

2024 CANADA 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 Chocolate Covered Anything Day



National Selfie Day



Eat What You Want Day



International Day of the Nacho



National Picnic Day



National Eat Your Vegetables Day



Get to Know Your Customers Day



International Day of Charity



National Dessert Day



National Scavenger Hunt Day



World Emoji 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.

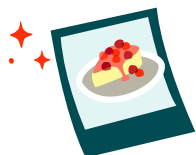
In this guide, we'll dive deep into hundreds of monthly marketing opportunities. But first, here are some general tips, promotion ideas, and social copy templates your business can plug and play to promote any food holiday.

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 — 20% of Gen Z consumers use a restaurant's social media pages when choosing a new place to try for delivery or takeout.¹ Because of this, serving up appetizing 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.

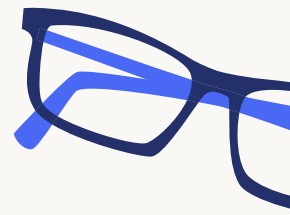
Free snickerdoodles could be a sweet treat on National Cookie Day — and National Best Friend Day is the perfect opportunity for a BOGO promo.



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 organization of your choice, or by donating the profits from sales of a certain menu item.

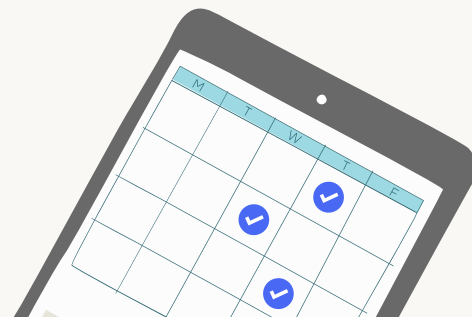
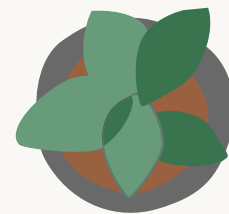
Social copy templates



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!



For more creative ways to engage guests on social media any time of year, check out [The Ultimate Guide to Restaurant Social Media Marketing](#).

January

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



Tip

Science Fiction Day

Encourage diners to host a sci-fi movie marathon while enjoying takeout from your restaurant — and ask them to share their favourite flick in the comments!



Get inspired

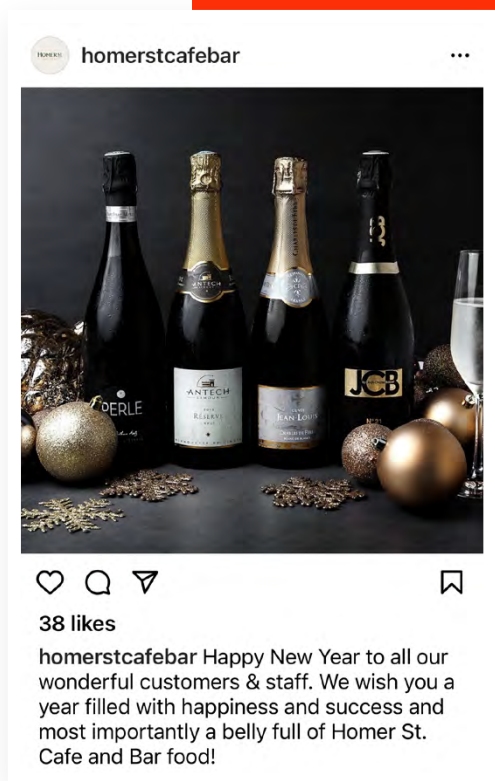
HOMER ST.
CAFE AND BAR

Showing a bit of customer and staff appreciation is always a good idea. Homer St. Cafe and Bar rang in the New Year by kindly wishing customers and staff a year “filled with happiness and success and most importantly a belly full of Homer St. Cafe and Bar food!” The accompanying photo included an aesthetically pleasing arrangement of champagne, a New Year’s Eve essential.

www.homerstreetcafebar.com

[Homer St. Cafe and Bar on DoorDash](#)

[@homerstcafebar](#)



Get inspired



Restaurant group [Kokomo](#) embraced sticking with New Year’s resolutions by highlighting crisp non-alcoholic beverages and its 100% plant-based menu, a welcome invitation for any customers looking for a healthy energy boost.

heykokomo.ca









[Kokomo on DoorDash](#)

