

Christmas Menu Support

2025



Planning Your Festive Food Offer

What better place to celebrate Christmas than the local pub – right at the heart of the community? Whether you're going all-out with a full festive menu or adding a few seasonal twists, this brochure is here to help.

We've created 6 festive design templates to inspire you. Each one includes a mix of offer and event ideas, and can be fully personalised to suit your venue.

As you plan, don't forget:

- **Suppliers** are a great source of menu ideas and ingredients.
- **Check out the competition** to see their ideas on pricing and promotions.

Here's a snapshot of what we've found others are doing already for this year:

Hungry Horse

- £10 voucher for customers who book before 31st October
- Christmas Day & children's menus to attract families
- *Breakfast with Santa* – a great footfall driver
- Using **QR codes** for easy bookings & sharing more info

Vintage Inns

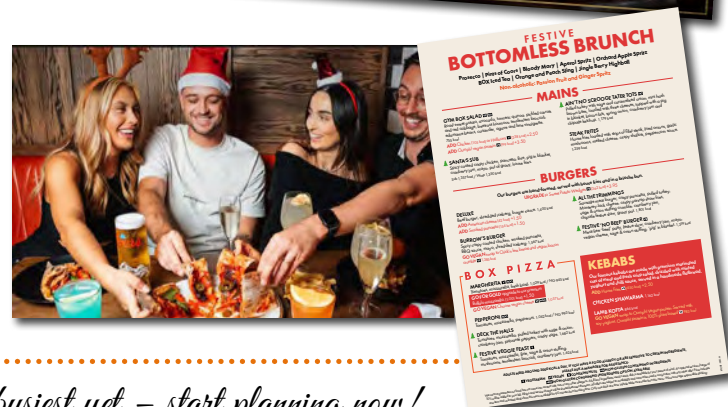
- Promoting Festive, Boxing Day, NYE & Christmas Day menus
- Free drink with Christmas Day bookings – small gestures = big impact

BOX

- **Bottomless Festive Brunch** as an alternative to traditional parties
- Perfect for office bookings and social groups

Fullers

- Promoting festive offers early
- Using a **simple enquiry form** to collect guest info and follow up later when their festive menu is ready



Let's make this Christmas your busiest yet – start planning now!

Planning Your Festive Events

It's not just about your food offer - festive events are a great way to give customers a reason to return throughout the season.

Here are just a few inspiring ideas from last year (there were so many great ones, we couldn't fit them all in!). For advice or support, speak to your fellow business owners on the Everards Connect Facebook group, your BRM, or Helen Parker.

Could you run any of these?

- **Festive Quiz Night**

Always a crowd-pleaser- just look how popular it was at The Beeswing!

- **Light Switch-On Event**

If your town doesn't have one, host your own! The White Horse in Quorn were involved in their towns light switch on and that was a huge success.

- **Christmas Market**

Have a large car park or function room? The Soar Bridge Inn hosted one with great turnout.

- **Breakfast with Santa**

A festive family favourite. The Fairfield and Royal Oak (Kirby Muxloe) had great success- Rosie the pony even joined in!

- **Sip & Paint**

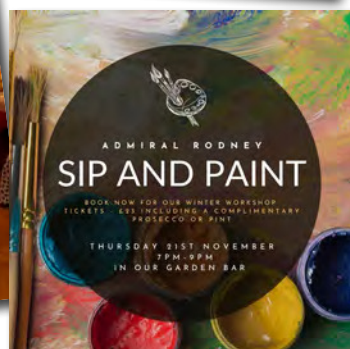
The Admiral Rodney hosts these in their function room - how about a Christmas card painting afternoon?

- **Wreath Making**

Partner with a local florist—this was a hit at the Royal Oak Kirby Muxloe.

- **Bottomless Festive Brunch**

Popular year-round, but even better with live music!
A winning combo at the Greendale Oak.



Planning Your Festive Events

• Your Own Gift Vouchers

The perfect Christmas Present for those customers who don't know what to buy for a loved one! See later in this brochure on how to order. Love this post at the Bulls Head Ratby.

• Social Media Giveaway

Run a simple "tag & share" competition. The Admiral Rodney's free lunch promo gained great engagement.

