

# Planning *Christmas Food* Offers



Let's Make Christmas 2022  
Bigger Than Ever!

**Everards**  
of LEICESTERSHIRE

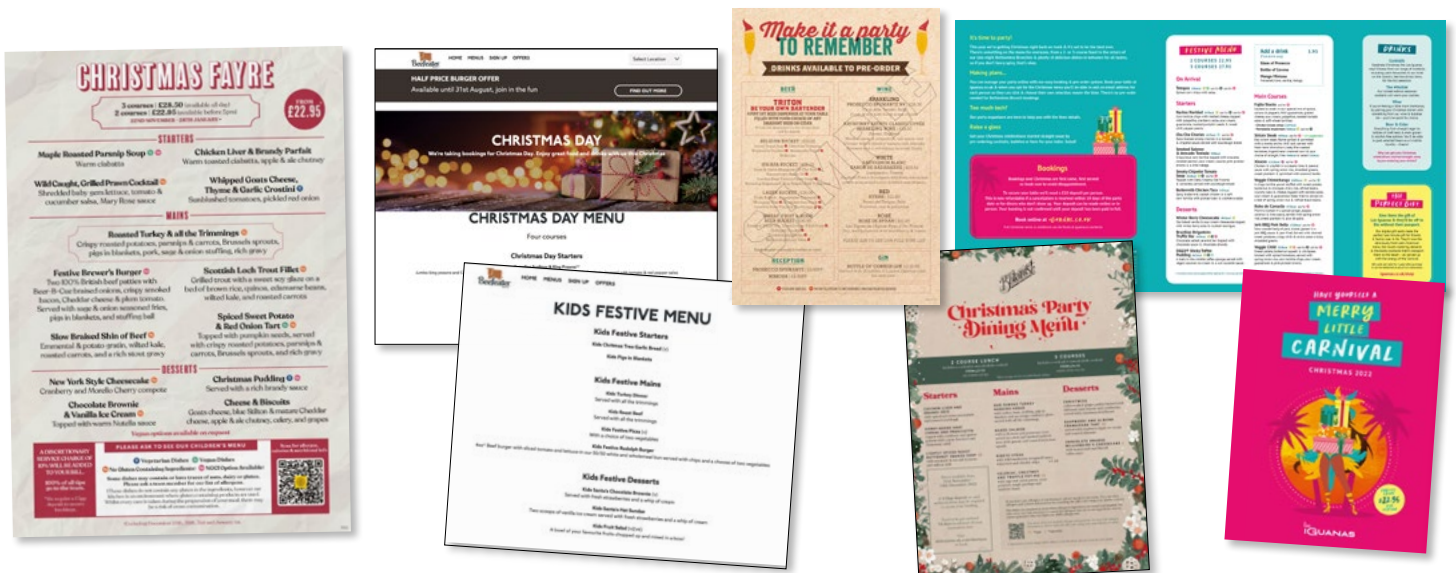


# Deciding YOUR OFFER

This year customers will be keen to celebrate Christmas with their loved ones, after the challenges of the last couple of years. Many of you shared how busy your Mother's Day & Father's Day was this year, so we know celebrating key dates with families will be popular this Christmas. However, with rising cost and less disposable income, you may want to consider what you could do to encourage as many bookings as possible with different offers, rather than just repeating your previous festive offer. Here are just a few ideas:

- **2-course & 3-course prices** - rather than just a full menu price, offer an option on courses.
- **Early booking incentive** – sparkle up their visit with free prosecco if book by a certain date
- **Cheaper offer earlier in the week** – Mon – Wed always the quieter nights, could this be a different more value deal or include other reasons to visit eg live music, festive bingo!
- **Different lunch deal to evening deal** – We have seen change in consumer habits now coming out earlier
- **Reason to return** – everyone loves a deal – hand out vouchers with Festive Bookings to come back in Jan/Feb
- **Strong headline price** – keep the headline price competitive, but where dishes have a higher cost price, add a supplement, giving customers option to spend more
- **Offer a takeaway** – very popular during lock down. Many may still want a cook at home or takeaway offer, great extra income if the kitchen can cope!
- **Drinks package** – when budgets are tight, people like to know how much they are going to spend. Why not have some drinks packages
- **Boxing Day** – over the years many have done Boxing Day Brunch which has worked well, what offer would encourage your customers out on Boxing Day?
- **Remember the kids** – happy kids, happy parents. Don't forget to promote your Children's festive offer

