a BOGO**  
*Wear any hockey jersey and receive a BOGO on any item purchased. Each free item requires purchase of an entrée item of equal or greater value. Valid on 4/21.*

## Additional Messages

- **Social | The Ultimate Chipotle To Go Bags**



# 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

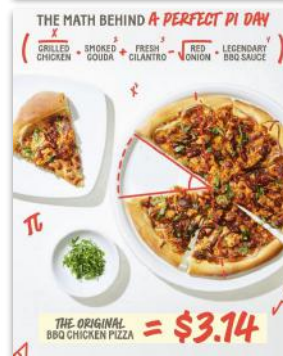
- LTO | Baked Mac 'N' Cheese  
*The secret Mac It menu features 13 Mac 'N' Cheese options that include all the your favorite pizza toppings.*

## 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.*
- Thank You Cards  
*Get a Thank You card through 5/11 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.*
- 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

- LTO | Colby Jack Pub Burger  
Enjoy our double patty colby jack burger with grilled onions. Only available for a limited time.

## Offers/Promotions

- NEW | Skittles Concrete Mixer  
Concrete Mixers & coolers made with Skittles are here for the spring.
- Ongoing | Value Baskets  
Choose any ButterBurger or other favorite, pick the perfect classic side and a medium drink and save.

## Additional Messages

- Social | Green & Gold Movie





# 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 | BOGO Grand Slam for \$1  
*Buy one get one Original Grand Slam for \$1. Only available for a limited time.*

## Offers/Promotions.

- NEW | Slammin' Sodas  
*Each sip is a refreshing fusion of fizzy goodness, smooth sweet cream, and a zesty splash of lime—the perfect balance of cream, pop and mmm.*
- Buy a \$25 Gift Card, Get a \$5 Bonus Card  
*Perfect for moms, dads, & grads. Available from 4/8-6/18.*
- \$3 Off Diner Favorites  
*\$3 off Fried Fish Dinner or Triple Juicy Burger: Purchase of a Triple Juicy Burger or Fried Fish Dinner required. Available 4/11-4/17.*
- 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

- Social | Denny's Cozy Merch



# 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.

## Offers/Promotions

- NEW | Build Your Own Nacho Bar  
Order a Nacho Bar for your next party. First 500 orders can get \$20 OFF a \$100+ order.
- National Burrito Day | BOGO Burritos  
Buy one get one free on burritos all day long on 4/3.

## Additional Messages

- Social | NBA Player Dalton Knecht Partnership



# 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

- N/A





# Fleming's

## eClub/Loyalty

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

## LTO

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

## Offers/Promotions

- Easter & Mother's Day Brunch  
Enjoy a 3-course Easter brunch featuring your choice of four exceptional entrées, including our Shellfish Louie Salad. Brunch starts at \$52 per guest.
- Easter & Mother's Day Filet and Lobster  
Indulge in a 3-course Filet and Lobster meal, starting at \$91 per guest.
- Spring Catering  
From 3-course bundles with entrées, sides, and desserts to sandwich platters, we've got your catering covered. Enjoy \$50 off your catering order of \$250 or more.
- Buy a \$100 Gift Card, Get a \$20 Bonus Card  
Celebrate milestones and achievements with a \$20 e-Bonus card for every \$100 gift card purchase. Bonus card valid 6/23-8/24.
- 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 featuring 35oz Prime Tomahawk (\$153) or sliced Porterhouse (\$150), two salads, two sides, and two desserts. Now available to add a North Atlantic Lobster Tail to your meal.

## Additional Messages

- Private Event Bookings



## 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 | New York Cheesecake  
*Pancakes filled with cheesecake bites and topped with glazed strawberries, served with two strips of bacon or 2 pork sausage links, 2 eggs and hash browns.*

## Offers/Promotions

- Mother's Day Gift Card  
*Treat mom to love and pancakes with a Mother's Day gift card. Buy a \$25 gift card and get a \$5 bonus card.*
- 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

- Social | First USA Applebee's & IHOP  
*In Seguin, Texas, the first location where you get to decide the combo you are choosing.*



