

2024 AUSTRALIA EDITION





# Holiday Marketing Calendar and Toolkit

270+ Tips, Ideas, and Templates for Driving More Sales Every Season

# Introduction

Welcome to the **2024 Holiday Marketing Calendar and Toolkit!** This guide will help your business entertain and entice new and existing customers in creative new ways this calendar year.

On these pages, we highlight **270+ holidays** that are perfect for engaging customers on social media, building buzzworthy promotions, and driving business revenue. Think:

M	T	W	T	F
				
				
				



**National Tim Tam Day**



**National Selfie Day**



**Eat What You Want Day**



**International Day of the Nacho**



**National Picnic Day**



**International Bacon Day**



**World Vegan Day**



**International Day of Charity**



**World Emoji Day**



**Eat Ice Cream for Breakfast Day**

... and many more.

Inside, you'll find an illustrated calendar, holiday-themed content samples from some of DoorDash's most marketing-savvy merchants, and clever social media caption ideas for you to use throughout the year.

Let's dig in!

# Holiday Marketing Playbook

Customers love causes for celebration — and we're here to help you deliver.

Throughout this toolkit, we'll dive deep into hundreds of monthly marketing opportunities. But first, here are some general tips, promotion ideas, and social copy templates your business can plug and play to promote any food holiday.

## Food Holiday Tips



### Determine your business goal.

Are you trying expand your customer base? Increase ticket sizes? Drive loyalty? Focus on one or a few key goals and choose a marketing strategy that aligns with them. For example, if you already have a community of dependable regulars, consider a holiday referral program that encourages existing diners to invite friends.



### Share photos of menu items.

Customers eat with their eyes first — 25% of Gen Z consumers use a restaurant's social media pages when choosing a new place to try for delivery or takeout.<sup>1</sup> Because of this, serving up appetising visual content can help secure sales.



### Host a giveaway.

Known for boosting social media engagement, contests are a creative, cost-effective way to tap into customers' competitive nature and inspire interaction with your brand. Who wouldn't want to win a coupon for your business — or a free dessert with their next delivery order?



### Offer holiday-inspired discounts.

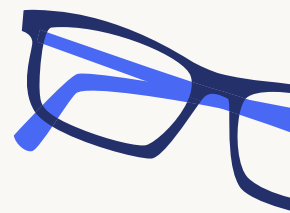
Free snickerdoodles could be a sweet treat on National Cookie Day — and National Best Friend Day is the perfect opportunity for a BOGO promo.



### Support your local community.

Give customers a way to make a positive impact and help their community by offering a discount to anyone who donates to an organisation of your choice, or by donating the profits from sales of a certain menu item.

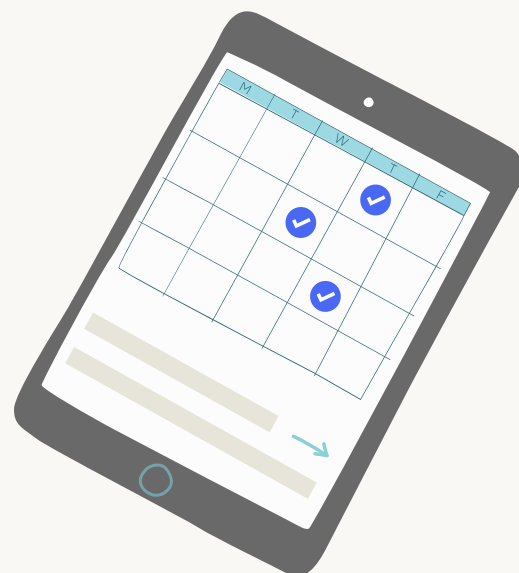
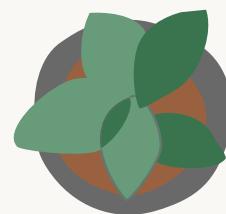
# Social copy templates



Celebrate **[insert holiday hashtag]** with us! Whether you're staying in and ordering delivery or heading out to our restaurant, share a photo of your **[food]** using **[insert your restaurant-specific holiday hashtag]** for the chance to win **[insert prize]**!






It's **[insert holiday hashtag]**! We've only been counting down for... oh, 364 days now. Don't miss out — celebrate with us by ordering **[dish]** on DoorDash!

Happy **[insert holiday hashtag]**! The only thing better than celebrating **[food]** is celebrating with someone else. Tag a friend in the comments below — we'll be choosing **[X]** lucky winners to receive a discount on their next order!





# January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	<b>1</b> New Year's Day National Thank You Month National Soup Month	<b>2</b> National Science Fiction Day	<b>3</b>	<b>4</b>  National Trivia Day National Spaghetti Day	<b>5</b> National Whipped Cream Day	<b>6</b> National Cuddle Up Day
<b>7</b>	<b>8</b> National Gluten Free Day	<b>9</b>	<b>10</b> National Bittersweet Chocolate Day National Oysters Rockefeller Day	<b>11</b>	<b>12</b>	<b>13</b>
<b>14</b> Australian Open begins National Dress Up Your Pet Day National Hot Pastrami Sandwich Day	<b>15</b>  National Bagel Day National Hat Day	<b>16</b>	<b>17</b> Ditch New Year's Resolutions Day	<b>18</b> Get To Know Your Customers Day	<b>19</b>	<b>20</b>  National Cheese Lover's Day
<b>21</b>	<b>22</b>	<b>23</b>  National Pie Day	<b>24</b> National Peanut Butter Day	<b>25</b>	<b>26</b>  Australia Day	<b>27</b> National Chocolate Cake Day
<b>28</b> National Meat Week National Blueberry Pancake Day	<b>29</b>	<b>30</b> National Croissant Day	<b>31</b>  National Hot Chocolate Day			

# How you can celebrate

## New Years Day



#HappyNewYear! Our resolution: serving up more delicious meals like this one 😊 If you could eat one **[restaurant name]** dish every day this year, what would it be? Let us know in the comments below!