[@heykokomo](#)



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  National Flag of Canada Day | 16 | 17 |
| 18  National Drink Wine Day | 19 Family Day | 20 Islander Day Louis Riel Day Heritage 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

Family Day



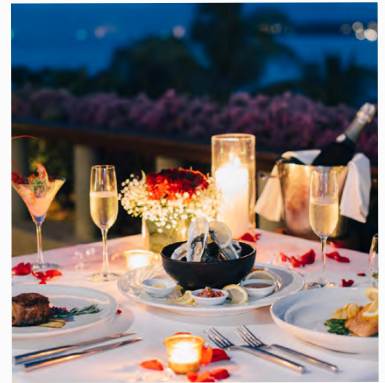
Delicious memories ahead!
End a relaxing day at home
by gathering around the
table with our favourite
[popular dish]. You'll
remember it for years to
come!

National Pizza Day

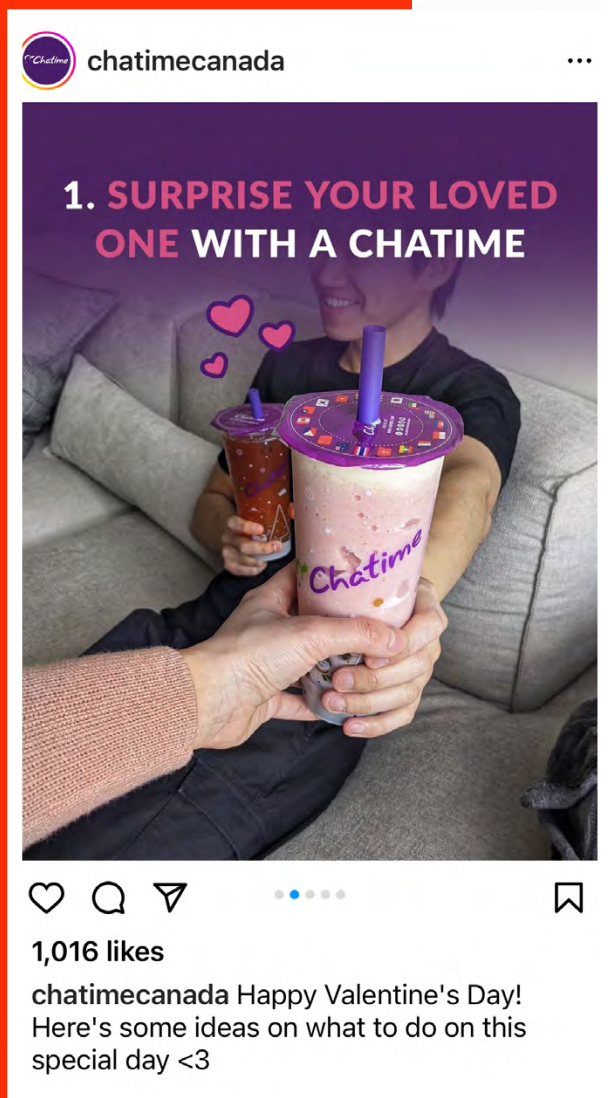


"Slice, slice baby." 🎵
Satisfy your knead for
cheese by ordering a
[percentage] off pie this
#NationalPizzaDay!

Valentines Day



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



Get inspired



Chatime wished their followers a Happy Valentine's Day by offering a few ideas for how to celebrate. Surprise: every idea included bubble tea! Coming up with holiday activities that incorporate your products is a fun way to celebrate the holidays with customers.









 chatime.ca

 [Chatime on DoorDash](#)

 [@chatimecanada](#)

March



| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|--|-----------|---|---|--|--|--|
| | | | | | 1  National Employee Appreciation Day National Peanut Butter Lover's Day | 2 |
| 3 | 4 | 5 | 6 | 7 | 8  International Women's Day | 9 National Meatball Day |
| 10 Ramadan begins | 11 | 12 | 13 | 14  Pi Day National Potato Chip Day | 15 | 16 National Artichoke Day |
| 17  St. Patrick's Day | 18 | 19 | 20 International Day of Happiness National Ravioli Day | 21 World Poetry Day | 22 | 23  National Chip and Dip Day National Puppy Day |
| 24 National Cocktail Day National Cheesesteak Day | 25 | 26  National Spinach Day | 27 | 28  Something on a Stick Day | 29 Good Friday | 30 |
| 31  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.²
- The scientific name for banana is *Musa sapientum*, which means “fruit of the wise men.”²
- A historic 2015 blizzard led to a New York City kale shortage.³



bloomersto
Toronto, Ontario



362 likes

bloomersto 🍀 happy St. Patrick's Day! 🍩
come try our homemade Baileys infused
donut, topped with dark chocolate ganache
and green sprinkles! 💎💚 shaped like a
clover for extra good luck! 🍷🌈🌟🎉