# 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

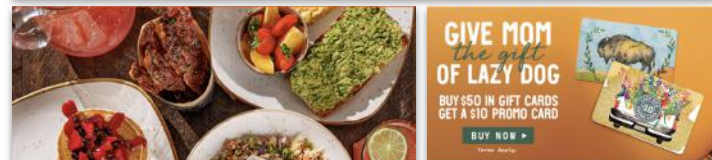
- **New | Spring Menu Items**  
*Stop in to try their newest menu items, including the Watermelon Margarita and Spinach Enchilada Casserole.*
- **New | Camp Wanna-Beer-A**  
*Beer Club members get exclusive access to the newest No. 26 release: Camp Wanna-Beer-A — a curated collection of craft beers designed to offer an escape from the daily grind and bring your adult summer camp dreams to life.*

## Offers/Promotions

- **Easter Weekend Brunch**  
*Try their new Loco Moco Fried Rice, sip on \$5 brunch cocktails, or grab a Watermelon Margarita pitcher for \$25 until 2pm this weekend only.*
- **Gift Card Promo**  
*For every \$50 in gift cards purchased 4/28 through 6/30, receive a \$10 Promo Card to use on a future 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 until 4pm.*

## Additional Messages

- **Mother's Day Reservations**
- **April Fools | Bacon Candy**  
*Giving what the people want with Bacon Candy Candle, Perfume + Cologne, and Toothpaste.*



# Maggiano's Little Italy

## eClub/Loyalty

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

## LTO

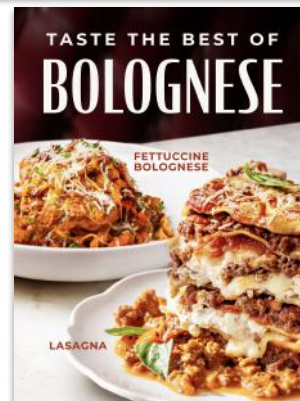
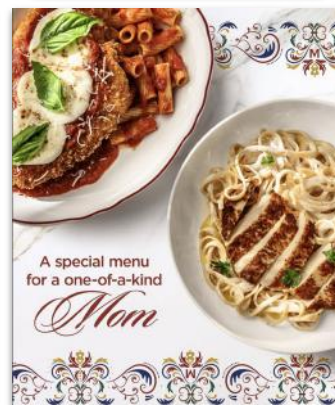
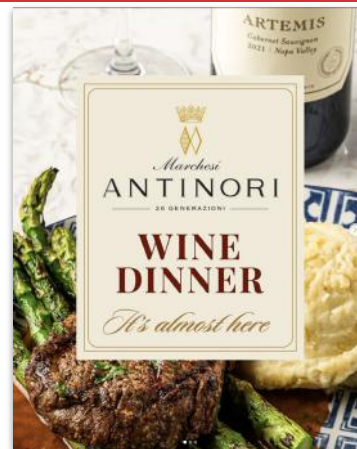
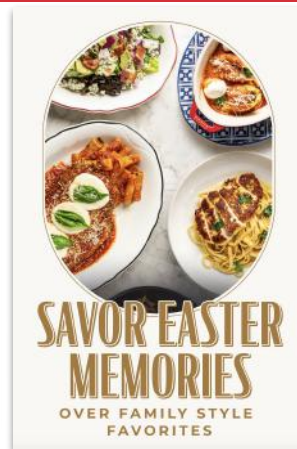
- N/A

## Offers/Promotions

- Classic Dishes Reimagined  
*Try our classics like Chicken Parmesan, Fettuccine Alfredo, Wagyu Beef Stuffed Shells, and Lasagna — all featuring new recipes. Pair each standout dish with a wine from our Master Sommelier Selection.*
- Marchesi Antinori Wine Dinner  
*Join us for our exclusive Wine Dinner event on April 25, featuring a specially crafted five-course tasting menu paired with exceptional wines from Marchesi Antinori estates, including Tormaresca and Stag's Leap Wine Cellars — all for \$100 per person.*
- Ongoing | Happy Hour Mon - Fri from 3PM - 6PM

## Additional Messages

- Charcuterie Board Class
- Mother's Day Mixology Class
- Easter & Mother's Day 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

- Free Delivery | On Orders \$35+  
*Use code MADNESS25. Promotion valid from 3/16-4/7.*
- Spring Catering  
*Get the Appreciation Package that includes 22 half sandwiches and field greens salad will be \$175.*