• Festive Singalong

Christmas Eve singalongs and carols around the tree went down a treat at the Soar Bridge Inn and Black Horse Aylestone.

• Live Music on Quiet Weekends

Boost quieter November/December weekends with live music- like the Sunday Roast sessions at the White Horse Quorn.

• Festive Fun Nights

Karaoke, singalongs, bingo or disco- The Stamford Arms are pros at creating fun, festive evenings.

• January Events – Promote Early!

Start building interest in December. We loved the Turkey & Tinsel evening at the Black Horse Aylestone and Burns Night menu at Soar Bridge Inn.

• January Bounce-Back Offers

No one says no to a free £5! The Stamford Arms got a fantastic response - great photo, great reminder! See later in this brochure on how to get yours.

• Community-Focused Events

The White Horse Quorn ran a beautiful festive lunch for those in need- a brilliant way to support your local community.

Want help planning your event?

Reach out - we're here to support you.



Promote Your Festive Offer Online

Social Media

When you order menus, we'll send you ready-made Facebook assets to promote your offer.

- Don't forget to update your website!
- Set a reminder to remove festive content in January.

Website Tips

Need help with your site?

We hold URL details for every pub and can share them with your web provider.

Or try Birdhouse Design...

- they build easy-to-manage websites for pubs.
 - From just £120/year (plus setup).
- 01530 837333 or info@birdhouse.co.uk

Already have a website? Give it a festive makeover:

- **Create a Christmas Page**

Highlight menus, offers, pricing & how to book.

- **Festive Visuals**

Use high-quality photos of decorations, dishes & past events.

- **Mobile Friendly**

Make sure your site works perfectly on phones & tablets.

- **Boost Your SEO**

Use keywords like “Christmas party in [your town]” or “festive menu near me.”

- **Add Online Booking**

Use tools like OpenTable to take bookings 24/7.

- **Email Marketing**

Send festive promos to your existing customer list.

- **Engage on Social**

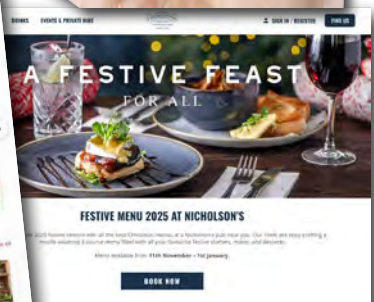
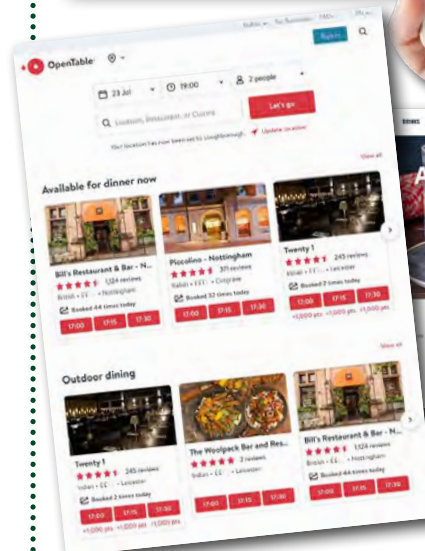
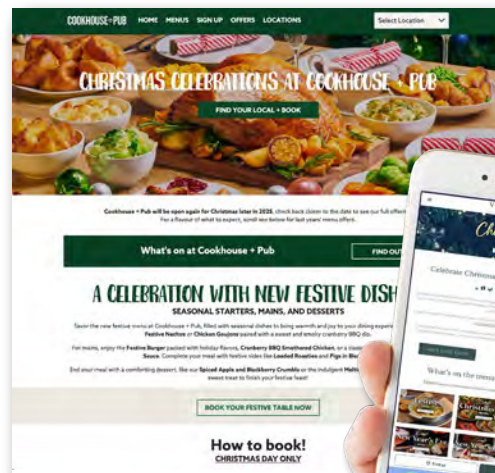
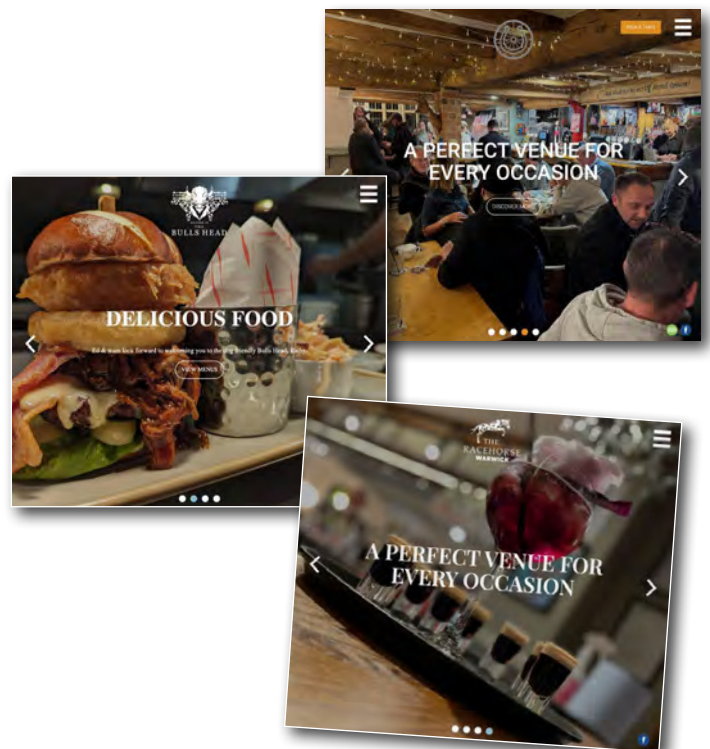
Post regularly, run festive contests & share behind-the-scenes prep.

