



Holiday Gift Cards and POP

Starting on October 14, restaurants will be auto-shipped (60) table decals and (2) door clings from the DC promoting gift card sales and upcoming Holiday hours. These elements should be posted on **October 28**, replacing the Pepsi or Loyalty door clings as well as Loyalty table decals (where applicable).

Item #1113 – Holiday Hours Door Cling

AND

Table Decals



Side 1 –

facing the outside of the restaurant



Side 2 –

facing the inside of the restaurant



Additionally, starting on October 14, any restaurant or operator ordering gift cards will automatically receive holiday-themed gift cards.

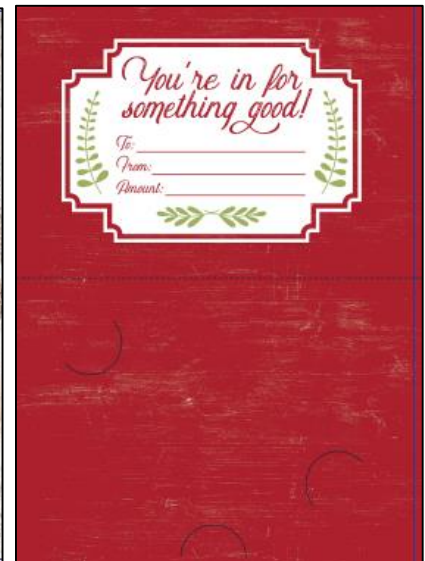


Front



Back

And finally, to accompany the holiday gift cards, there are now holiday-themed gift card envelopes available to order at the DC. Envelopes are in packs of 50 and cost \$7.50 per pack. To order, simply use the item #1107.





October Menu Change – Mini Menus

Our new table menus are in production for our upcoming menu change on October 31. As a result of the multiple menu versions, it is cost prohibitive to pre-print and stock the corresponding mini menu format at the DC without prior sales orders. We want to be as efficient as possible with your money and therefore we are taking orders for mini menus. If you would like to order mini menus to match your restaurants' table menu version, please complete the attached order form by **Friday, October 12**. One pack contains 100 menus. Please send the completed order form to Housespecials@huddlehouse.com.

This is the only time until the next menu printing, (in late April) that we will be printing price-tiered mini menus, so if you do not **order now** you will not have any priced mini menus to hand out in your restaurants, to place with To Go orders, or to be used in LSM for approximately the next six months. We strongly urge everyone to order now. The final cost is based on quantity and will be determined once all orders are submitted. We are estimating around \$30 a pack, but it could be less: the more orders we get the lower the cost will be.

However, we will print an allotment of **non price-pointed** mini menus that will be stocked at the DC. More information about ordering those will be available soon.

Reader Board Messages: October 8-21

Update your reader board messages to reflect the value and LTO messages below. Use **red** lettering where noted to add extra emphasis to the message.

Value Side- System W/Value
STRAWBERRY
WAFFLE
COMBO
W/ DRINK \$4.99

Value Side- \$5 Combo
BACON EGG +
CHEESE
BISCUIT
COMBO \$5

Value Side- ALL
PULLED PORK
STUFFED
HASHBROWNS
TOUCHDOWN

LTO Side- ALL
TRY OUR NEW
FRIED OREOS!

