

# EMAIL CONTENT IDEAS FOR RESTAURANT/BAR/CAFE

Entice customers to visit, share your emails and expand your reach to new customers.

You know it's important to regularly communicate with your audience. We know there are times when you need some inspiration of what to send out. Here you will find a few content ideas for inspiration, the link or button to design the email around so it meets your primary goal, and recommended Constant Contact templates that are a great fit for that email so you can create quickly.

CONTENT IDEAS	LINKS AND BUTTONS	TEMPLATE IDEAS
Announce changes to your food and beverage menu to drive visits and email sharing.	<ul style="list-style-type: none"> <li>See the full menu</li> <li>Make a reservation</li> <li>Share with friends and family</li> </ul>	<ul style="list-style-type: none"> <li>Restaurant Menu Updates</li> <li>Customer Product/Service News</li> </ul>
Share special promotions and menu items for an upcoming holiday (i.e., national guacamole day, mother's day) to drive visits and email sharing.	<ul style="list-style-type: none"> <li>Mark your calendar</li> <li>Make a reservation</li> <li>Share with friends and family</li> </ul>	<ul style="list-style-type: none"> <li>Restaurant Specials</li> <li>Restaurant News</li> <li>Banner Promotion</li> </ul>
Share local community news and your commentary to stay connected with customers and drive email sharing.	<ul style="list-style-type: none"> <li>See the full story</li> <li>Share with friends and family</li> </ul>	<ul style="list-style-type: none"> <li>Restaurant News</li> </ul>
Share cooking tips or recipes from you or your staff to stay connected with customers and drive email sharing.	<ul style="list-style-type: none"> <li>Download recipe</li> <li>See more recipes</li> <li>Share with friends and family</li> </ul>	<ul style="list-style-type: none"> <li>Restaurant News</li> <li>Product/Service Showcase</li> </ul>
Share news happening at your restaurant (i.e., new décor, staff, reviews, popular items).	<ul style="list-style-type: none"> <li>See more pictures</li> <li>Leave a review</li> <li>Share with friends and family</li> </ul>	<ul style="list-style-type: none"> <li>Restaurant News</li> <li>Product/Service Showcase</li> </ul>