🏠 available this Wednesday at our three
locations (Queen, Bloor, and Bayview) 🚗
and on Doordash delivery!

🍀 wishing everyone a lucky day! 🍀

Get inspired



bloomer's

A good holiday hack? Create a one-of-a-kind treat! Bloomer's bakery celebrated St. Patrick's Day with a special homemade Baileys infused donut, topped with dark chocolate ganache and green sprinkles, and shaped like a clover. Basically, St. Patrick's Day in a donut.



www.bloomersto.com











[Bloomer's on DoorDash](#)



[@bloomersto](#)

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 National Poutine 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 | 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 honor 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 sandwich from us, 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!

Get inspired



Who doesn't love a holiday sale? Casa Manila celebrated Easter with a "HOT SALE," offering deals on Embotido Rolls to make the holiday extra delicious. They also offered a bunch of other Easter specials, and as you can see, their successful promo sold out!

 www.casamanila.ca

 [Casa Manila on DoorDash](#)

 [@casamanilaca](#)



Get inspired

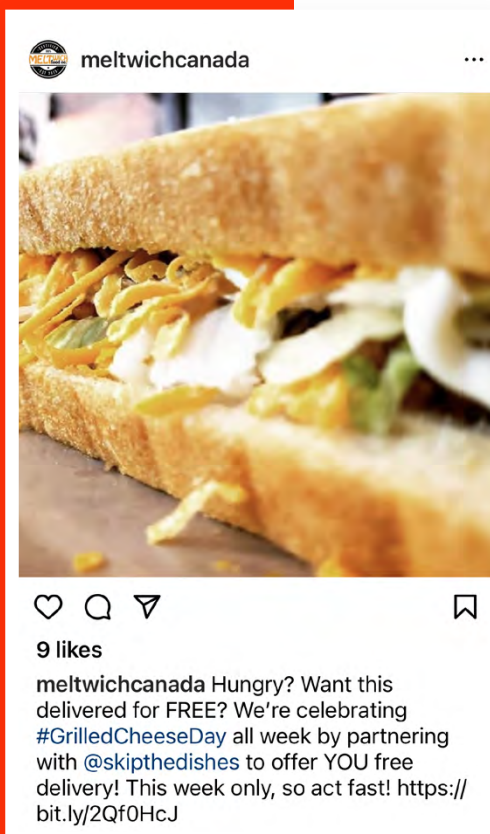


For Grilled Cheese Day, Meltwich offered free grilled cheese sandwich delivery for an entire week. It's hard to resist a grilled cheese sandwich when the delivery is free, right?

 meltwich.com










 [Meltwich on DoorDash](#)

 [@meltwichcanada](#)



May



| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|--|--|---|---|---|---|
| | | | 1 Asian Heritage Month National Barbecue Month National Hamburger Month | 2 | 3 | 4 Star Wars Day National Orange Juice Day |
| 5  Cinco de Mayo National Hoagie Day | 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 Victoria Day | 21 | 22 | 23 | 24 National Scavenger Hunt Day | 25  National Wine Day |
| 26 | 27 | 28  National Hamburger Day | 29 National Biscuit Day | 30 | 31  National Macaroon Day | |