## Additional Messages

- Meatless Mondays  
*Highlighting vegan & vegetarian options. Teasing new vegan item coming soon.*
- eGift Card  
*Acknowledge admins, teachers, and nurses who go above and beyond by sending a Mendo eGift Card.*



# North Italia

## eClub/Loyalty

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

## LTO

- NEW | Spring Menu  
*Try 11 new Spring Menu items, like Spicy Chicken Pesto or Sicilian Meatball Sliders for lunch, Strawberries & Cream French Toast for brunch, Chicken Scarpariello for dinner and Tahitian Vanilla Bean Panna Cotta for dessert.*

## Offers/Promotions

- Pi Day Pizzas  
*Last chance to enjoy limited-time Pi Day pizzas 3/14-4/11. Pizzas available at select locations only.*
- Mother's Day Gift Cards  
*From 4/28-5/11, buy \$100 in gift cards online and get a \$20 bonus card to enjoy 5/12-6/4.*
- Ongoing | Happy Hour  
*Mon-Thurs 3PM - 6PM.*

## Additional Messages

- Easter Weekend Brunch
- Mother's Day Reservations



# Olive Garden

## eClub/Loyalty

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

## LTO

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

## Offers/Promotions

- \$12 Lunch Entrées  
*Make lunchtime worthwhile with ten classic dishes like Fettuccine Alfredo and Lasagna Classico—served with soup or salad and breadsticks, all for under \$12.*
- Ongoing | Unlimited Soup and Salad  
*Enjoy the never-ending first course with unlimited soup or salad and warm breadsticks, always on us.*
- 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
- Social | National Carbonara Day





# Outback

## eClub/Loyalty

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

## LTO

- NEW | Mock Croc  
*Sip on a shimmering green Sprite® with mango and a crocodile to keep.*
- LTO | Aussie 3-Course Meal  
*Start with a soup or salad, select Down Under entrées, and a finish with slice of New-York Style cheesecake.*
- LTO | Croc-Tail Cocktail  
*SVEDKA® Vodka, Midori®, kiwi, mango, citrus juices with a shimmer and a crocodile to keep!*

## Offers/Promotions

- Personalized Gift Cards  
*Buy \$50 in gift cards and get a \$10 bonus card. Bonus cards are valid from 6/23-8/24.*
- 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

- New Location | Jersey Shore
- Social | Hot Wing ROOlette Challenge  
*A game of chance where you spin to determine which wing you get, but one of the wings pack a hot Kangaroo kick.*



# Pacific Catch

## eClub/Loyalty

- **SignUp Offer**  
*Get a free shareable when you sign up.*  
**Free Birthday Bowl | Maximum Value of \$22.95**  
*Available through the app or the website.*
- **Celebrating 22nd Birthday**  
*Spend over \$30 and get \$10 off your meal when you dine in or order from 4/2-4/8.*

## LTO

- **NEW | Spring & Summer Menu**  
*Spring and summer flavors are here with two new share plates, fresh salads, and a new taco option.*

## Offers/Promotions

- **Free Side**  
*Get a free side when you spend over \$30 from 4/21-4/24. Use FREESIDE at checkout.*
- **Beach Clean-Up**  
*Receive a free shareable card for cleaning up Dune's Beach on 4/26 in celebration of Earth day.*
- **Celebrating 22nd Birthday**  
*Spend over \$30 and get \$10 off your meal when you dine in or order from 4/2-4/8.*
- **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

- **Mother's Day Reservations**
- **Social | Earth Day Giveaway**



# Panera Bread

## eClub/Loyalty

- MyPanera Benefits  
*Monthly member exclusives, two MyPanera weeks, and members-only challenges and rewards.*
- Annual Subscription | Unlimited Sips Club  
*Through 4/30, get 25% off an annual subscription on Endless Sips Club for \$89.*
- 2 Months Free Unlimited Sips Club  
*Score endless access to 20+ drinks like coffee, tea, lemonade and more for 2 months free when you join Unlimited Sips club now. Offer ends on 5/4.*

## LTO

- LTO | Croissant Toasts  
*Introducing the buttery, toasty croissant toast on our Croque Monsieur and Fromage sandwiches.*
- LTO | Two Favorites Back  
*Strawberry Poppyseed salad and Mexican Street corn chowder have returned back to the menu.*
- NEW | Strawberry Chicken Caprese  
*Meet their new Strawberry Chicken Caprese salad featuring creamy fresh mozzarella, sweet basil, toasted pecans, and in-season strawberries.*

