

CORE THEME CULINARY PROGRAMS



SUPERFOOD



Tea contains antioxidants which are credited with a variety of health benefits by protecting the body against free radicals.

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

Excusive Mobil Items (12/10)

Swag Giveaway (12/15)

NATIONAL FOOD HOLIDAYS

Brownie Day (12/8)

Cookie Day (12/4)

Cupcake Day (12/15)

Maple Syurp 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