# Take advantage of the upcoming seasons by sharing new menu items, specials, gift ideas and tips related to:

WINTER	SPRING	SUMMER	FALL
<p>Suggest coming in to get comfort from the cold and feature heartier entrées, soups or drinks. Help customers with the busyness of the holidays by offering takeout holiday meals and dine in specials. Offer your space for family and company holiday parties.</p>	<p>Promote new menu items that focus on lighter fare like salads, new vegetables and fruity drinks or desserts. Offer your space for special occasions happening like weddings, high school proms and college graduations.</p>	<p>Promote new fresh summer menu items like frozen drinks. Let your audience know of local festivals or other community events you're participating in.</p>	<p>Share new fall menu items like pumpkin pie or ginger beer. Let customers know what you'll be doing for fall happenings like Halloween and football.</p>
<p><b>December</b></p> <ul style="list-style-type: none"> <li>National Egg Nog Month</li> <li>National Fruitcake Month</li> <li>National Pear Month</li> <li>Hanukkah</li> <li>Safe Toys and Gifts Month</li> <li>Bartender Appreciation Day</li> <li>Chocolate Covered Anything Day</li> <li>National Maple Syrup Day</li> <li>Christmas</li> <li>Boxing Day</li> <li>National Sangria Day</li> </ul> <p><b>January</b></p> <ul style="list-style-type: none"> <li>Hot Tea Month</li> <li>New Year's Day</li> <li>National Thank You Month</li> <li>Be Kind to Food Servers Month</li> <li>International Creativity Month</li> <li>International New Year's Resolution Month for Business</li> <li>Oatmeal Month</li> <li>Shape Up US Month</li> <li>National Soup Month</li> </ul> <p><b>February</b></p> <ul style="list-style-type: none"> <li>Hot Breakfast Month</li> <li>Cherry Month</li> <li>Bake For Family Fun Month</li> <li>Heart Month</li> <li>Family Day</li> </ul>	<p><b>March</b></p> <ul style="list-style-type: none"> <li>National Nutrition Month</li> <li>National Peanut Month</li> <li>Red Cross Month</li> <li>National Craft Month</li> <li>Music in Our Schools Month</li> </ul> <p><b>April</b></p> <ul style="list-style-type: none"> <li>Earth Awareness Month</li> <li>National Grilled Cheese Month</li> <li>World Party Day</li> <li>Easter</li> <li>National Coffee Cake Day</li> <li>National Caramel Popcorn Day</li> <li>National Beer Day / New Beer's Eve</li> <li>National Blueberry Pie Day</li> <li>National Shrimp Scampi Day</li> <li>National Oatmeal Cookie Day</li> <li>National Siblings Day</li> </ul> <p><b>May</b></p> <ul style="list-style-type: none"> <li>Military Appreciation Month</li> <li>National Barbecue Month</li> <li>Mother's Day</li> <li>National Hamburger Month</li> <li>National Strawberry Month</li> <li>National Waiters and Waitresses Day</li> <li>Victoria Day</li> </ul>	<p><b>June</b></p> <ul style="list-style-type: none"> <li>Country Cooking Month</li> <li>Lemon and Mango Month</li> <li>National Candy Month</li> <li>National Fresh Fruit and Vegetable Month</li> <li>National Frozen Yogurt Month</li> <li>Father's Day</li> <li>National Iced Tea Month</li> <li>National Soul Food Month</li> <li>National Steakhouse Month</li> </ul> <p><b>July</b></p> <ul style="list-style-type: none"> <li>National Berry Month</li> <li>National Blueberries Month</li> <li>Independence Day</li> <li>National Grilling Month</li> <li>National Hot Dog Month</li> <li>National Ice Cream Month</li> <li>National Picnic Month</li> <li>Canada Day</li> </ul> <p><b>August</b></p> <ul style="list-style-type: none"> <li>National Sandwich Month</li> <li>National Catfish Month</li> <li>National Panini Month</li> <li>Family Meals Month</li> <li>International Beer Day</li> <li>National Soft Ice Cream Day</li> <li>National Lemonade Day</li> <li>Franchise Appreciation Day</li> </ul>	<p><b>September</b></p> <ul style="list-style-type: none"> <li>Better Breakfast Month</li> <li>National Chicken Month</li> <li>Labor Day</li> <li>National Honey Month</li> <li>Random Acts Of Kindness Day</li> <li>National Cheese Pizza Day</li> <li>National Chocolate Milkshake Day</li> <li>Stand Up To Cancer Day</li> </ul> <p><b>October</b></p> <ul style="list-style-type: none"> <li>National Caramel Month</li> <li>National Chili Month</li> <li>National Cookie Month</li> <li>National Pizza Month</li> <li>Breast Cancer Awareness Month</li> <li>National Taco Day</li> <li>Do Something Nice Day</li> <li>National Dessert Day</li> <li>Take Your Parents To Lunch Day</li> <li>National Chocolate Day</li> <li>Halloween</li> </ul> <p><b>November</b></p> <ul style="list-style-type: none"> <li>Banana Pudding Lovers Month</li> <li>Georgia Pecan Month</li> <li>Peanut Butter Lovers Month</li> <li>Vegan Month</li> <li>National Sandwich Day</li> <li>Thanksgiving</li> <li>National Eating Healthy Day</li> <li>National French Toast Day</li> <li>Small Business Saturday</li> </ul>

WINTER-THEMED TEMPLATES	SPRING-THEMED TEMPLATES	SUMMER-THEMED TEMPLATES	FALL-THEMED TEMPLATES
<ul style="list-style-type: none"> <li>Valentine Hearts</li> <li>Valentine Roses</li> <li>Boxing Day - Canada</li> <li>Christmas Card</li> <li>Family Day</li> <li>Holiday Berry</li> <li>Holiday Card</li> <li>Holiday Elegant</li> <li>Holiday Snowman</li> </ul>	<ul style="list-style-type: none"> <li>Happy Victoria Day</li> <li>Easter</li> <li>St. Patrick's Day Card II</li> <li>Earth Day</li> </ul>	<ul style="list-style-type: none"> <li>Happy July 4th</li> <li>Happy Independence Day</li> </ul>	<ul style="list-style-type: none"> <li>Happy Halloween</li> <li>Happy Labor Day</li> <li>Labour Day - Canada</li> <li>Thanksgiving</li> <li>Thanksgiving - Canada</li> </ul>