## National Cuddle Up Day



It's #NationalCuddleUpDay! Which **[restaurant name]** dish are you cosying up to tonight?



Tip

## Australia Day

On Australia Day, show some Down Under pride by offering discounts on classic Australian dishes, like chicken parmigiana or barbecued snags.





**themilkbarcafe**  
The Milkbar Cafe & Patisserie





**Austrtalia  
Day  
Public  
Holiday**  
**MONDAY 25TH AND  
TUESDAY 26TH**  
**7:30 - 12:30**





**12 likes**

themilkbarcafe Happy Australia Day Monty 🇦🇺

The Milkbar Cafe will be open from  
7:30 - 12:30  
Monday and Tuesday

From Wednesday 27th January, our trading  
hours will be:  
Monday to Friday  
7:30 - 3:30  
Saturday  
7:30 - 2:30

## Get inspired



On Australia Day, The Milk Bar Cafe wanted customers to know they were open for limited hours. Highlighting up-to-date store hours on your website and social channels is always a good idea to avoid disappointing customers.



[facebook.com/themilkbarcafe](https://facebook.com/themilkbarcafe)












[The Milkbar Cafe & Patisserie on DoorDash](#)



[@themilkbarcafe](#)

# February



Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3  National Carrot Cake Day National Ice Cream for Breakfast Day
4  National Homemade Soup Day	5  World Nutella Day	6  National Chopsticks Day National Frozen Yogurt Day	7  National Fettuccine Alfredo Day	8  	9  National Pizza Day	10  Chinese New Year
11  	12  	13  Mardi Gras National Tortellini Day	14  Valentine's Day Ash Wednesday Random Acts of Kindness Week	15  	16  National Tim Tam Day	17  
18  National Drink Wine Day	19  	20  National Muffin Day	21  	22  National Margarita Day National Chili Day	23  National Banana Bread Day	24  National Tortilla Chip Day
25  	26  National Pistachio Day	27  National Strawberry Day	28  National Pancake Day	29  		

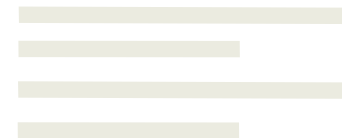
# How you can celebrate



Tip

## National Drink Wine Day

A good glass of wine goes with just about any cuisine, especially on National Drink Wine Day. Invite customers into your restaurant for a discounted bottle of their favourite wine to go with their meal.

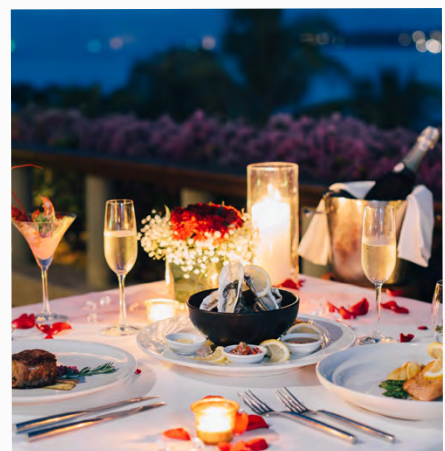


## National Pizza Day



"Slice, slice baby." 🎵  
Satisfy your knead for cheese by ordering a **[percentage]** off pie this **#NationalPizzaDay!**

## Valentines Day



We're playing wingman this Valentine's Day: you + this [dish] = true love 😊



## Get inspired



Bowl Bowl wished customers a happy Chinese New Year and invited them in for a Chinese feast to celebrate a multicultural Australia. Yum!

 [bowlbowl.com.au](http://bowlbowl.com.au)

 [Bowl Bowl on DoorDash](#)

 [@bowlbowlsichuan](#)



## Get inspired



Red Rooster toasts to true love with a comedic Valentine's Day post, posting a picture of chips so good that they're only worth sharing on Valentine's Day.

 [redroostershop.com.au](http://redroostershop.com.au)

 [Red Rooster on DoorDash](#)










 [@redrooster\\_au](#)





# March



Sun	Mon	Tue	Wed	Thu	Fri	Sat
					<b>1</b>  Women's History Month National Employee Appreciation Day National Peanut Butter Lover's Day	<b>2</b>
<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>  International Women's Day	<b>9</b> National Meatball Day
<b>10</b> Ramadan begins	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>  Pi Day National Potato Chip Day	<b>15</b>	<b>16</b> National Close the Gap Day National Artichoke Day
<b>17</b>  St. Patrick's Day	<b>18</b>	<b>19</b>	<b>20</b>  International Day of Happiness National Ravioli Day	<b>21</b> World Poetry Day Harmony Day	<b>22</b>	<b>23</b>  National Chip and Dip Day National Puppy Day
<b>24</b> National Cocktail Day National Cheesesteak Day	<b>25</b>	<b>26</b>  National Spinach Day	<b>27</b>	<b>28</b>  Something on a Stick Day	<b>29</b> Good Friday	<b>30</b>
<b>31</b>  Easter						

# How you can celebrate



## National Employee Appreciation Day

Show your staff some love! Feature employees through group photos, individual headshots, goofy behind-the-scenes video clips, or fun “People of **[Business Name]**” Q&As — demonstrating your appreciation and reminding customers of the faces behind your brand.



## World Poetry Day

Get creative by featuring a short poem as your caption of the day.



