

2025 - 2026Promotion:

Singapore

Strategic promotion planning *for booking success*

Planning your restaurant promotions ahead of time can boost your bookings, increase revenue, and help you stand out from the competition.

This calendar gives you a **12-month view** of key dates and promotional opportunities in **Singapore** from **June 2025 to May 2026**, allowing you to prepare well in advance.

USE THIS CALENDAR TO



Identify promotional windows throughout the year



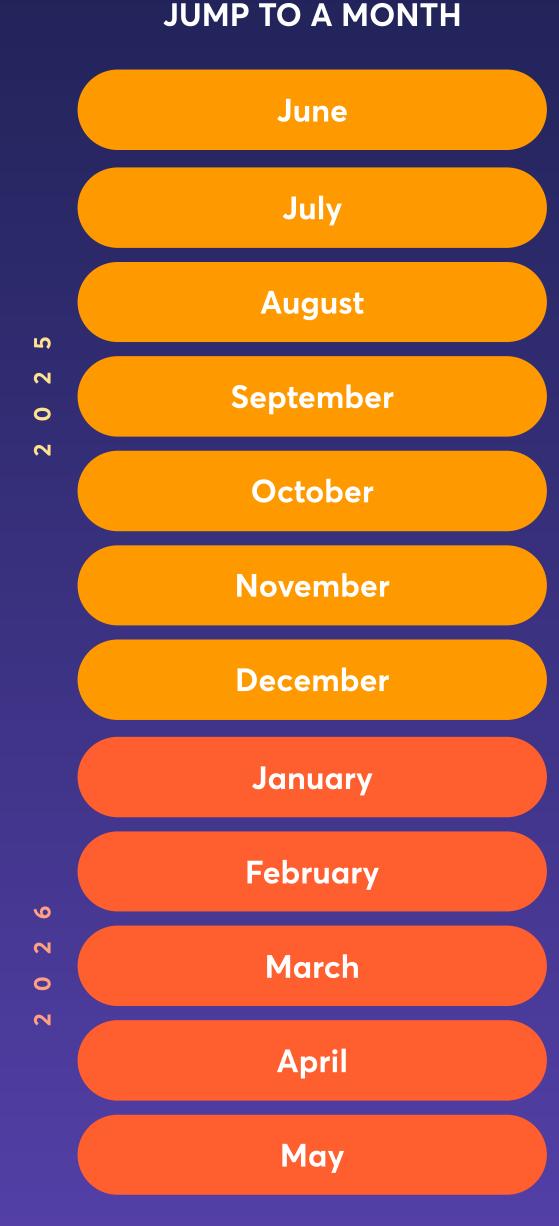
Plan offers, special menus and experiences to attract more diners



Schedule your marketing activities around peak booking periods



Maximise your restaurant's visibility during seasonal events



Strategic promotion planning helps you capitalise on seasonal trends and cultural moments that matter to your diners.

While these special occasions provide excellent promotional opportunities, consistent, long-term offers can be just as effective for maintaining steady bookings.

We have a feature to put your plan into action: <u>Special Offers</u>.

Use it to create ongoing offers and seasonal promotions. You can quickly set up offers, get them in front of diners and attract more bookings year-round.



Special Offers

Valentine's Dinner with Dessert Surprise

18:00 — 22:00 14 Feb 2025 Fri

Celebrate love with our special Valentine's menu and enjoy a complimentary signature dessert for each guest.



Special Offers

Seasonal 3-Course Menu with Free Prosecco

20:00 — 23:00 8 Mar 2025 — 28 Mar 2025 Fri, Sat, Sun

Indulge in our seasonal three-course menu featuring locally sourced ingredients and a complimentary glass of prosecco.

Special Offers

Family Brunch Set: Kids Eat Free

12:00 — 15:00 8 Feb 2025 — 28 Feb 2025 Mon, Tues, Wed, Thurs, Fri

Enjoy our weekend family brunch set menu where kids under 10 eat free with each adult brunch purchased.