*Check out the competition too! Many of the big chains are already promoting their festive offers, great for getting dish and offer inspiration. Here are some we've found...*



- **Brewhouse & Kitchen** – noticed their festive offer runs until end of Jan. Have great drinks packages & buffet offer with a silver & gold price
- **Beefeater** – have a strong children's offer promoted well for Christmas
- **Botanist** – also doing drinks packages, seem very popular this year and 2-course, 3-course price
- **Miller & Carter** – offering an upgrade your festive fayre booking to include glass of prosecco
- **Vintage Inns** – have a different Boxing Day & NYD menu. Also have the supplement option on certain dishes.
- **Las Iguanas** – lots of bottomless brunch festive offers, happy hour deals & offering their festive offers until 10th Jan.



**A5 Menu**  
**571937**  
 A4 folded to A5 x 500  
 £150.00  
 (including personalisation & postage)

**10ft x 2ft Banner**  
**571944**  
 £60.00  
 (including personalisation & postage)

**A3 Book Now Poster -**  
**571951**  
 A3 x 6 £15.00  
 (including personalisation & postage)

**A1 Book Now Corex -**  
**571959**  
 £30.00  
 (including personalisation & postage)

**A3 Opening Times Poster**  
**571970**  
 A3 x 6 £10.00  
 (including postage)



## HOW TO ORDER:

Visit myEverards to order your menus & supporting POS. Find us in Products-Useful Stuff-Christmas. If you want to discuss your Festive Offer or have any queries about the Festive POS please contact: **Helen Parker, tel: 07894 093987, hp@everards.co.uk**

Bespoke designs can be created, but it will incur additional design costs.

Orders will take approximately 5 working days from sign off. P&P are included in the costs unless specified otherwise.





**A5 Menu**  
**571938**  
 A4 folded to A5 x 500  
 £150.00  
 (including personalisation & postage)

**10ft x 2ft Banner**  
**571945**  
 £60.00  
 (including personalisation & postage)



**A3 Book Now Poster -**  
**571952**  
 A3 x 6 £15.00  
 (including personalisation & postage)

**A1 Book Now Corex -**  
**571960**  
 £30.00  
 (including personalisation & postage)

**A3 Opening Times Poster**  
**571971**  
 A3 x 6 £10.00  
 (including postage)



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**571939**  
 A4 folded to A5 x 500  
 £150.00  
 (including personalisation & postage)

**10ft x 2ft Banner**  
**571946**  
 £60.00  
 (including personalisation & postage)

**A3 Book Now Poster -**  
**571953**  
 A3 x 6 £15.00  
 (including personalisation & postage)

**A1 Book Now Corex -**  
**571962**  
 £30.00  
 (including personalisation & postage)

**A3 Opening Times Poster**  
**571972**  
 A3 x 6 £10.00  
 (including postage)

	FOOD TIMES		
Monday Boxing Day			
Tuesday 27th December			
Wednesday 28th December			
Thursday 29th December			
Friday 30th December			
Saturday New Year's Eve			
Sunday New Year's Day			
Monday 2nd January			



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**571940**  
 A4 folded to A5 x 500  
 £150.00  
 (including personalisation & postage)

**10ft x 2ft Banner**  
**571947**  
 £60.00  
 (including personalisation & postage)

**A3 Book Now Poster -**  
**571954**  
 A3 x 6 £15.00  
 (including personalisation & postage)

**A1 Book Now Corex -**  
**571963**  
 £30.00  
 (including personalisation & postage)

**A3 Opening Times Poster**  
**571973**  
 A3 x 6 £10.00  
 (including postage)

	OPEN	FOOD TIMES
Monday Boxing Day		
Tuesday 27th December		
Wednesday 28th December		
Thursday 29th December		
Friday 30th December		
Saturday New Year's Eve		
Sunday New Year's Day		
Monday 2nd January		



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**571941**  
 A4 folded to A5 x 500  
 £150.00  
 (including personalisation & postage)

**10ft x 2ft Banner**  
**571948**  
 £60.00  
 (including personalisation & postage)

**A3 Book Now Poster -**  
**571955**  
 A3 x 6 £15.00  
 (including personalisation & postage)

**A1 Book Now Corex -**  
**571965**  
 £30.00  
 (including personalisation & postage)

**A3 Opening Times Poster**  
**571974**  
 A3 x 6 £10.00  
 (including postage)

Monday Boxing Day			
Tuesday 27th December			
Wednesday 28th December			
Thursday 29th December			
Friday 30th December			
Saturday New Year's Eve			
Sunday New Year's Day			
Monday 2nd January			



