

2025 - 2026

# Promotion Promotion Calendar

**United Kingdom** 

# 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 the **UK** 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

#### **JUMP TO A MONTH**

June

July

August

2

0

7

9

7

7

September

October

November

December

January

**February** 

March

April

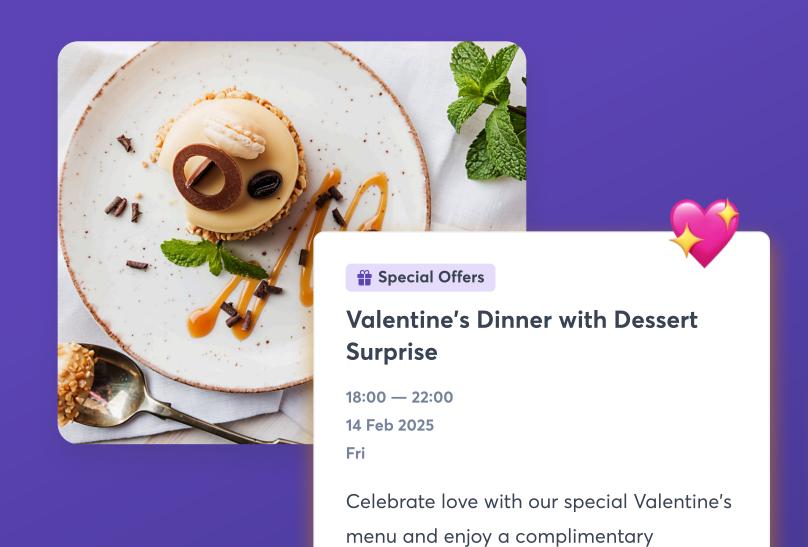
May

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: **Special Offers**.

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

#### 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

signature dessert for each guest.

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	FRI	SAT	SUN
						1 Pride Month
2	3	4	5	National Fish & Chip Day	7 Eid al-Adha	8
9	10	11	12	13	14 World Gin Day	Father's Day  Beer Day Britain
16	17	International Sushi Day  Taste of London 18 - 22 JUNE	19 World Tapas Day	20	21 Summer begins	22
23	24	25	26	27	28	29
Wimbledon 30 JUNE - 13 JULY						



Pride Month community dining events and menus

Father's Day meal packages

Fish & Chip Friday specials

Eid al-Adha feast menus or family dining packages

Gin and beer tasting experiences

All month

Change of season

## July 2025

MON	TUES	WED	THURS	FRI	SAT	SUN
	1	UEFA Women's Euro 2 - 27 JULY	3	British Grand Prix 4 - 6 JULY	5	6
World Chocolate Day	8	9	10	11	12	13
14	15	16	The British Open 17 - 20 JULY	18	19	20
21	Summer break begins	23	24 Intl. Tequila Day	Wine & Cheese Day	26	27
28	29	30 Intl. Friendship Day	31			



Chocolate dessert specials

Wine and cheese pairings

Tequila cocktail features

"Bring a friend" deals with sharing platters for groups

Summer break lunch offers

Alfresco evening dining with extended hours

## August 2025

MON	TUES	WED	THURS	FRI	SAT	SUN
				Intl. Beer Day  Edinburgh Festival Fringe 1 - 25 AUGUST	2	3
4	5	6	7	8	9	10
11	12	13	14	15	Premier League 16 AUG - 25 MAY '26	17
18	19	20	21	22	Notting Hill Carnival 23 - 25 AUGUST	24
Summer bank holiday	26	27	28	29	30	Summer break ends  National Eat Outside Day



Beer tastings and food pairings

Summer bank holiday weekend specials

End-of-summer family meal packages

Back-to-school specials

## September 2025

All month

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

Change of season



Organic September farm-totable menus

Seasonal chocolate-tasting experiences

Early autumn ingredient tasting menus

Seasonal transition cocktails and warm beverages

All-you-can-eat dumpling specials

#### October 2025

MON	TUES	WED	THURS	FRI	SAT	SUN
		1 Intl. Coffee Day World Vegetarian Day	2	Buy British Day	World Taco Day	5
6	7	8	9	10	11	12
13	14	15	16	17	18	Intl. Gin and Tonic Day
20 Diwali	21	22	23	24	World Pasta Day	26
27	28	29	30	31 Halloween		



Specialty coffee pairings and dessert combos

British produce showcase menus

Seasonal gin and tonic tasting sets

Diwali celebration feasts and sharing platters

Halloween-themed dining experiences and family events

Pasta and wine pairing menu

#### November 2025

	MON	TUES	WED	THURS	FRI	SAT	SUN
						1 World Vegan Day	2
3		4	5 Bonfire Night	6	7	8	9
10	0	11 Singles' Day	12	13	14	15	16
17	7	18	19	20	21	22	23
2	4	25	26	27	28 Black Friday	29	St. Andrews Day