June 2025

	MON	TUES	WED	THURS	FI
2		3	4	5	6
9		10	11	12	13
16		17	18 International Sushi Day	19 World Tapas Day	20
23		24	25	26	27
30					

All month

FRI SAT SUN 1 Pride Month 8 7 Hari Raya Haji 14 15 Father's Day World Gin Day 22 21 29 28



Pride Month community dining events and menus

Father's Day meal packages

Eid al-Adha feast menus or family dining packages

Gin cocktail specials or gin-pairing menus



July 2025

MON	TUES	WED	THURS	FRI	SAT	SUN
	1	2	3	4	5	6
7 World Chocolate Day	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24 Intl. Tequila Day	25 Wine & Cheese Day	26	27
28	29	30 Intl. Friendship Day	31			

OFFER OPPORTUNITIES

Chocolate dessert specials

Wine and cheese pairings

Tequila cocktail features

"Bring a friend" deals with sharing platters for groups

Special durian dessert menus



August 2025

MON	TUES	WED	THURS	FRI	SAT	SUN
				1 Intl. Beer Day	2	3
4	5	6	7	8	9 National Day	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31 National Eat Outside Day

OFFER OPPORTUNITIES

Beer tastings and food pairings

Limited-edition beer cocktail specials

National Day set menus with local favorites

Extended National Day brunch specials

Back-to-school specials



September 2025

MON	TUES	WED	THURS	FRI	SAT	SUN
1	2 World Coconut Day	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26 World Dumpling Day	27	28
29	30					



Coconut-themed menus highlighting

Limited-time durian menu items before the season ends

All-you-can-eat dumpling specials



October 2025

MON	TUES	WED	THURS	FRI	SAT	SUN
		1 Intl. Coffee Day World Vegetarian Day	2	3 Singapore Grand Prix Children's Day	4 Singapore Grand Prix World Taco Day	5 Singapore Grand Prix
6 Mid-Autumn Festival	7	8	9	10	11	12
13	14	15	16	17	18	19
20 Diwali	21	22	23	24	25 World Pasta Day	26
27	28	29	30	31 Halloween		

OFFER **OPPORTUNITIES**

Specialty coffee pairings and dessert combos

Local kopi-inspired desserts and dishes

"Taste of Singapore" menus for tourists

Diwali celebration feasts and sharing platters

Halloween-themed dining experiences and family events

Mooncake-inspired dessert platters

Pasta and wine pairing menu



November 2025

MON	TUES	WED	THURS	FRI	SAT	SUN
					1 World Vegan Day	2
3	4	5	6	7	8	9
10	11 Singles' Day	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28 Black Friday	29	30



Plant-based menu specials and vegan tasting experiences

Pre-holiday group booking incentives

Black Friday dining deals and voucher promotions

Seasonal seafood tasting menus



December 2025

MON	TUES	WED	THURS	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24 Christmas Eve	25 Christmas	26 Boxing Day	27	28
29	30	31 New Year's Eve				

OFFER OPPORTUNITIES

Festive holiday menus

Christmas period dining packages and group booking offers

New Year's Eve special events and countdown celebrations

Corporate holiday party packages and private dining options



January 2026

MON	TUES	WED	THURS	FRI	SAT	SUN
			1 New Year's Day Veganuary	2	3	4
5	6 New Year's Day	7	8	9	10	11
12	13 International Hot & Spicy Food Day	14	15	16 Brew Monday	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

All month



Veganuary menu specials and plant-based tasting experiences

Brew Monday specialty coffee and tea experiences

Healthy eating options and menus

Dry January mocktail and non-alcoholic drink menus



February 2026

MON	TUES	WED	THURS	FRI	SAT	SUN
						1
2	3	4	5	6	7	8
9 National Pizza Day	10	11	12	13 Galentine's Day	14 Valentine's Day	15
16 Ramadan begins	17 Chinese New Year begins	18	19	20	21	22
23	24	25	26	27	28	



Creative pizza specials and pizza-making experiences

Group dining packages for friends

Valentine's Day romantic set menus

Iftar menus and special evening dining options

Chinese New Year banquet menus



March 2026

MON	TUES	WED	THURS	FRI	SAT	SUN
						1
2	3	4	5	6	7	8 Intl. Women's Day
9	10	11	12	13	14	15
16	17 St. Patricks' Day	18	19	20 Hari Raya Puasa	21	22
22	24	25	2(27	20	20
23	24	25	26	27	28	29
20						
30						

OFFER OPPORTUNITIES

Hari Raya set meals and platters

Women's Day celebration events

Irish-inspired food and drink offers



MON	TUES	WED	THURS	FRI	SAT	SUN
		1 April Fool's Day	2	3 Good Friday	4	5 Easter Qingming Festival
6	7 World Health Day	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22 Earth Day	23	24	25	26
27	28	29	30			

April 2026



Easter weekend family dining packages

Spring tasting menus highlighting new seasonal ingredients

Family brunch offerings and chocolate-themed desserts

Sustainable dining initiatives and locally-sourced menu features



May 2026

MON	TUES	WED	THURS	FRI	SAT	SUN
				1 Vesak	2	3
4	5 Cinco de Mayo	6	7	8	9	10
11	12	13 World Cocktail Day Intl. Hummus Day	14	15	16	17
18	19	20	21 Intl. Tea Day	22	23	24
25	26	27	28 Intl. Burger Day	29	30	31