## Offers/Promotions

- BOGO \$5 Croissant Toast Sandwiches  
*Buy one croissant toast sandwich and get another one for \$5 until 4/25. Use code TOASTY at checkout.*
- Spring Gift Cards  
*Free \$10 bonus card with every \$50 gift card purchase. Bonus card must be redeemed by 6/1-6/30.*
- 50% Off Bakery Item  
*Add an individual bakery treat to any lunch or dinner entrée and get your treat 50% off.*
- 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

- New Campaigns Launched | "It Just Meals Good" and "New Era at Panera"  
*Brand updates and reintroducing Panera as a sit-down restaurant option with enhanced menu items.*
- Social | Croissant Clutch



# Red Lobster

## eClub/Loyalty

- Free Dozen Cheddar Bay Biscuits  
*Download the app and receive 12 Free Cheddar Bay Biscuits on your to go order of \$15 or more.*
- 10% Off When You Sign Up

## LTO

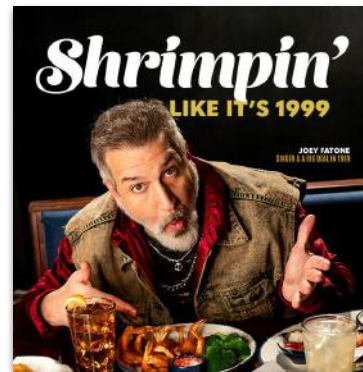
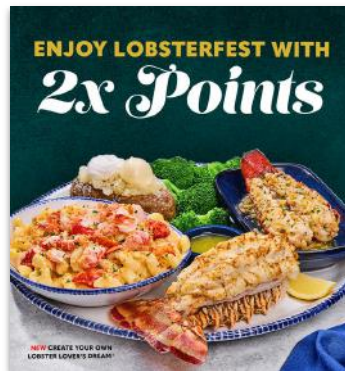
- LTO | Lobsterfest  
*2x Points\* on select meals. Enjoy Lobsterfest with our NEW Create Your Own Lobster Lover's Dream®, NEW Lobster Roll or NEW Lobster & Shrimp Linguini.*
- LTO | Shrimp Courses  
*Choose a soup or salad, a shrimp appetizer, plus a shrimp entrée with a side from a menu of fan favorites for \$19.99.*

## Offers/Promotions

- NEW | Happy Hour Mondays  
*Featuring \$2 off select starters.*
- Ongoing | 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

- N/A





# 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

- LTO | National Burrito Day  
*\$7.99 burritos on 4/3. Use code BURRITO at checkout.*
- LTO | \$7 Taco Combo  
*Brand-new \$7 Taco Combo is here and it's packed with options to suit whatever you're in the mood for. Choose your taco, plus you get: Chips & Salsa, Half Churro, and a Drink.*

## Offers/Promotions

- Ongoing | Free Tacos  
*In partnership with the Padres, get a free taco when the Padres steal a base at home.*
- Ongoing | Taco Tuesday  
*Taco specials starting at \$2.50.*
- 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

- Celebrate Easter at Ruth's Chris



# Shake Shack

## eClub/Loyalty

- Loyalty Sign-Up Offer  
Get \$5 off when you sign up. Offer valid for 30 days.

## LTO

- NEW | Dubai Chocolate Pistachio Shake  
Available for a limited time at select U.S. Shacks. Limited daily quantity and in-Shack only—don't miss out on this exclusive flavor.
- NEW | 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.
- NEW | BBQ Menu  
Smoky BBQ Burger or Chicken made with American cheese, applewood-smoked bacon, crispy onions, and crisp pickles. Carolina BBQ Burger or Chicken, featuring pepper jack cheese, applewood-smoked bacon, and fried pickles.
- LTO | Chicken Shack  
Chicken Shack, fries, and small soda for \$9.99 using code CHICKEN.