It's #WorldPoetryDay! We're no Shakespeare, but we *did* whip up a little something for our customers:

Roses are red  
Violets are blue  
This fondue is fresh  
And melting for you



## Nutrition Month

Highlight all the nutritious options on your menu to celebrate this healthy holiday and attract wellness-focused consumers! Feature your favourite nutritious dishes, or spotlight fun facts about signature ingredients using [free food templates](#) on Canva. For example:

- Potatoes were the first vegetable grown in space.<sup>2</sup>
- The scientific name for banana is *Musa sapientum*, which means “fruit of the wise men.”<sup>2</sup>
- A historic 2015 blizzard led to a New York City kale shortage.<sup>3</sup>



## Get inspired



Carl's Jr. encouraged followers to keep their lent resolutions by showcasing alternative dishes for those who have given up red meat.










 [carlsjr.com.au](https://carlsjr.com.au)

 [Carl's Jr. on DoorDash](#)

 [@carlsjr](#)

# April



Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1  April Fool's Day National BLT Sandwich Month	2	3  National Chocolate Mousse Day	4  National Burrito Day	5   National Deep Dish Pizza Day	6
7  National Beer Day National No Housework Day	8   National Empañada Day	9	10  National Siblings Day	11   National Pet Day	12   National Grilled Cheese Sandwich Day	13  National Scrabble Day
14	15	16   National Eggs Benedict Day	17	18	19	20  National Husband Appreciation Day
21	22  Earth Day	23   National Picnic Day	24	25  Anzac Day	26   National Pretzel Day	27   National Prime Rib Day
28	29  International Dance Day National Shrimp Scampi Day	30   Oatmeal Cookie Day				

# How you can celebrate

## National No Housework Day



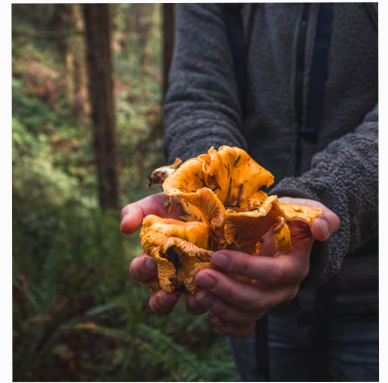
It's #NationalNoHousework Day – and that includes cooking! In honour of putting your feet up and doing nothing, we're offering a **[percentage]** discount on all delivery orders now through **[time]**. Your oven can wait. 😊

## National Picnic Day



It's #NationalPicnicDay! Order your favourite dish, snag a comfy outdoor spot, then snap a photo (and be sure to tag us) 😊 We'll be sharing your picnic pics all day long on Instagram Stories!

## Earth Day



In honour of #EarthDay, send us your best nature photo. Our favourites will be featured on our Instagram stories, and you'll win a \$10 gift card to **[Restaurant Name]** – plus bragging rights.



margherita\_restaurant\_oatley  
Margherita Restaurant Oatley

...



6 likes

margherita\_restaurant\_oatley {don't miss this guys it's going crazy & finishing soon, try now }

Ramadan Mubarak ❤️ Enjoy your this Ramadan dinner at @margherita restaurant with our amazing Ramadan special menu. Try Now. Dine with your family and enjoy excellent food and time with us.

#margheritarestaurantoatley

We assure quality food on your plate

#BonAppetit ❤️ 🇮🇹

## Get inspired



For the month of Ramadan, Margherita Restaurant offered three different delicious deals for meat and seafood lovers alike. By offering (and advertising) options, Margherita ensured there was something delicious for everyone.

🌐 [margheritafood.com](http://margheritafood.com)









👉 [Cafe Mergherita on DoorDash](#)

📷 [@margherita\\_restaurant\\_oatley](#)



# May



Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 National Barbecue Month National Hamburger Month	2	3	4 Star Wars Day National Orange Juice Day
5 Cinco de Mayo	6	7	8	9	10  National Shrimp Day	11 National Eat What You Want Day
12  Mother's Day	13  National Apple Pie Day International Hummus Day	14 National Buttermilk Biscuit Day	15  National Chocolate Chip Day	16  National Mimosa Day	17  National Pizza Party Day	18 National No Dirty Dishes Day
19	20	21	22	23	24 National Scavenger Hunt Day	25  National Wine Day
26	27 National Reconciliation Week	28  National Hamburger Day	29 National Biscuit Day	30	31 National Macaroon Day	

# How you can celebrate



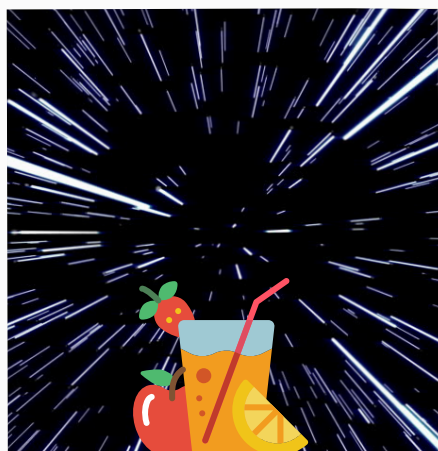
Tip

## National Scavenger Hunt Day

Send customers on a scavenger hunt! Share instructions over Instagram Stories, asking people to tag you in photos at fun spots around the neighborhood (e.g. beside a local landmark, in a favourite park, next to your business sign). At the end of the day, choose a few lucky followers and award them a gift card for playing along!



## Star Wars Day



Happy #StarWarsDay! In honour of this stellar holiday, we're offering **[percentage]** off all online orders today. Use the discount code YODA at checkout, then prepare for out-of-this world flavours. #MaytheFourth be with you 🍌

## National Hamburger Day



Lettuce introduce our best-selling burger: **[dish name]**. Topped with **[ingredient]**, **[ingredient]**, and **[ingredient]**, this beauty is packed with flavour – and eager to meat you. Order yours for **[percentage]** off this #NationalHamburgerDay! 🍌



flamingosicecreamery



GIVE YOUR MUMMY  
A YUMMY  
MOTHER'S DAY

Nothing says I  
love you Mum  
like an ice  
cream.. or a  
sundae.. or  
sharing a  
banana split



4 likes

flamingosicecreamery Happy Mother's Day to all the wonderful mother's out there. Why not treat your mum to a delicious ice cream delight to say thanks for being wonderful.

