

2022 Marketing Moments for restaurants

Get inspired for out-of-the-box marketing this year with our 2022 calendar of foodie moments. Go beyond the big holidays and get your diners excited for summer picnics, cozy soup season, and all the small but significant moments your restaurant can help to serve up. Paired with our easy-to-follow marketing timeline, you'll know exactly what to do and when. Here's to your best year yet!

For more marketing and online ordering support, talk to a [ChowNow expert](#) today.

JANUARY

1
New Year's Day

3
Official Back to Routine Day
The first Monday of the year is extra tough.

4-12
Resolution Kickoff Week
Healthy eats always do well around this time!



13
National Gluten-Free Day

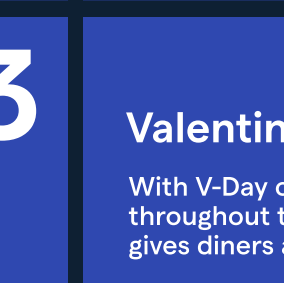


17
MLK Day



FEBRUARY

1
Lunar New Year
Family takeout



4
Olympics Opening Weekend

9-11
National Pizza Day - Deserves a Week
Who can say no to another slice? We say celebrate pizza for more than just one day!



13
The Big Game
Valentine's Week
With V-Day on the Monday after football, expect delayed date nights throughout the week. Extending menu specials to the next weekend gives diners an easier time scheduling, and rakes in extra sales for you!

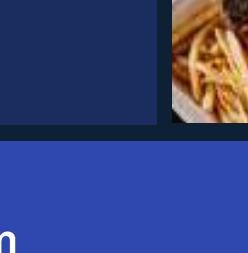


MARCH

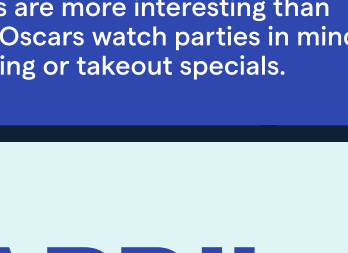


13-16
March Madness

17
St. Patrick's Day



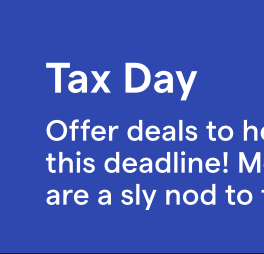
27
The Academy Awards
Movie-themed menus are more interesting than long speeches! Keep Oscars watch parties in mind for limited time catering or takeout specials.



31
Prom Season
Get ready for students dining out on the way to the dance!

APRIL

1
April Fool's Day



13
National Grilled Cheese Day
Calling all kids...and kids at heart!

15
Passover

17
Easter
Tax Day
Offer deals to help your diners get through this deadline! Menu items priced at \$10.40 are a sly nod to the 1040 tax forms due today.

18



MAY

2-3
End of Ramadan

5
Cinco de Mayo



8
Mother's Day



16-19
Finals Cramming
Takeout helps you study better. Student discounts would be extra appreciated during the end of semester crunch.

20-27
Graduation Season
Congrats to the grads! Celebrate with catering offers and group dining reservations.

28-31
Memorial Day Weekend

JUNE

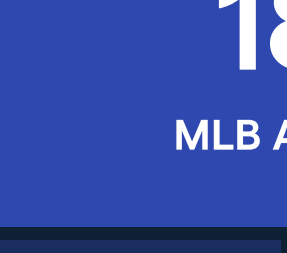
2-4
NBA Finals Watch Party

6
National Drive-In Movie Day
Team up with a local drive-in theater and promote takeout deals that are easy to eat in the car!



19
Father's Day

25-26
Summer Solstice
Longer days means more time for picnics and patios, so extend those happy hour deals to soak up the sun.