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**A5 Menu**  
**571942**  
 A4 folded to A5 x 500  
 £150.00  
 (including personalisation & postage)

**10ft x 2ft Banner**  
**571949**  
 £60.00  
 (including personalisation & postage)

**A3 Book Now Poster -**  
**571956**  
 A3 x 6 £15.00  
 (including personalisation & postage)

**A1 Book Now Corex -**  
**571966**  
 £30.00  
 (including personalisation & postage)

**A3 Opening Times Poster**  
**571975**  
 A3 x 6 £10.00  
 (including postage)

	FOOD TIMES		
Tuesday 27th December			
Wednesday 28th December			
Thursday 29th December			
Friday 30th December			
Saturday New Year's Eve			
Sunday New Year's Day			
Monday 2nd January			



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**571943**  
 A4 folded to A5 x 500  
 £150.00  
 (including personalisation & postage)

**10ft x 2ft Banner**  
**571950**  
 £60.00  
 (including personalisation & postage)

**A3 Book Now Poster -**  
**571957**  
 A3 x 6 £15.00  
 (including personalisation & postage)

**A1 Book Now Corex -**  
**571968**  
 £30.00  
 (including personalisation & postage)

**A3 Opening Times Poster**  
**571976**  
 A3 x 6 £10.00  
 (including postage)

	SE	FOOD TIMES
Monday Boxing Day		
Tuesday 27th December		
Wednesday 28th December		
Thursday 29th December		
Friday 30th December		
Saturday New Year's Eve		
Sunday New Year's Day		
Monday 2nd January		



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# Standard **How to book**

Having a **How To Book** feature on your festive menus ensures the process is clear to consumers, but don't forget to also share it online too. Being able to complete booking forms online, via e-mail or traditional paper form on your menu, continue that flexibility.

## RECOMMENDED TERMS & CONDITIONS TO INCLUDE:

### Payments & Deposits

Your Christmas booking with us is confirmed once we have received your non-transferable and non-refundable deposit payment. A £5 deposit per person is required, £10 for Christmas Day.

We will make sure your deposit is deducted from your final bill on the day of your event, subject to any changes/ cancellations. All outstanding balances & deposit payments must be paid on or before the day of your festive event.

### Changes & Cancellations

We understand things change & the number of guests may increase or decrease - if this happens we'll just need the final number attending your festive event at least 7 working days before your booking so we ensure that there is sufficient space. If, for whatever reason, a guest at your party can't make it, please call us & cancel at least 24 hours before you are due to arrive otherwise we will charge the full deposit amount and the same for any no-shows.

### Booking Form

Please complete our booking form & your pre-order and either drop in or email to confirm your provisional booking. All menu pre-orders must be received at least 7 days before your Christmas booking to give us plenty of time to prepare.

We recognise the importance of accurate allergen information, so if you have any specific concerns please speak to a member of our team & clearly specify with your booking.

*If you would like any amends to the How To Book & Booking Form on your Festive Menus, just let us know when ordering. Send to Helen Parker, hp@everards.co.uk*

## Standard Booking Form

If you require a pre-order of food then we recommend you include a booking form on your menu. Don't forget to offer a way to e-mail/complete online too.

<b>BOOKING FORM</b>		Please complete your guests meal choices below & your contact details, then hand this booking form with your deposit to a member of staff who will be happy to confirm your booking.											
NAME: _____		TEL: _____				DATE OF BOOKING: _____							
E-MAIL: _____		TIME OF BOOKING: _____				NO. OF GUESTS: _____							
If any of your guests have an allergy, intolerance or special dietary requirement please state below including the guests name: All deposits & pre-order required at least 7 working days before your booking:													
NAME	STARTERS				MAINS				DESSERTS				
	Starter 1 Name	Starter 2 Name	Starter 3 Name	Starter 4 Name	Main 1 Name	Main 2 Name	Main 3 Name	Main 4 Name	Dessert 1 Name	Dessert 2 Name	Dessert 3 Name	Dessert 4 Name	
Pub Name, Address & Contact Details:						Deposit Paid:							
						Date:							





# January Bounce Back

Don't wait until January to plan your bounce back offer. While you are busy in December hand out your own voucher to customers to encourage them to return in January and/or February.

Here are just a few of the most popular ideas, but any of these can be personalised to your own January bounce back offer.