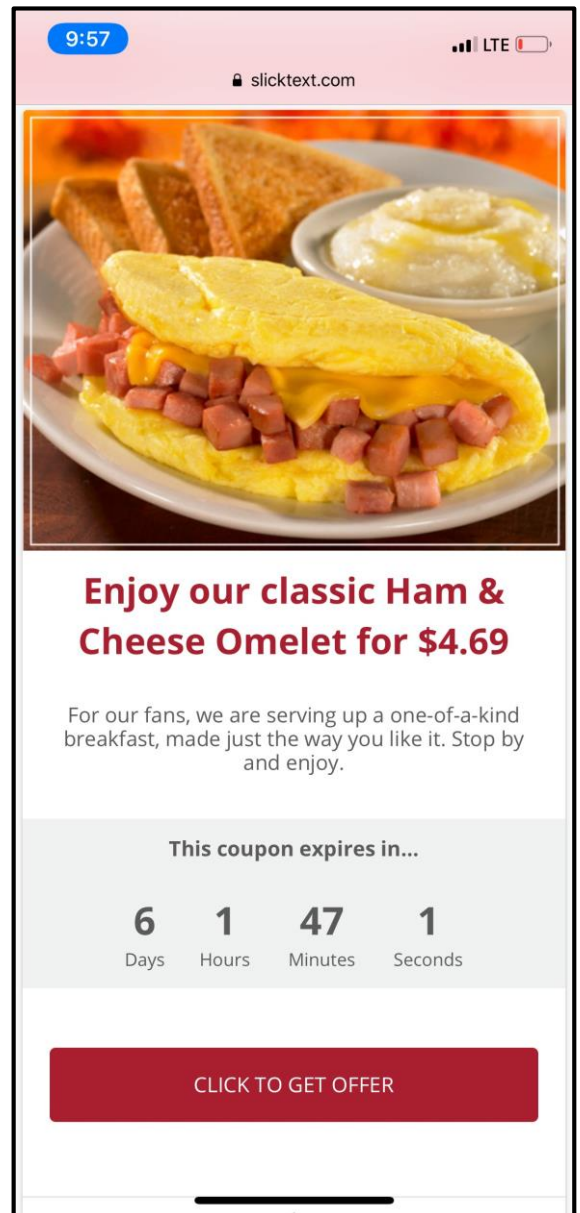


All Things Digital

10/5 – Text Blast – We will send a coupon for a Ham & Cheese Omelet at a price of \$4.69. Offer will expire on October 7. Text copy is below.

Nothing beats a classic for breakfast. Enjoy our Fan Favorite Ham & Cheese Omelet for just \$4.69, Today through Sunday, 10/7 at Huddle House.

This image will be the one that guests show for the offer.





Let's Get Social

10/1 – Facebook/Twitter

10/1
Facebook
Twitter

Cover Image:
Stuffed Hashbrowns

Type
Cover Image





10/1 – Facebook/Twitter/Instagram

10/1
Facebook
Instagram
Twitter

Kids Eat Free

Type
Image



Post Copy:
We've got Dinner covered for you and your family. Kids eat FREE* Mondays and Tuesdays at Huddle House. *With purchase of an Adult entree. At participating locations only.




10/3 – Facebook/Twitter/Instagram


10/3
Facebook
Instagram
Twitter

Breast Cancer Awareness

Type
Image



Post Copy:
For every like or share we receive this week, we will donate \$1* to a mentioned organization by our Huddle family. *Up to \$1,000. Comment a Breast Cancer organization that has made an impact in your life and help us spread the word.




10/5 – Facebook/Twitter/Instagram


10/5
Facebook
Instagram
Twitter

Friday Night Football

Type
Image



Post Copy:
Celebrate your Friday night win with our homestyle dinners, big enough to feed your all star.




10/8 – Facebook/Twitter/Instagram

10/8
Facebook
Instagram
Twitter


Pit Smoked Pulled Pork

Type
Carousel



Post Copy:
Get it while it's hot! Try our new Pit Smoked Pulled Pork, any way you'd like it.

- Image/Headline 1: All new at Huddle House
- Image/Headline 2: Just \$6.99!
- Image/Headline 3: With all the fixins'
- Image/Headline 4: Pulled pork piled high
- Image/Headline 5: At Huddle House



10/8 – Instagram Story

10/8
Instagram
Story

\$6.99 Pulled Pork Sandwich

Type
Instagram
Story



Post Copy:
NOW, THAT'S A TASTY DEAL. ONLY AT HUDDLE HOUSE