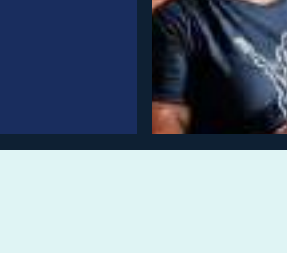
18-19
MLB All Star Game

29
National Chicken Wing Day

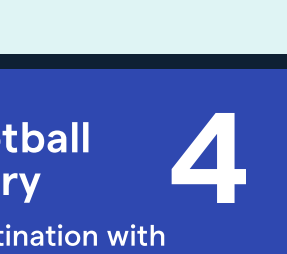


AUGUST

1-7
Peak Summer Produce
Switch up your menu to highlight the summer's best flavors, or spotlight fresh finds from the farmer's market.



15-21
Campus Move-in Week
They'll learn how to cook eventually... consider a students' discount, or a parents-of-students discount!



31
National Eat Outside Day

SEPTEMBER

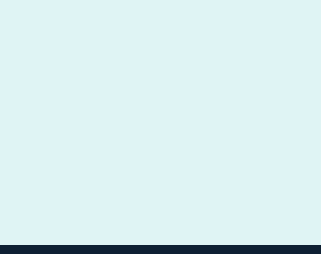
4
Fantasy Football Draft Delivery
Be THE draft destination with bar food deals, group dining, and catering options.



5
Labor Day

6-9
Lunch Deals-Back to School & Work Week

10-11
Football Kick Off Weekend

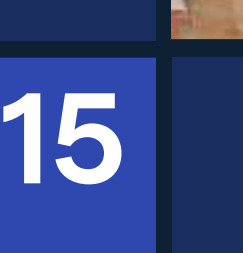


29
National Coffee Day

OCTOBER

1
Vegetarian Day

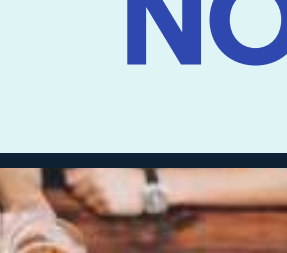
3-6
Celebrate Fall Flavors
Are you Team Pumpkin or Team Apple? Let your diners battle it out!



7-9
MLB Playoffs Weekend



15
#SoupSeason
The weather and the leaves are turning, and cozy food is starting to sound realll good right now! Give your diners some delicious options to warm up.



31
Halloween

NOVEMBER

11-13
Veteran's Day Weekend
Thank you!



22
Hometown Happy Hour Deal
The gang's back in town! Celebrate reunions with deals on drinks as diners come home for the holidays.

25-26
Black Friday + Small Business Saturday



27-29
Thanksgiving Leftovers Gone
What do you have that's NOT turkey? When diners get tired of cooking at home, let your kitchen do the work for them.

DECEMBER

1
The Busy Season
With lots to celebrate, remind diners that gift cards make the perfect present!

7-14
Company Holiday Meal Incentives



18
World Cup Final

21
National Hamburger Day



27-30
Holiday Lull
That strange time of the season where the holidays are almost over. Keep your diners in a festive mood with specials and events through the end of the year!



31
New Year's Eve

Restaurant Marketing Timeline

Pick a moment or a holiday for your restaurant, and plan your marketing campaign with this simple week-by-week countdown.

1-2 Months

- Promoting a specific menu item? Don't forget to plan for inventory far in advance to skip any supply-chain headaches!
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4 Weeks

- Decide on the details of the featured offer or event.
 - Start designing any marketing materials that will be used.
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3 Weeks

- Send marketing materials to the printer to avoid rush fees.
 - Start drafting your email marketing for next week.
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2 Weeks

- Schedule your emails to promote your offer or event. Send one email this week, and a reminder email next week.

Pro-tip: Tuesdays and Fridays at 11 AM are the best times to email!

1 Week

- Kick off your social media blitz! Post about your offer or event every day leading up to it.
- Send that follow up email. Send another one on the day of.

Pro-tip: Social media algorithms reward you for consistent, frequent posting!

The week after:

- Look at your numbers, and gather feedback from staff and customers. Decide what worked and what to change for the next time—and add it to your strategy playbook.
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Want more marketing support?

Collect and leverage your customer data while unlocking access to dedicated restaurant consultants, omnichannel marketing, branded mobile apps and more. Learn how ChowNow's commission-free online ordering solutions can help your restaurant level up at get.chownow.com.