10am - 8pm today at Shop 7/874

Beachmere Rd BEACHMERE. We are in the complex right next to the United servo.

#mothersday #mother #icecreamlover

#sundae #bananasplit #icecream #sorbet

#gelato #flamingos @everest\_icecream

@thermofreeze @golocalfirst

## Get inspired



On Mother's Day, Flamingos Ice Creamery didn't hold back from posting mouthwatering photos of ice cream sundaes and banana splits. They encouraged customers to stop in for a Mother's Day treat, outlining their hours and location so that everyone (and their mother) knew exactly where to go.



[Facebook page](#)










[Flamingos Ice Creamery on DoorDash](#)



[@flamingosicecreamery](#)

# June

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1  LGBTQ Pride Month
2  National Fish and Chips Day  National Leave Work Early Day	3  Western Australia Day  National Egg Day	4    National Cheese Day	5	6    Queensland Day	7  National Chocolate Ice Cream Day  National Donut Day	8  National Rosé Day  Global Wellness Day  National Best Friends Day
9	10    King's Birthday  National Iced Tea Day	11	12    International Falafel Day	13	14	15
16    National Vegemite Day	17    National Eat Your Vegetables Day	18    International Sushi Day	19    National Martini Day	20	21    National Selfie Day  National Smoothie Day	22    National Onion Rings Day
23	24	25	26	27	28	29
30						

# How you can celebrate



Tip

## National Vegemite Day

On National Vegemite Day, add a (discounted) Vegemite-focused dish to your menu. Whether it be Vegemite potatoes, chicken, spaghetti, or even ice cream, there's no better day to appeal to Vegemite-loving Australians.



## Parents Day



It's #ParentsDay! Tag a mom or dad you'd love to treat to **[restaurant name]**. We'll be gifting a **[dollar amount]** coupon to **[X]** lucky winners!

## National Best Friend Day



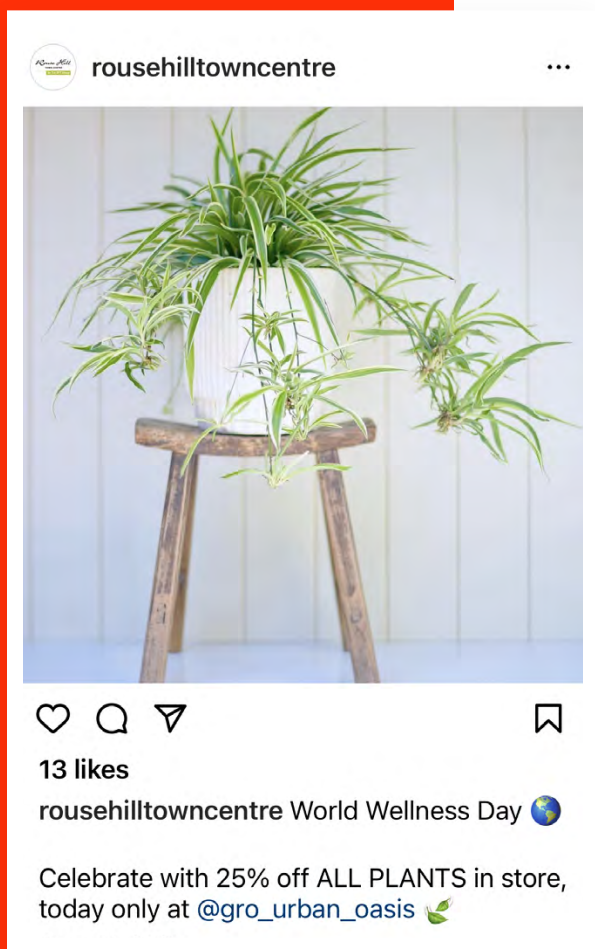
Tag a friend in the comments below for a chance to enter our #NationalBestFriendDay giveaway! The winner will be treated to two free **[dishes]**: one for you, and one to share 🍕🍕

## National Selfie Day



It's #NationalSelfieDay! 📸 Snap a shot with your favourite **[restaurant name]** dish and tag us. We'll be sharing your selfies in our Stories all day long!





## Get inspired

*Rouse Hill*  
TOWN CENTRE  
by The GPT Group

On World Wellness Day, Rouse Hill Town Centre offered a 25% discount on all plants in store. Nothing says “wellness” like growing greens, and everyone loves a plant-based promotion.

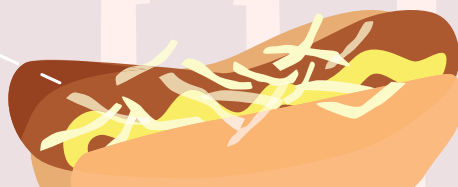
[rhtc.com.au](http://rhtc.com.au)










[Rouse Hill Town Centre on Doordash](#)

[@rousehilltowncentre](#)



# July



Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1  Blak History Month	2	3	4   National Caesar Salad Day	5	6   National Fried Chicken Day
7  NAIDOC Week World Chocolate Day	8	9  National Sugar Cookie Day	10  National Piña Colada Day	11  National Mojito Day National Blueberry Muffin Day	12  National French Fry Day National Pecan Pie Day	13
14   National Mac and Cheese Day	15	16	17  World Emoji Day	18	19  National Daiquiri Day	20  National Fortune Cookie Day
21   National Ice Cream Day National Lamington Day	22	23  National Vanilla Ice Cream Day	24   National Tequila Day	25   National Wine and Cheese Day	26  2024 Summer Olympics	27
28  National Milk Chocolate Day National Parents' Day	29   National Chicken Wing Day National Lasagna Day	30   National Cheesecake Day	31   National Avocado Day			