Plant-based menu specials and vegan tasting experiences

Pre-holiday group booking incentives

Black Friday dining deals and voucher promotions

#### December 2025

MON	TUES	WED	THURS	FRI	SAT	SUN
British Curry Day  Darts World Championship* DEC - JAN	2	Giving Tuesday	4	5	6	7
8	9	10	11	12	13	Hanukkah begins
15	16	17	18	19	20	Winter begins
22	23	Christmas Eve	25 Christmas	26 Boxing Day	27	28
29	30	New Year's Eve				

OFFER OPPORTUNITIES

Charitable dining initiatives with donation components

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

Festive afternoon tea experiences

\*exact dates TBC

## January 2026

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



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

All month

## February 2026

MON	TUES	WED	THURS	FRI	SAT	SUN
						Six Nations* FEB - MARCH  T20 World Cup* FEB - MARCH
2	3	4	5	6	7	8
9 National Pizza Day	10	11	12	13 Galentine's Day	Valentine's Day	15
16 Ramadan begins	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 St. David's Day
British Pie Week begins	3	4	5	6	7	8 Intl. Women's Day
9	10	11	12	13	14	Mother's Day
16	St. Patricks' Day	18	19	20 Eid ul-Fitr	21 Spring begins	22
23	24	25	26	27	28	29
30						

Change of season



Specialty pies and ale pairings

Women's Day celebration events

Special Mother's Day brunch menus

Irish-inspired food and drink offers

Eid celebration feasts and family sharing platters

## **April** 2026

MON	TUES	WED	THURS	FRI	SAT	SUN
		1 April Fool's Day	2	Good Friday	4	5 Easter
6	7 World Health Day	8	Grand National 9 - 11 APRIL	10	11	12
13	14	15	16	17	18	19
20	21	Earth Day	St. George's Day	24	25	26 London Marathon
27	28	29	30			



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 Eurovision* MAY	2	3
4	5 Cinco de Mayo	6	7	8	9	10
11	12	World Cocktail Day Intl. Hummus Day	14	15	16	17
18	British Sandwich Week begins	20	21 Intl. Tea Day	22	23	24
25 Spring bank holiday	26	27	28 Intl. Burger Day	29	UEFA Champions League Final	31



