



SMITTY'S CANADA INC.

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BULLETIN #17/21

DATE: January 27, 2021
TO: All Franchisees & Corporate Managers
FROM: Cheryl Palamar, Director of Marketing
RE: **February Promotional Planners**

This February, we have several opportunities to invite guests to join us at Smitty's- whether in the dining room, or through Take-Out/Delivery. Please review the attached promotional planners for these great campaigns that are running in the first weeks of February.

- 1) February 7th – Super Bowl Sunday!
 - a. A stellar opportunity for food and drink specials on any channel, plus a lively atmosphere in the dining room and lounge!
- 2) February 14th – Valentine's Day
 - a. Love is in the air with brunch specials, including Caesars and mimosas!
- 3) February 15th – Family Day
 - a. Canada's Family Restaurant welcomes dine-in guests for our first double points campaign with my Smitty's Rewards
 - b. Some great options for all channels to celebrate, including free pancake mix in take-out and delivery orders over \$15
- 4) February 15th – Pancake Day
 - a. Extension of the Double Points offer with MySmitty's Rewards to all dine-in guests
 - b. Celebrating with a social contest all week
 - c. Free Pancake mix in take-out orders over \$15

These planners are intended to help you execute a successful campaign. Deliverable assets will be available on in the Marketing Library on the Franchise Portal 4-7 days prior to the launch date of each program. Should you have any questions do not hesitate to contact me at cpalamar@smittys.ca.

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Cheryl Palamar

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Director of Marketing