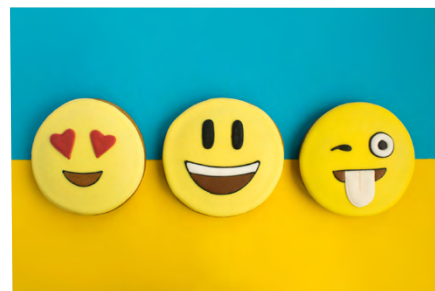
# How you can celebrate



Tip

## World Emoji Day

Tell your brand story using only emojis – or get creative by recreating a popular emoji in food form!



It's #WorldEmojiDay!  
Which emoji would you use to describe your favourite **[restaurant name]** dish? Drop it below 😎

## National Ice Cream Day



Have you heard the scoop? 🍦  
🌈 It's #NationalIceCreamDay!  
😊 Order your favourite flavour for only \$1 on DoorDash using promo code SCOOP – and be sure to snap a pic and tag us as you enjoy!



igaaustralia

...

# CHOCOLATE LOVERS

## *Mud Cake*



2 x 600g IGA Chocolate  
Mud Cake



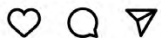
2L tub Chocolate  
Ice-cream



150g Milk Chocolate



125g Caramel Popcorn



1,170 views

igaaustralia It's World Chocolate Day today,  
so treat yourself 🍫 Recipe link in bio 🙌

#igarecipes  
#worldchocolateday  
#chocolatelovers  
#chocoholic  
#chocolate  
#mudcake  
#treatyourself

## Get inspired



IGA knows that World Chocolate Day calls for treating yourself to some sugary goodness, which is why they posted all the ingredients you need to create the perfect "Chocolate Lovers Mud Cake." If that doesn't make you want to run to IGA, what does?








 [iga.com.au](https://iga.com.au)

 [IGA Supermarkets on DoorDash](#)

 [@igaaustralia](#)

# August



Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1  National Panini Month National IPA Day	2  National Ice Cream Sandwich Day	3   National Watermelon Day
4   National Chocolate Chip Cookie Day  International Beer Day	5  National Oyster Day	6	7	8	9   National Book Lovers' Day National Rice Pudding Day	10  National Lazy Day National S'mores Day
11	12	13  National Filet Mignon Day National Prosecco Day	14	15   National Relaxation Day	16  National Rum Day	17
18  International Fajita Day	19   National Potato Day National Soft Ice Cream Day	20  National Bacon Lovers Day	21  National Senior Citizens' Day	22	23	24   National Waffle Day
25	26   National Dog Day	27	28	29	30	31  Eat Outside Day

# How you can celebrate

## Eat Outside Day



It's #EatOutsideDay! 🌿 We want to see you chowing down in the most creative spots possible. On a hike, in a kayak, by a waterfall... the options are endless! Snap a photo of your takeout order in the great outdoors, then tag us — each winner will get a **[dollar amount]** off coupon!

## National Chocolate Chip Cookie Day

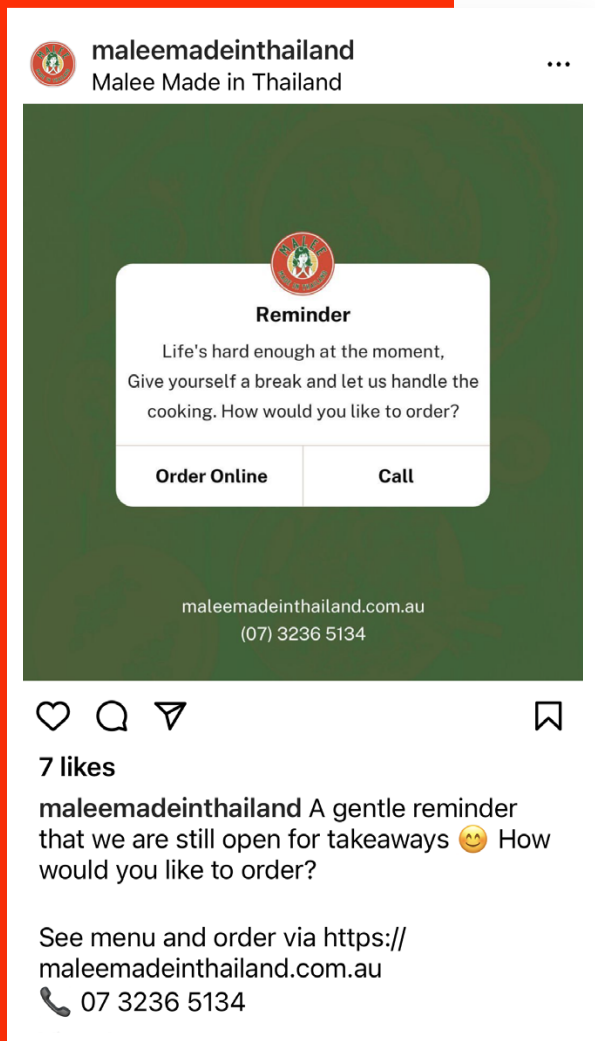


Happy #NationalChocolateChipCookieDay! 🍪🍪🍪 Celebrating has never been sweeter: We'll be giving away a free cookie with each DoorDash order all day long. Now that's a batch made in heaven 😊

## National Relaxation Day



Shoes, off. Sweatpants, on. Delivery, ordered. We've got you covered this #NationalRelaxationDay! No cooking required 😊



## Get inspired



Sometimes National Relaxation Day means stepping away from the stove. Malee Made in Thailand cleverly encouraged customers to take a break from cooking and order takeaway, because everyone needs a reminder to relax every once in a while.