## Offers/Promotions

- \$4 Shakes  
\$4 with ANY purchase from 2PM - 5PM when you order on the Shack App, online or in-Shack at the kiosk. From 4/1 - 4/30\*.
- Free Black Truffle Burger  
Collab with 'Kevin' from The Office: Get a FREE\* Black Truffle Burger, 'Shroom or Fries with a purchase of \$10.40+ through 4/27 using code TRUFFLETAX.
- Fry 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

- N/A





# Sweetgreen

## eClub/Loyalty

- NEW Sweetgreen Rewards  
*10 points for every eligible dollar you spend.*

## LTO

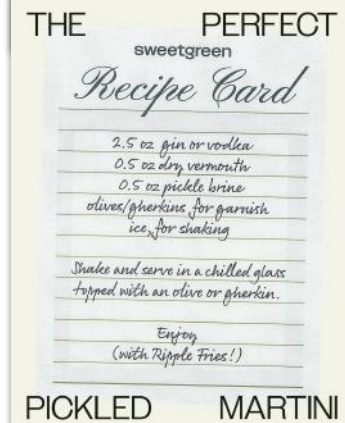
- NEW | Ripple Fries

## Offers/Promotions

- N/A

## Additional Messages

- New York 5k Runs  
*Join Sweetgreen and Cadence this summer for a series of 5k runs throughout NYC. Each runner will receive a complimentary Sweetgreen bowl, event merch and Cadence products.*
- Email | Recipe Cards  
*Featuring a recipe for a pickled martini to pair with your next order.*



# TGI Fridays

## eClub/Loyalty

- Fridays Rewards  
*Upgrading Fridays Rewards system. Sign up for a free appetizer.*

## LTO

- TGI Meal Deals  
*Two entrées for \$19.65. Pick 2 from 7 options.*

## Offers/Promotions

- National Beer Day | \$3 Beers
- Ongoing | \$5 Appy Hour  
*Premium cocktails, beers and bites, all for \$5. Available every day from 3-6PM and 9PM-close.*
- Ongoing | Wing Mondays  
*Every Monday \$0.50 wings from 5pm to close.*

## Additional Messages

- April Fools | Dessert Burger



# Habit Burger & Grill

## eClub/Loyalty

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

## LTO

- NEW | Tempura Avocado Wedges  
*Available for limited time.*

## Offers/Promotions

- Twosday Perks  
*Buy one, get one free Tempura Avocado Wedges on 4/22*

## Additional Messages

- Social | Collab with Zenyara Desert Nights  
*Desert Drip Char Meal for a limited time at participating locations*



# 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

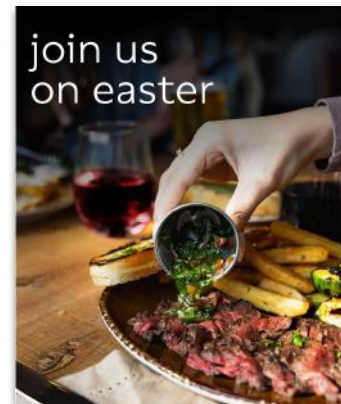
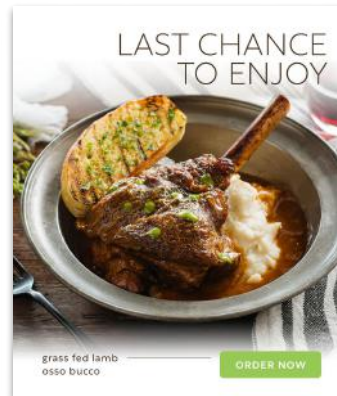
- Lamb Osso Bucco  
*Enjoy tender, grass fed Lamb Osso Bucco in a red wine sauce served with mash potatoes and finished with mint gremolata for under \$25.*

## Offers/Promotions

- Ongoing | 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 | Organic All The Time  
*Organic All the Time guarantee. If it's on the list, it's always organic.*





# Urbane Cafe

## eClub/Loyalty

- N/A

## LTO

- NEW | The Mother Loaf for \$19.99  
*The Mother Loaf has arrived, and it's our biggest focaccia yet! Available for a limited time only at all locations, or through the app.*

## Offers/Promotions

- N/A

## Additional Messages

- NSOs | Long Beach, Studio City, Las Vegas, San Marcos



# Yard House

## eClub/Loyalty

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

## LTO

- N/A

## Offers/Promotions

- National Beer Day  
*\$10 half yards of house beers on 4/7/25. Offer times and participation vary by location.*
- 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