## January Bounce Back cards



**£5.00**  
.....ON US.....

#### Terms & Conditions

- When you spend £25 or more in one transaction
- Excludes any other offers
  - Valid to 31-1-22
- Managers decision is final
- Subject to availability

**DOG & GUN, KEYHAM**  
Main Street, Keyham, Leicester LE7 9JQ  
Tel: 0116 259 5226

571977

### January Bounce Back

£5 off Vouchers x 200 £35.00



**FREE DESSERT**  
.....ON US.....

#### Terms & Conditions

- Free dessert with every main meal purchased over the value of £8
- Valid for up to 4 people when purchasing four main meals
  - Excludes any other offers
  - Valid to 31-1-22
- Managers decision is final
- Subject to availability

**DOG & GUN, KEYHAM**  
Main Street, Keyham, Leicester LE7 9JQ  
Tel: 0116 259 5226

571978

### January Bounce Back

Free Dessert Vouchers x 200 £35.00



**FREE HALF PINT OF TIGER**

#### Terms & Conditions

- Buy a 1/2 pint and we will top it up to a pint for FREE
  - Qualifying drink Tiger only
  - Valid to 31-1-22
- Managers decision is final
- Subject to availability
- One voucher per person.

**DOG & GUN, KEYHAM**  
Main Street, Keyham, Leicester LE7 9JQ  
Tel: 0116 259 5226

571979

### January Bounce Back

Free 1/2 Tiger Vouchers x 200 £35.00



**FREE BOTTLE OF HOUSE WINE**

**FOR TABLES OF 6 OR MORE WHEN DINING IN JANUARY**

#### Terms & Conditions

- Must spend minimum of £40 in one transaction on food.
  - Valid until 31-1-22
- Excludes any other offer
- Managers decision is final
- Subject to availability

**DOG & GUN, KEYHAM**  
Main Street, Keyham, Leicester LE7 9JQ  
Tel: 0116 259 5226

571980

### January Bounce Back

Free House Wine Vouchers x 200 £35.00

**HOW TO ORDER:** Order through myEverards. Find us in Products-Useful Stuff-Christmas section.

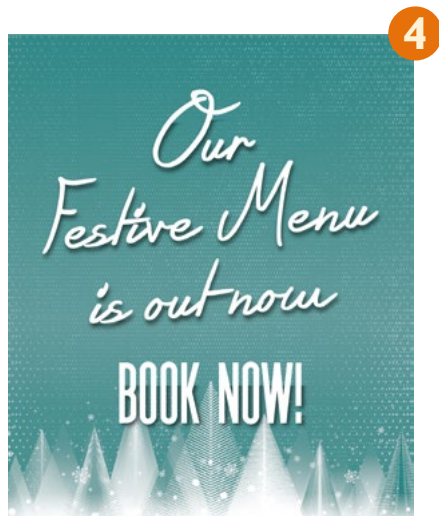


# Share it On Social

*Shout about your festive offers online.*

As well as sharing your menus online, keep things simple with some top line messages about your plans. These social assets are available for you to download from myEverards, find in 'Support – Image & Video Library'.

Here are just a few ideas! If you want any advice with marketing your offer online please speak to **Kia Ryan** ([kr@everards.co.uk](mailto:kr@everards.co.uk)) or **Zoe Alonso** ([za@everards.co.uk](mailto:za@everards.co.uk))



If you would like any further social assets for your festive offer please contact Helen Parker: [hp@everards.co.uk](mailto:hp@everards.co.uk)





# World Cup 2022

# 2022 QATAR

World Cup 2022 takes place in Qatar from 20th November to 18th December; 32 teams to compete in eight groups; England face Iran on the second day of the tournament while Wales face USA; Wales vs England on November 29

When planning your Festive offer you may wish to add a Festive Platter & Footy Deal to your offer. Although it is being held in Qatar the England matches are on at good times. Let's see if the Lions can do as well as the Lionesses!

### 572279 FIXTURE KIT

- 6 x A3 Fixture Posters
- 6 x A3 England Posters
- 6 x A3 Last 16 Matches

£5.00 (includes postage)

Order through myEverards – find in products/useful stuff



### ENGLAND MATCHES

#### Monday 21st November

England vs Iran – 1pm

#### Friday 25th November

England vs USA – 7pm

#### Tuesday 29th November

Wales vs England – 7pm

Unlike at Euro 2020, there will be a third-place play-off game on December 17. Group stage - all kick-off times in UK