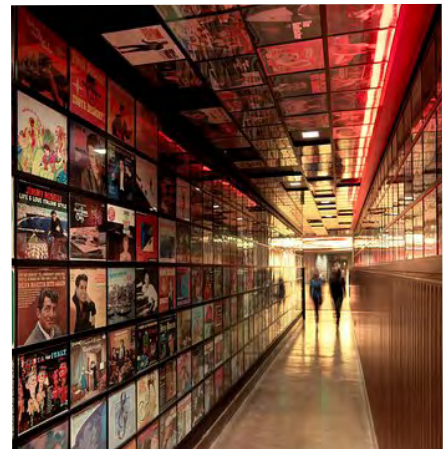
How you can celebrate



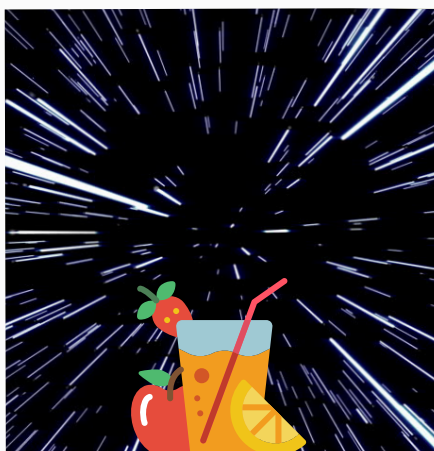
Tip

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 neighbourhood (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! 🍷



gongchacanada
貢茶 Gong Cha

...



1,542 likes

gongchacanada Happy Mother's Day! 💕
Swing by Gong Cha and pick up some tasty
treats for the amazing moms in your life!

Don't forget you can now get our NEW
Grape Series drinks in store! 🍇

Get inspired



Gong cha







Gong Cha used a collection of pink teas and a matching pink heart emoji to encourage people to come treat their moms on Mother's Day. The tea shop took advantage of the opportunity to promote its newest flavor, while engaging with its audience by sharing a guest photo.

🌐 gong-cha.ca

👉 [Gong Cha on DoorDash](#)

📷 [@gongchacanada](#)

June

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

How you can celebrate



Tip

Father's Day

Use social media to invite customers to celebrate Father's Day with you by offering a special discount or giveaway (like Memphis Blues did below).



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



Who can resist a giveaway? Posting collaborations with other nearby businesses, like Memphis Blues BBQ did for Father's Day, is a great way to grow your social reach, gain new followers, and create excitement around holidays.

 www.memphisbluesbbq.com

 [Memphis Blues BBQ on DoorDash](#)

 [@memphisbluesbbq](#)



Get inspired

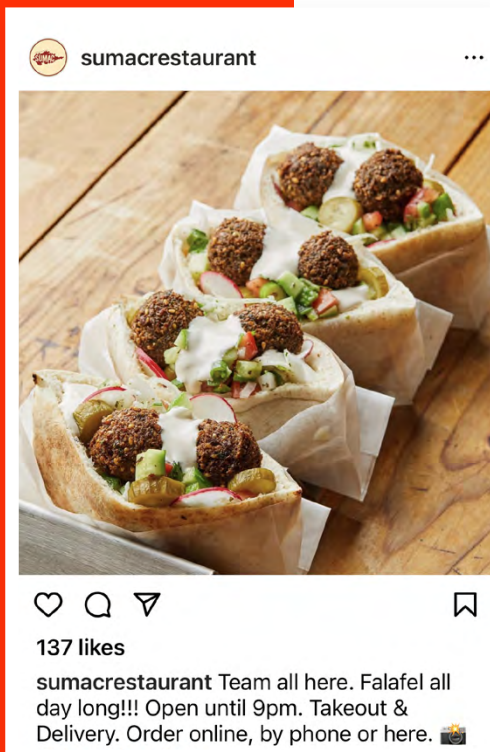


Sumac Restaurant offers mouthwatering falafel year-round, with enticing images of freshly made pita sandwiches dazzling its Instagram feed. The detailed pictures and bright colours create an inviting scene that draws people in for lunch and dinner.

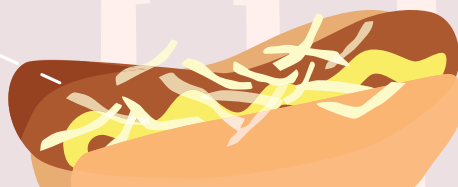
 sumacrestaurant.com


 [Sumac on DoorDash](#)

 [@sumacrestaurant](#)



July



| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|---|---|--|---|---|---|
| | 1  Canada Day | 2 | 3 | 4  National Caesar Salad Day | 5 | 6  National Fried Chicken Day |
| 7 World Chocolate Day | 8 | 9 Nunavut Day 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 | 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 Food Day Canada National Cheesecake Day | 31  National Avocado Day | | | |

