



CORE THEME CULINARY PROGRAMS



SUPERFOOD



CULINARY INNOVATION



MONTHLY MARKETING PLANNING

MONTH

December 2025

THEME

Seasons Eatings

FORLIFE NUTRITION & SEASONAL AFFECTIVE DISORDER

During the month of December, we are highlighting warm and cozy meals featuring whole foods and nutrients like omega-3 fats and vitamin D that can help brighten up the colder winter days.

POP-UPS

- Sweet Graffiti (12/3)
- Collaboration w/ Jefferies
- Hanukkah (12/16)
- Christmas (12/17)
- Kwanzaa (12/18)

Thrive Promotion

- Exclusive Mobil Items (12/10)
- Swag Giveaway (12/15)

NATIONAL FOOD HOLIDAYS

Brownie Day (12/8)	Cupcake Day (12/15)
Cookie Day (12/4)	Maple Syrup Day (12/17)
	Bacon Day (12/30)

LIMITED TIME OFFERS

- Maple Glazed Chicken Apple Sausage Hash
- Brussels Sprout Caesar, Frisee, Crispy Lardons, Soft Egg
- Turkey Panini
- Tuscan Ribollita, Garlic Bread Croutons
- 50CUT Chopped Cheese

ACTIVATION

- Thrive Mobil Ordering App Rollout: (12/15)

BREAKFAST SPECIALS

- Chai Spiced Oat Pancakes
- Honey Chai Spiced Granola
- Matcha Chia Pudding
- Spinach, Avocado, Apple, Green Tea, Honey Smoothie
- Blended Matcha Milk Smoothie
- Green Tea Berry Smoothie

R/A