🌐 [maleemadeinthailand.com.au](https://maleemadeinthailand.com.au)








👉 [Malee Made in Thailand on DoorDash](#)

📷 [@maleemadeinthailand](#)



# September



Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>1</b>  Father's Day	<b>2</b>	<b>3</b>  Flag Day International Bacon Day	<b>4</b>	<b>5</b>  National Cheese Pizza Day International Day of Charity	<b>6</b>	<b>7</b>  National Beer Lovers Day
<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>  National Chocolate Milkshake Day	<b>13</b>  National Peanut Day International Chocolate Day	<b>14</b>
<b>15</b>  National Linguine Day National Wife Appreciation Day	<b>16</b>  National Guacamole Day Negroni Week	<b>17</b>  Negroni Week	<b>18</b>  National Cheeseburger Day Negroni Week	<b>19</b>  Negroni Week	<b>20</b>  National Pepperoni Pizza Day Negroni Week	<b>21</b>  Negroni Week
<b>22</b>  National Ice Cream Cone Day Negroni Week	<b>23</b>	<b>24</b>	<b>25</b>  National Food Service Employees Day	<b>26</b>  National Pancake Day	<b>27</b>  AFL Grand Final	<b>28</b>
<b>29</b>  NRL Grand Final National Coffee Day	<b>30</b>					

# How you can celebrate

## Tip

### National Food Service Employees Day

Feature photos or videos of your staff at work: cooking up delicious dishes, providing five-star service, and bringing your brand to life. Customers will love getting to know the people who make it all possible at your restaurant!



### International Day of Charity



It's #InternationalDayofCharity!  
We're excited to be donating **[percentage]** of today's profits to **[charity name]**, an organisation that's very near and dear to our hearts. Read about their inspiring mission here: **[link to charity website]**. ❤️



## Get inspired









Rouse Hill Town Centre celebrated Father's Day with a giveaway competition, challenging shoppers to tell their best "dad joke." This is a great way to keep customers engaged – and offer something exciting in return!

 [rhtc.com.au](https://rhtc.com.au)

 [Rouse Hill Town Centre on Doordash](#)

 [@rousehilltowncentre](#)

# October

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 National Pizza Month World Vegetarian Day International Coffee Day	2 National Kale Day	3	4 National Taco Day National Cinnamon Roll Day National Vodka Day	5
6  National Noodle Day	7 Labour Day	8	9	10	11	12
13	14 National Dessert Day	15	16 World Food Day National Boss' Day	17  National Pasta Day	18  National Chocolate Cupcake Day National Meatloaf Appreciation Day	19
20  International Chefs Day	21  International Day of the Nacho National Pumpkin Cheesecake Day	22	23	24	25 National Breadstick Day	26 National Pumpkin Day
27	28 National Chocolate Day	29	30	31  Halloween		

# How you can celebrate

## International Beer & Pizza Day



Happy #BeerAndPizzaDay 🍕🍷 We know what we're eating for dinner tonight... and tomorrow... and the day after that 😊 Join the celebration by ordering your favourite **[restaurant name]** pie on DoorDash!

## International Coffee Day



It's a brew-tiful day for a discount ☕ Get a free coffee with any takeout order this #NationalCoffeeDay!

## National Boss' Day



It's #NationalBossDay! Today, we're featuring the force of nature behind our brand: the one and only **[boss name]**. They dreamed up **[business name]** back in **[year]**, inspired by the thought of **[mission statement]**. Fast forward **[X]** years, and we're honoured to be living that mission each and every day. Here's to you, **[boss name]**!

## Halloween



Trick or TREAT yourself this Halloween! Our **[dish]** is so good, it's scary 🧛

## Get inspired



Vietnamese restaurant Pho Mumum Carlingford celebrated International Coffee Day with a portrait of their traditional Vietnamese iced coffee against a background of their lively restaurant decor. Posting during a lockdown, they invited customers to come “chill” with a delicious drink as soon as in-store dining reopened.

📍 [phomumumcarlingford.com.au](http://phomumumcarlingford.com.au)

🚗 [Pho Mumum Carlingford on DoorDash](#)

📷 [@phomumumcarlingford](https://www.instagram.com/phomumumcarlingford)



Almost French Patisserie celebrated Halloween with adorable ghost-themed cupcakes – and showed them off on Instagram! Everyone loves a tasty holiday treat.

📍 [facebook.com/almostfrenchpatisserie](https://facebook.com/almostfrenchpatisserie)










🚗 [Almost French Patisserie on DoorDash](#)

📷 [@almostfrenchinrichmond](https://www.instagram.com/almostfrenchinrichmond)



# November



Sun	Mon	Tue	Wed	Thu	Fri	Sat
					<b>1</b>  World Vegan Day	<b>2</b>
<b>3</b>  National Sandwich Day	<b>4</b>	<b>5</b>  National Chinese Takeout Day	<b>6</b>  National Nacho Day	<b>7</b>	<b>8</b>  National Cappuccino Day	<b>9</b>
<b>10</b> National Vanilla Cupcake Day	<b>11</b> National Sundae Day	<b>12</b>	<b>13</b>	<b>14</b> National Pickle Day	<b>15</b> National Clean Out Your Refrigerator Day	<b>16</b>  National Fast Food Day
<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>  National Espresso Day
<b>24</b> National Fairy Bread Day	<b>25</b>	<b>26</b>  National Cake Day	<b>27</b>	<b>28</b> National French Toast Day	<b>29</b>  Black Friday	<b>30</b> Small Business Saturday

# How you can celebrate

## National Clean Out Your Refrigerator Day



It's #NationalCleanOutYourRefrigeratorDay! 🧼  
[Restaurant name] has got you covered with deliciousness, delivered 😊  
Order from us on DoorDash today!