How you can celebrate



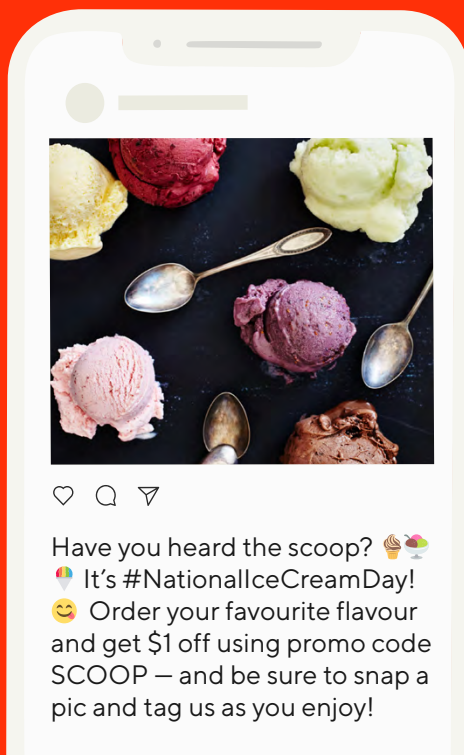
Tip

World Emoji Day

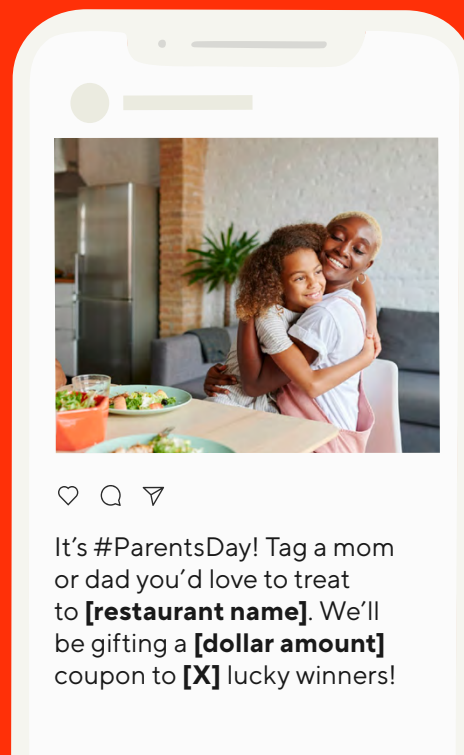
Tell your brand story using only emojis — or get creative by recreating a popular emoji in food form!



National Ice Cream Day



Parents Day



Tip

Food Day Canada

Highlight the local vendors and producers you partner with to showcase the authentic Canadian food on your menu.



rochlecoq

Roch le Coq

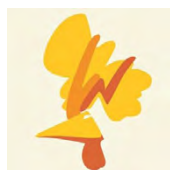


108 likes

rochlecoq 🍷 Poutine Raymon 🤖
#faiteslamourpasladiete

#croque #croquedansleroch
#burger #burgers #mtlfoodie #mtlfoodies
#mtl #montreal #montréal #friedchicken
#friedchickensandwich #pouletfrit
#pouletfritmontreal #foodporn
#foodphotography #foodphotos #cheflife
#collab #easy #poutine #poutinefest
#pouterie #poutinefries #gravy
#gravybaby

Get inspired



Perfect for Food Day Canada and National French Fry Day alike, Roch le Coq's unique spin on beloved poutine encourages customers to dive into the best the country has to offer. They even offer a lighthearted #faiteslamourpasladiete (#makelovenotdiet) as a tongue-in-cheek reference to the indulgent dish.



rochlecoq.com










[Roch le Coq on DoorDash](#)



[@rochlecoq](#)

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 Food Day Canada |
| 4  National Chocolate Chip Cookie Day International Beer Day | 5 Civic Holiday British Columbia Day 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



If your fare lends itself well to outdoor dining, make sure your fans know, as seen in Sumac's post here. If guests have tagged you in posts taking their meals al fresco, reposting their photos is a great way to build engagement and an active following.









 sumacrestaurant.com

 [Sumac on DoorDash](#)

 [@sumacrestaurant](#)