OFFER OPPORTUNITIES

Mexican cuisine specials and themed dining events

Vegetarian special menus for Vesak

Tea tasting sessions with sweet treat pairings

Burger meal specials with side dealst

Signature cocktail promotions

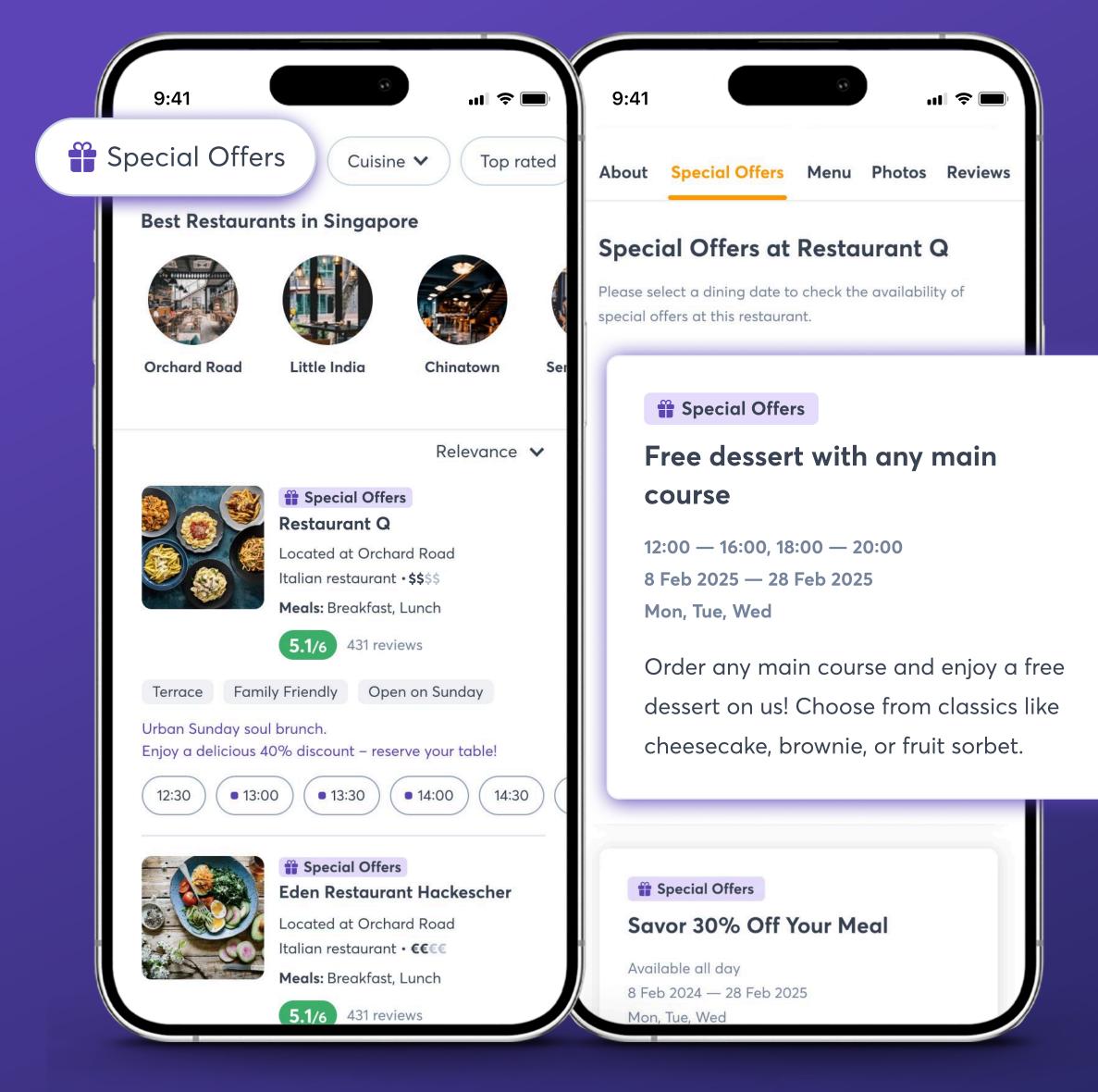
Special Mother's Day brunch menus



Get your offers in front of diners

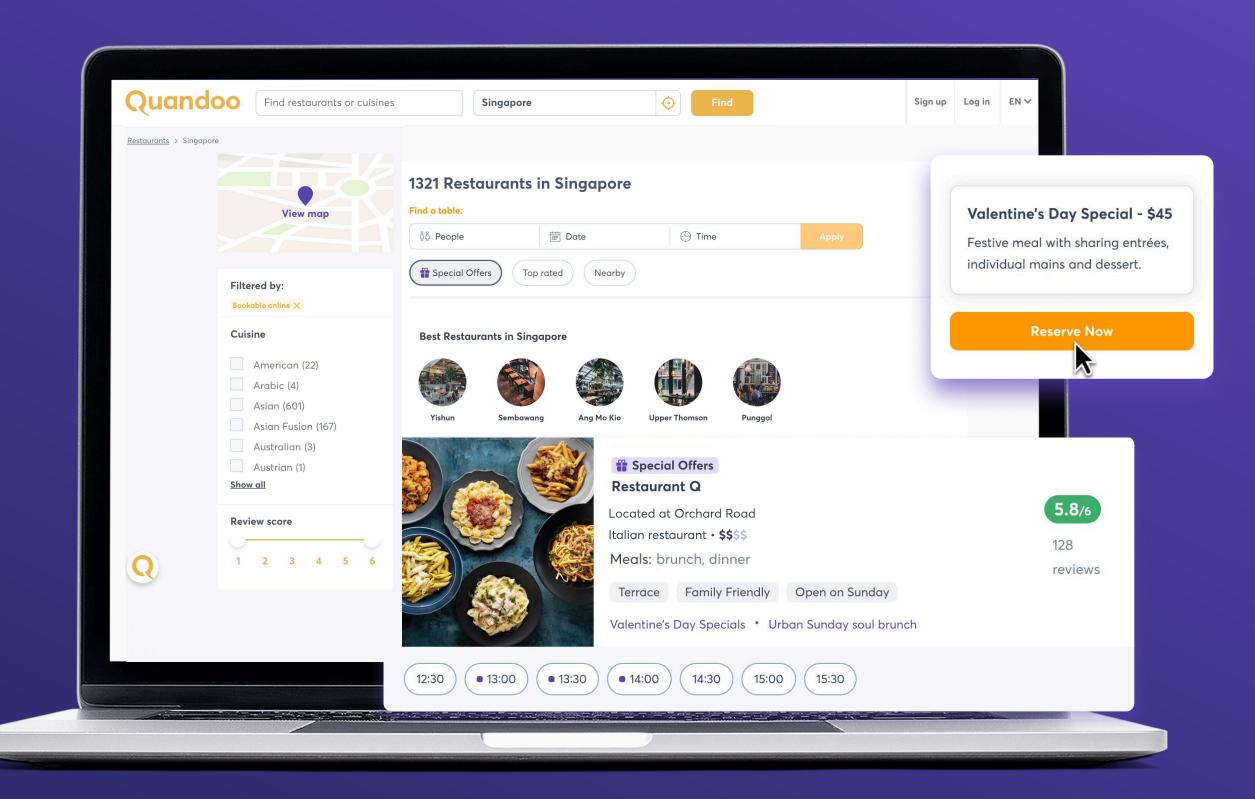
Now that you've mapped out your promotional strategy for the year, it's time to put your plan into action.

Our **Special Offers** feature gives you the tools to convert promotional opportunities into actual bookings by showcasing your offers on your Quandoo marketplace listing and restaurant profile, right where diners can see them when they're ready to book.



Why use Special Offers

- Increase conversions: Enticing offers encourage undecided diners to make a reservation
- Attract value seekers: Connect with guests actively looking for special dining experiences
- **Boost visibility**: Your promotions stand out on both search results and your restaurant profile page
- **Simple setup**: Create and launch offers in minutes
- Flexible options: Design offers for specific days, times or seasons to match your business needs



Ready to start promoting?

Log in today and start creating offers that will attract more diners to your restaurant.

Not a Quandoo partner yet?

Sign up to access Special Offers and many more features that will help you attract and manage bookings.





Founded in 2012, Quandoo is one of the fastest-growing restaurant reservation platforms and marketplaces that connects diners with restaurants through its intuitive website and mobile app.

Having seated 400 million+ diners in over 16,000 restaurants, Quandoo for Restaurants empowers venues to reach more diners and increase bookings. It also helps restaurants manage reservations and optimise operations through its easy-to-use reservation system.

Headquartered in Berlin, Quandoo operates in 11 countries including Germany, Austria, Switzerland, Italy, Turkey, the UK, Finland, Singapore, Australia, New Zealand and the Netherlands. Quandoo was acquired by Recruit Holdings in March 2015.

For more information, visit their <u>website</u>.



Seated over **400 million diners** via online reservations



Present in **11 countries** across Europe & APAC



Powers **16,000+ restaurants** to become bookable online