



# THEME DAYS CALENDAR

## OCTOBER - DECEMBER 2021

### OCTOBER

#### All units - Lucky Plate Thursday

Lucky Plate Thursday rewards our customers for buying Mellors food and encourages more people to try a meal.

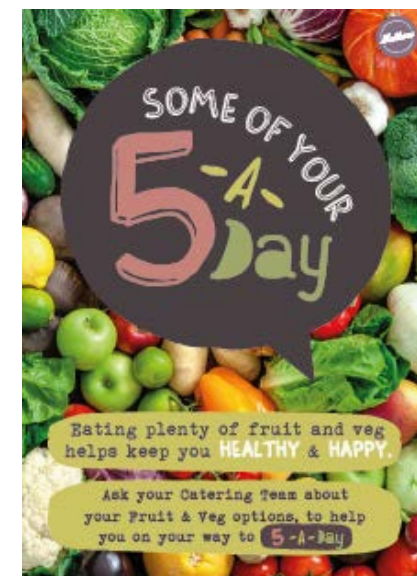
Each Thursday, one or more people will win either a prize or a free meal if their plate, tray or take away box has a 'You're a winner' sticker on it.



### NOVEMBER

#### Business & Industry units - Healthy Eating 5-a-Day

This day is all about getting customers interested in eating fruit and veg and excited about trying new things.



### NOVEMBER

#### Primary & Secondary School units - Magic Muffin Fairy

Magic Muffin Fairy gives customers the opportunity to nominate a pupil or member of staff to receive a free muffin and a letter from the 'Magic Muffin Fairy'.

This could be a gift because they've achieved something great or simply to cheer them up.



### DECEMBER

#### All units - Christmas Lunch

At Mellors, we love Christmastime! We get to spread Christmas cheer to all of our customers by cooking a delicious Christmas lunch.





# THEME DAYS CALENDAR

## JANUARY - APRIL 2022

### JANUARY

#### All units - Great Mellors Bake off

Mellors and baking are a match made in heaven and we want to show off the home bake recipes with this Theme Day.

This is all about showing off the baking talents of our teams and providing delicious treats, both healthy and a bit naughty.



### FEBRUARY

#### All units - Alarm clock Monday

Alarm Clock Monday is a great competition to reward customers who already take advantage of the Mellors offering.

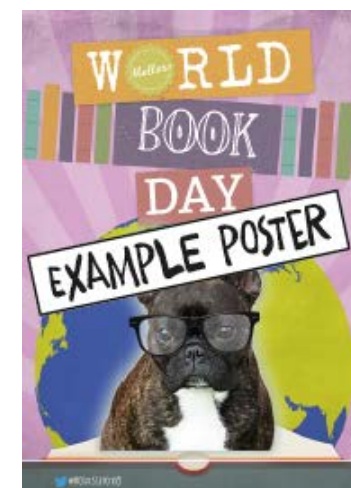
Every Monday one or more lucky customer will get their meal for free, or win a prize, simply by being at the counter/till when the alarm goes off.



### MARCH

#### Primary & Secondary School units - World Book Day

World Book Day is a global celebration of literature specifically aimed at encouraging as many children as possible to take up reading. It's the perfect opportunity to link what we serve for lunch with the curriculum taking place in school.



### MARCH

#### Business & Industry units - National Breakfast Week

7<sup>th</sup> - 11<sup>th</sup> March 2022

This week is to encourage people to eat a healthy breakfast and about teaching customers about why breakfast is such an important meal.



### APRIL

#### All units - Healthy Eating - Fresh Fruit Friday

This day is designed to encourage everyone to eat more fruit and to try fruit they've never had before. It's the perfect opportunity to teach customers about seasonality. Banana, grapefruit, pomegranate and rhubarb are all in season in April.







# THEME DAYS CALENDAR

## JANUARY - APRIL 2022

### MAY

#### Primary & Secondary School units - Eat to Ace Your Exams

While studying for exams it can be far too easy to skip meals, snack on junk food and drink caffeine-laden drinks.

This Theme Day is designed to encourage pupils to eat more healthily to ensure they fuel their bodies correctly for effective revising and performing well in their exams.

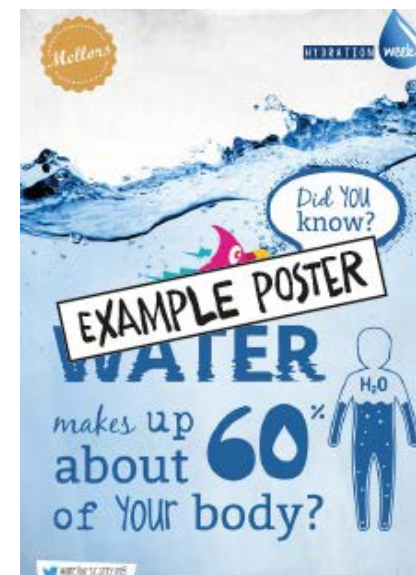


### JUNE

#### All units - Nutrition & Hydration Week

13<sup>th</sup>-17<sup>th</sup> June

This is a week to promote the benefits of a nutritionally balanced diet and ensuring you stay hydrated. This is a great way of promoting healthy eating in fun and innovative ways.



### MAY

#### Business & Industry units - Lucky Plate Thursday

Lucky Plate Thursday rewards our customers for buying Mellors food and encourages more people to try a meal.

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### JULY

#### All units - Wimbledon Tennis Ball Hunt

4<sup>th</sup>-8<sup>th</sup> July

To celebrate Wimbledon fortnight we're running a competition for our customers. Find the hidden tennis balls in the dining room to win a prize!