September



| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|--|---------------------------|---|---|--|---|
| 1  National Gyro Day | 2  Labour Day | 3 | 4 | 5 National Cheese Pizza Day International Day of Charity | 6 | 7  National Beer Lovers Day |
| 8 | 9 | 10 | 11 | 12 National Chocolate Milkshake Day | 13 National Peanut Day International Chocolate Day | 14 |
| 15 National Linguine Day National Double Cheeseburger Day National Wife Appreciation Day | 16  National Guacamole Day Negroni Week | 17 Negroni Week | 18  National Cheeseburger Day Negroni Week | 19 Negroni Week | 20  National Pepperoni Pizza Day Negroni Week | 21 Negroni Week |
| 22  National Ice Cream Cone Day Negroni Week | 23 | 24 | 25 National Food Service Employees Day | 26  National Pancake Day | 27 | 28 |
| 29 National Coffee Day | 30 National Day for Truth and Reconciliation | | | | | |

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]**. ❤️

National Coffee Day



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

Get inspired



For National Ice Cream Day, show off your most gorgeous dipped cones to draw customers in, like Fromagerie Victoria did here. No one will be able to resist a perfect ice cream cone to celebrate.

 fromagerievictoria.com

 [Fromagerie Victoria on DoorDash](#)

 [@fromagerievictoria](#)



Get inspired










If your team is comfortable in front of the camera, feature them on your social media to show off their guest-focused attitude or volunteer initiatives, like Pizza Salvatoré did here. Staff profiles for all business accounts can boost overall morale and make customers feel more connected to local team members when they come in.

 salvatore.com

 [Pizza Salvatoré on DoorDash](#)

 [@pizza_salvatore](#)

October

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|---|--|---------------------------------|---|--|-----------------------------------|
| | | 1 Women's History Month Latin American Heritage Month 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 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14  Thanksgiving National Dessert Day | 15 | 16 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

National Pizza Month



Happy #NationalPizzaMonth! 🍕🍕🍕 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!

Thanksgiving



Happy Thanksgiving! There's so much for **[restaurant name]** to be grateful for this year: our talented cooks, inspiring staff, incredible customers, and (of course) tasty dishes like this one 😊 What are you celebrating today?

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

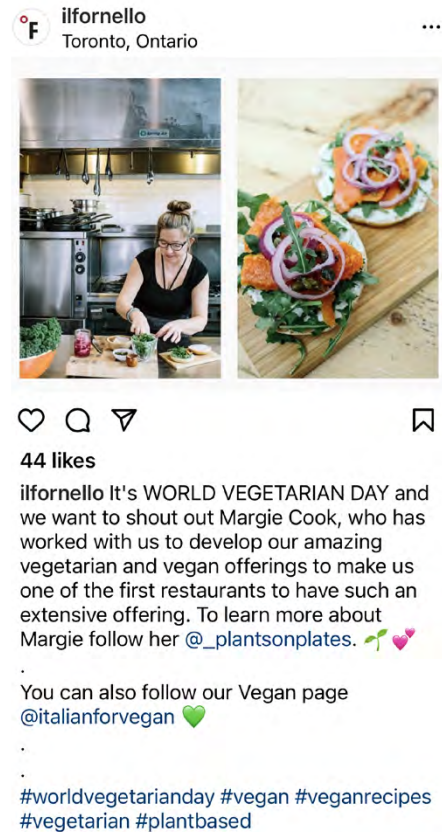
IL FORNELLO

For World Vegetarian Day, IL FORNELLO gave a heartfelt shout out to one of their chefs, Margie Cook, for helping them develop their vegetarian and vegan menu items. Not only will this help reach a wider audience, but featuring photos of real people on your social media feed can add a welcome touch of personalization.

 ilfornello.com

 [Il Fornello on DoorDash](#)

 [@ilfornello](#)



Get inspired



Halloween doesn't have to be scary to be spooky. Take inspiration from Marble Slab, which posted a seasonal mystery flavour for October in autumn-inspired colors.

 marbleslab.ca

 [Marble Slab on DoorDash](#)

 [@marbleslabcanada](#)





NAAN KABOB

Jul 12, 2021 • 🌐



What's better than carbs? More carbs!

At Naan Kabob, we take our carbs very seriously, especially our naan, which is why we bake them from scratch daily, so you can have the most pillowy, soft, and fluffy Naan to go along with your dish.