Mexican cuisine specials and themed dining events

Sandwich and soup lunch deal bundles

Tea tasting sessions with sweet treat pairings

Bank holiday 3-course set menu packages

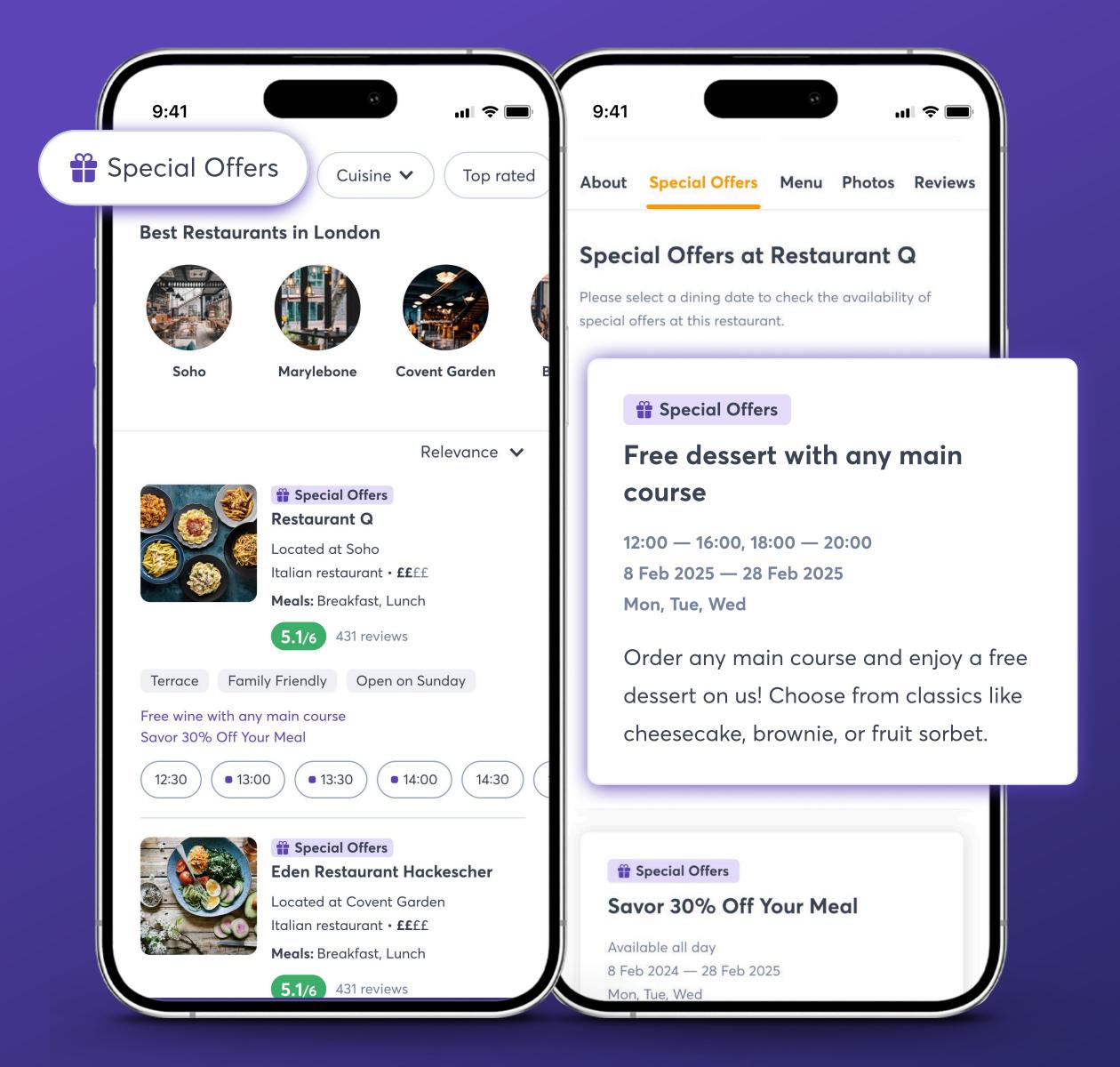
Burger meal specials with side dealst

Signature cocktail promotions

## Get your offers in front of diners

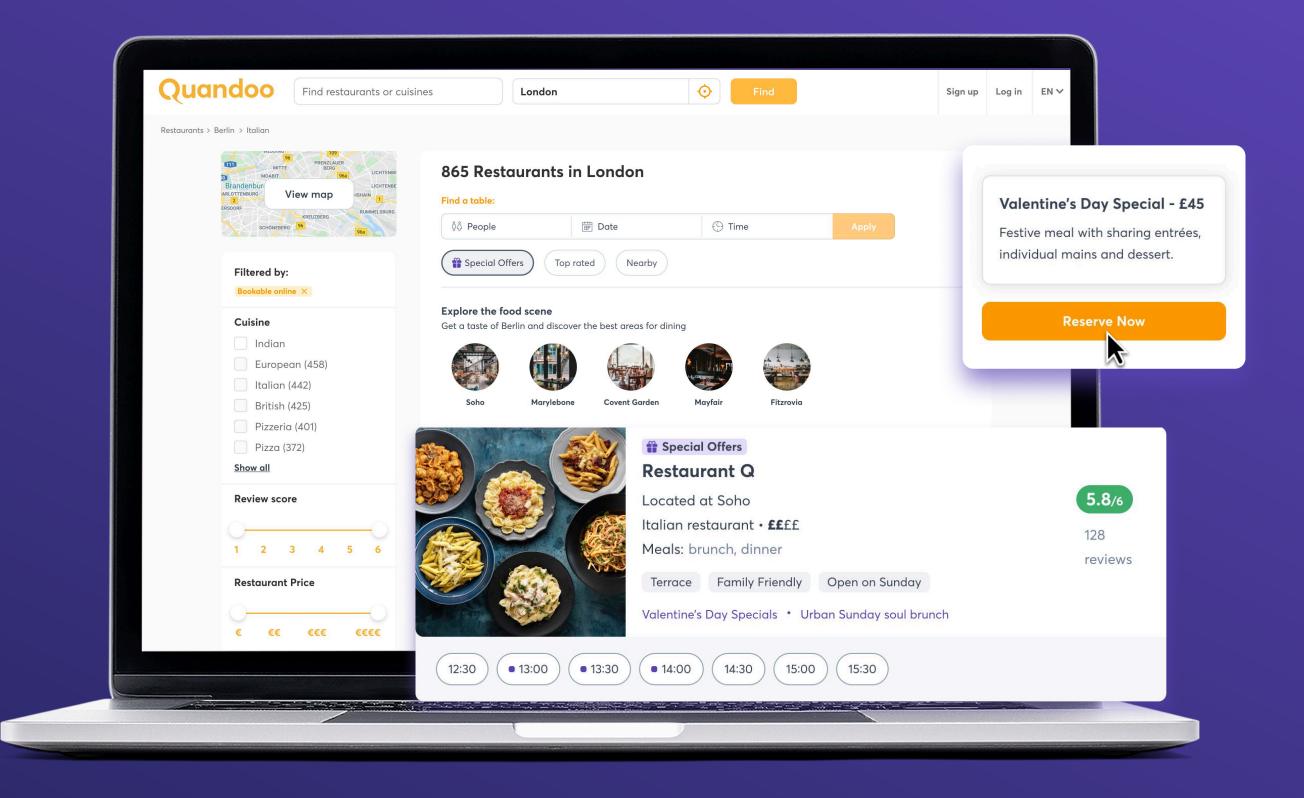
Now that you've mapped out your promotional strategy for the year, it's time to put your plan into action.

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?

<u>Sign up</u> 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>.

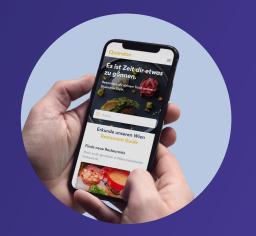


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400 million diners
via online reservations



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Powers

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