## World Vegan Month



No, eating plant-based doesn't mean just eating plants. During #WorldVeganMonth, we're offering [percentage] off our favourite vegan menu items through [date]. Stop in for a bite!

## World Kindness Day



In honour of #WorldKindnessDay, do something kind for a stranger today while we do something kind for you. Today only, we're offering free [food item] to make your day a little kinder.



thecheesecakeshop



275 likes

thecheesecakeshop 🇺🇸 PSA Australia!! 🇺🇸

To celebrate World Vegan Month with our friends @peta\_australia we'll be giving away FREE Vegan Fudge Slices at all our Aussie stores next Saturday 28th of November!

We encourage vegan eaters to bring a non-vegan mate and taste some vegan fudge heaven!

Link in bio to register!

T&C's: Limit of 40 slices per store. Limit of 1 free slice per person. Strictly until stocks last. Available at all The Cheesecake Shop locations in Australia on Saturday 28th November 2020.

#vegansaustralia #aussievegan  
#veganaustralia #goldcoastvegans  
#melbournevegan #melbourneveganeats  
#melbournevegans #sydneyvegan  
#sydneyvegans #sydneyveganguide  
#perthveganeats #perthvegan #perthvegans  
#brisbanevegan #brisbanevegans  
#brisbaneveganeats

## Get inspired



To celebrate World Vegan Month, The Cheesecake Shop gave away free slices of vegan fudge. There's nothing more enticing than the promise of free food, and it's a great way to bring customers in – and keep them coming back.









🌐 [cheesecake.com.au/](https://cheesecake.com.au/)

👉 [The Cheesecake Shop on DoorDash](#)

📷 [@thecheesecakeshop](https://www.instagram.com/thecheesecakeshop)

# December



Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 Cyber Monday	3	4  National Cookie Day	5  International Volunteer Day	6	7
8  National Brownie Day	9 National Pastry Day	10	11	12	13	14 National Biscuits and Gravy Day
15  National Cupcake Day	16 National Chocolate Covered Anything Day	17  National Maple Syrup Day	18	19	20 National Sangria Day	21 National Fried Shrimp Day
22	23	24 Christmas Eve	25  Christmas Day Hanukkah	26 Boxing Day National Thank You Note Day Hanukkah	27 Hanukkah	28 Hanukkah
29 Hanukkah	30  National Bacon Day Hanukkah	31  New Year's Eve National Champagne Day Hanukkah				

# How you can celebrate



Tip

## International Volunteer Day

Showcase your staff volunteering for a cause that supports your mission statement! Offering opportunities to give back can help increase employee engagement and boost team morale.



## Christmas Eve



"Twas the night before Christmas..." Which **[restaurant name]** dish would you like to see under the tree tomorrow morning? Let us know in the comments below! We'll be gifting **[X]** lucky winners a **[dollar amount]** coupon to make their holiday dreams come true 🎁

## National Thank You Note Day



It's #NationalThankYouNoteDay! We may be biased, but nothing says "thank you" like a free meal 🍽️ Treat a special someone to their favourite **[restaurant name]** dish today!

## Get inspired



Subway celebrated Cookie Day with a short video, switching it up from the classic Instagram photo to advertise their selection of sweet treats.

 [subway.com/en-AU](https://subway.com/en-AU)

 [Subway on DoorDash](#)

 [@subway\\_australia](#)



## Get inspired



The Cheesecake Shop knows how to do Christmas right – and it shows! Here, they posted a photo of their printable “Christmas Bucket List,” complete with kid-friendly festive activities that includes getting a cake from their shop. In other words, The Cheesecake Shop is making the holidays fun and delicious.

 [cheesecake.com.au](https://cheesecake.com.au)

 [The Cheesecake Shop on DoorDash](#)

 [@thecheesecakeshop](#)





# Restaurant Week Playbook

Before we wrap up this guide, we wanted to touch on another special occasion that's dear to restaurant operators: Restaurant Week!

No matter what time of year it happens in your city, here are a few tips for making the most of your local restaurant week:

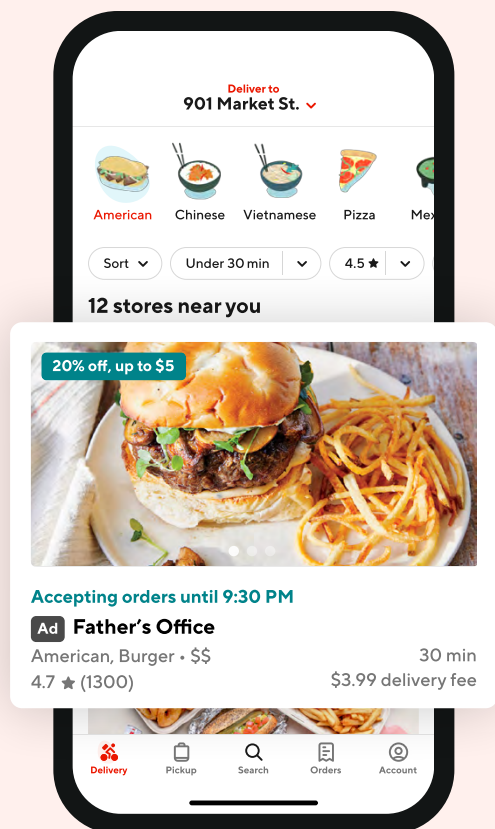
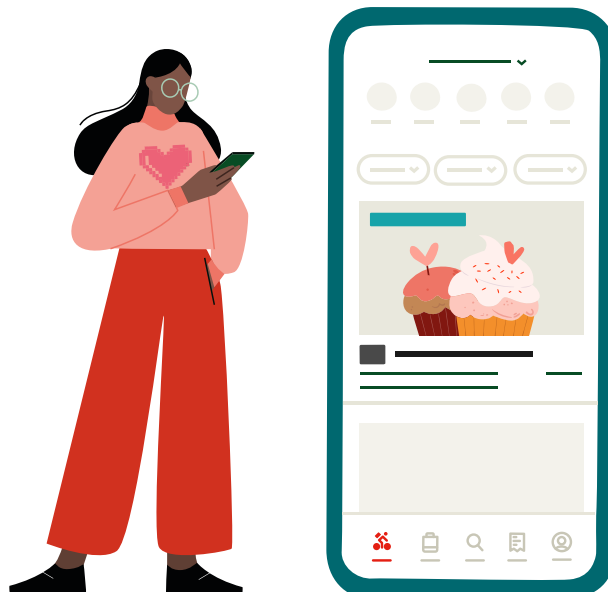