#halalfoodiegta #halalfoodiegta #kebob
#dinetoronto #6ixfood #foodblogto
#bamiyankabob #halalmeals #chicken
#gtaeats #goodfoodmood #tofoodfeed
#gtaeats #freshfoodmatters #mantu
#kebablovers #lunchinspo #seetorontonow
#torontofoodblog #freshfoods #zaatar
#viewsoftoronto #curiosityto #instafoodshare
#tastetoronto #cravethe6ix #tandoori
#ketodiet #afghanfood #yyzeats

📸: @ma.eatse



NAAN KABOB

Afghan Restaurant

See menu

Get inspired



World Bread Day is everyday when you're baking up fresh, pillowy naan. Afghan restaurant Naan & Kabob uses social media to highlight their favourite menu items and fresh ingredients, as well as its culinary heritage.









🌐 nandk.ca

👉 [NAAN KABOB on DoorDash](#)

📷 [@naan.kabob](#)

November



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

How you can celebrate

National Clean Out Your Refrigerator Day



It's #NationalCleanOutYourRefrigeratorDay! 🧼 When you're done in the kitchen, we've got you covered with deliciousness, delivered 😊 Order from us on DoorDash today!

Cyber Monday



This #CyberMonday, we're offering a **[percentage]** discount on delivery orders so you can fuel up while snagging the best online deals. 🛒 Happy shopping!

For more strategies to drive sales during the colder months, check out our blog post [Optimize Your Winter Restaurant Operations During Slow Season](#).



heykokomo

Vancouver, British Columbia



354 likes

heykokomo 2021 is looking good!! We've decided to enter this year a little different than the last. Step aside resolutions of green juice and dressing on the side—the Kokomo Mac + Cheese is here! Ring in the new year with our creamy vegan mac 🥰

The team spent hours/days/weeks perfecting this limited edition menu item to where it is today—ultra creamy, decadent and just like mom's. Brown rice pasta, squash cashew sauce, roasted broccoli and garlicky gf bread crumbs. Add beyond meat sausage crumble or our house-made tempeh bacon.

Available at all locations + all delivery platforms 😊

Get inspired



Who doesn't love mac and cheese? At Kokomo, the limited edition creamy, vegan version would be a hit for World Vegan Day. The post showcases the delectable ingredients that go into making the comforting dish that any cheese lover would approve.









 heykokomo.ca

 [Kokomo on DoorDash](#)

 [@heykokomo](#)

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 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



With a festive Christmas tree in the background, Dal Moro's eases the stress of holiday prep by taking care of dinner. Who doesn't love a warm bowl of fresh pasta in the winter? The pasta chain went on to pair the holiday pic with revised lyrics to "Rockin' Around the Christmas Tree" – good luck getting that earworm out of your head without ordering some cozy comfort food first.

 dalmoros.ca

 [DalMoros on DoorDash](#)

 [@dalmoroscanada](#)



Get inspired

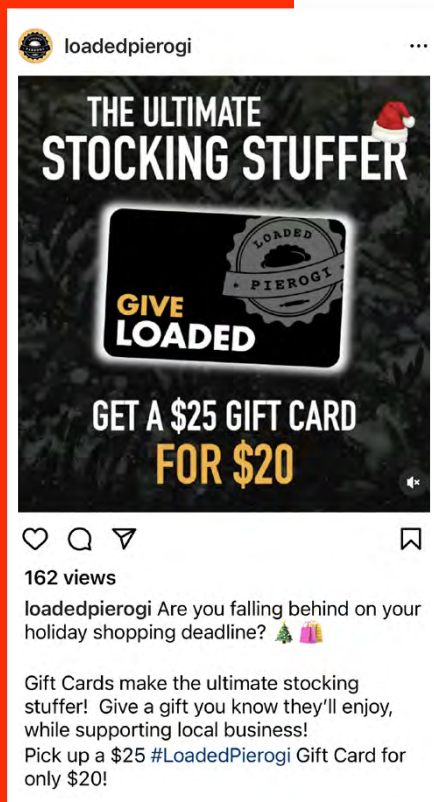


Selling gift cards during the holiday season brings new business and is a great way to increase local brand awareness. Loaded Pierogi went one step further by offering a \$25 gift card for only \$20, making it a no-brainer when it comes to stocking stuffers, office gift exchanges, and more.

 loadedpierogi.com

 [Loaded Pierogi on DoorDash](#)

 [@loadedpierogi](#)



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:

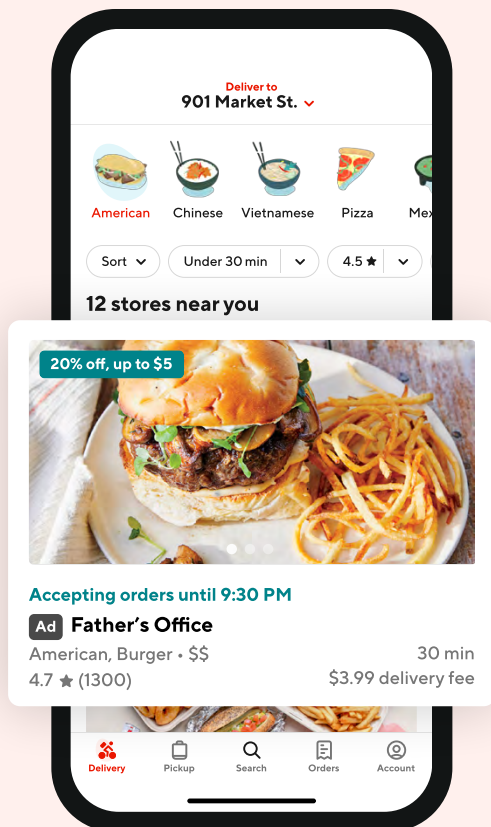
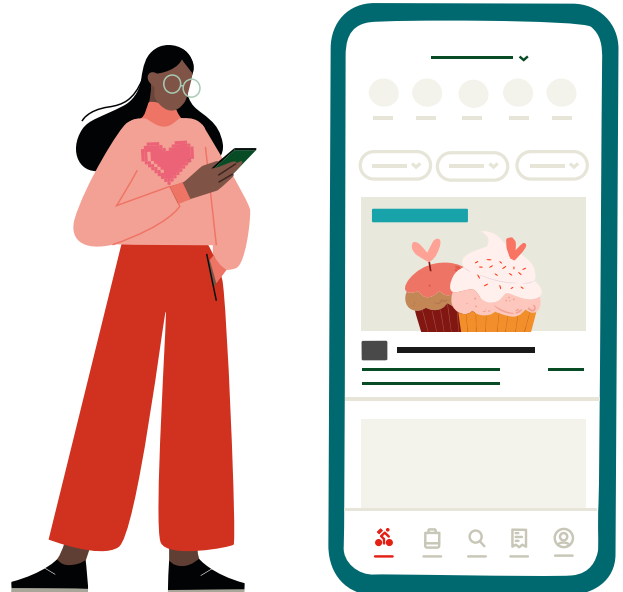


- ✓ **Promote well in advance.** This way, diners can make plans to dine with you (instead of discovering they'd missed out a day too late).
- ✓ **Give customers a sneak peek.** Share your Restaurant Week menu across social platforms, featuring different food photos one by one — and encouraging followers 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 Canada and/or 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.

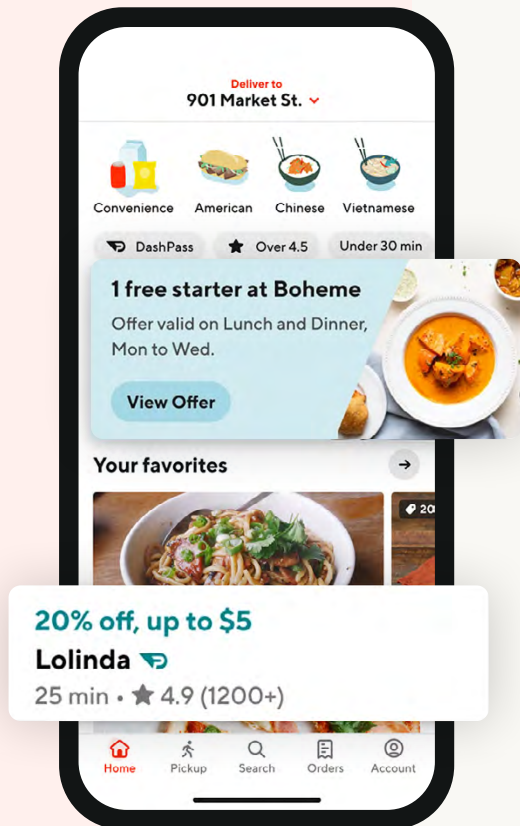


Sponsored Listings

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 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.