- ✓ **Promote well in advance.** This way, diners can make plans to dine with you (instead of discovering they'd missed out a day too late).
- ✓ **Give customers a sneak peek.** Share your Restaurant Week menu across social platforms, featuring different food photos one by one — and encouraging followers to tag friends who would enjoy each dish!
- ✓ **Offer appetising referral incentives.** For example, a diner who refers three parties to book a table at your restaurant could earn a free entrée of their choice.
- ✓ **Cook up a brand new dish.** Create a buzzworthy menu item that customers can't ignore — like a limited edition ice cream flavour or an eye-catching cocktail creation.
- ✓ **Create a unique hashtag.** Then use it throughout the entire week to increase discoverability!

# Give your holiday marketing a boost with DoorDash

DoorDash partners get access to marketing tools that help them get noticed by new customers and drive more orders. Eligible merchants can try Sponsored Listings or Promotions with \$100 credit per store.\*

\*Limited-time offer available only for Australia and/or Canada merchants that have not previously used Sponsored Listings; DoorDash may end this offer at any time. Navigate to the Marketing tab in the Merchant Portal to see if you're eligible. Once the \$100 credit is consumed per store, merchants will be automatically charged for the remainder of the campaigns per store. Merchants may cancel campaigns at any time; once cancelled, any unused credit is forfeited. No cash value. Non-transferable.

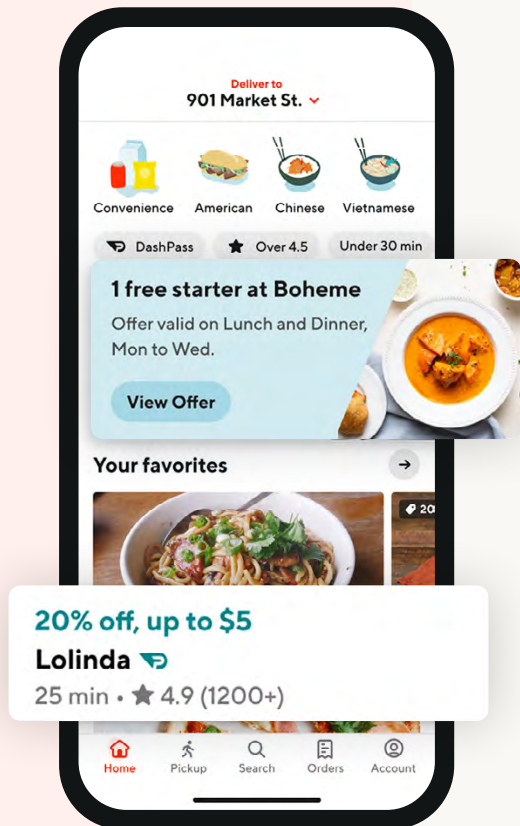


## Sponsored Listings

Sponsored Listings are targeted ads that are featured in highly visible places on the DoorDash app, like the homepage and search results. Unlike ads on other platforms, Sponsored Listings are pay-per-order, not per click — so you'll only pay for the ad when an order is placed through it.

New to DoorDash? [Get started →](#)

Already on DoorDash? [Log in →](#)



## Promotions

Promotions enable you to incentivize new, existing, and/or lapsed customers to order more and spend more with a discount, free delivery, or a free item. When you run a promotion, your restaurant will be prominently featured in the Offers tab on the DoorDash app.

New to DoorDash? [Get started →](#)

Already on DoorDash? [Log in →](#)



# Ready to join the thousands of restaurants already on DoorDash?

1. **Sign up for DoorDash.** Visit [get.doordash.com](https://get.doordash.com) and complete the signup form.
2. **Receive orders.** Once your account is activated, your team prepares orders.
3. **Dashers deliver.** Dashers pick up orders and deliver them to customers!

[Get Started](#)

# Sources

1. DoorDash, "[2023 Restaurant Online Ordering Trends](#)"
2. Huffington Post, "[15 Surprising Facts and Tips About Fruit and Veggies](#)"
3. CBS News, "[Blizzard 2015 Causes Kale Shortage in New York City](#)"



## About DoorDash

DoorDash (NYSE: DASH) is a technology company that connects consumers with their favorite local businesses in more than 25 countries across the globe. Founded in 2013, DoorDash builds products and services to help businesses innovate, grow, and reach more customers. DoorDash is building infrastructure for local commerce, enabling merchants to thrive in the convenience economy, giving consumers access to more of their communities, and providing work that empowers. With DoorDash, there is a neighborhood of good in every order.