- **Partner Locally**

Team up with local businesses to widen your reach.

- **Incentivise Early Bookings**

Offer early bird deals or extras to encourage advance reservations.





A5 Menu (inner)

A5 Menu (cover)



A1 or A3 Book Now Christmas poster



A3 Christmas Opening Times poster



FREE Facebook advert asset



10ft x 2ft Vinyl Banner

571614 A5 Menu

A4 folded to A5 x 200 **£75.00**
(includes postage, personalisation & printing)

571615 A5 Menu

A4 folded to A5 x 500 **£115.00**
(includes postage, personalisation & printing)

571616 10ft x 2ft Vinyl Banner

£60.00 per banner
Other sizes available upon request. + postage. One off £15 charge for postage for however many waterproof posters, banners, corex you order.

571617 A1 Book Now waterproof poster

£20.00 per poster
Great for a-boards. Other sizes available upon request. (for a-boards + postage). One off £15 charge for postage for however many waterproof posters, banners, corex you order.)

571618 Book Now (4) & Opening Times (2) A3 posters

A3 x 6 **£21.00**
(includes postage, personalisation & printing)

HOW TO ORDER:

Visit myEverards to order your menus & supporting POS. Find us in Products – Useful Stuff – Christmas.
Upon order Helen will contact you to get your menu information. If you want more details and support contact **Helen Parker hp@everards.co.uk. Tel: 07894 093987**
From sign-off of your festive menus please allow up to 5 working days for delivery.



A5 Menu (cover)



A5 Menu (inner)



A1 or A3 Book Now Christmas poster



A3 Christmas Opening Times poster



FREE Facebook advert asset



10ft x 2ft Vinyl Banner

571621 A5 Menu

A4 folded to A5 x 200 **£75.00**
(includes postage, personalisation & printing)

571620 A5 Menu

A4 folded to A5 x 500 **£115.00**
(includes postage, personalisation & printing)

571622 10ft x 2ft Vinyl Banner

£60.00 per banner
Other sizes available upon request. + postage. One off £15 charge for postage for however many waterproof posters, banners, corex you order.

571623 A1 Book Now waterproof poster

£20.00 per poster
Great for a-boards. Other sizes available upon request. (for a-boards + postage). One off £15 charge for postage for however many waterproof posters, banners, corex you order.)

571624 Book Now (4) & Opening Times (2) A3 posters

A3 x 6 **£21.00**
(includes postage, personalisation & printing)

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Upon order Helen will contact you to get your menu information. If you want more details and support contact **Helen Parker hp@everards.co.uk. Tel: 07894 093987**

From sign-off of your festive menus please allow up to 5 working days for delivery.



A5 Menu (cover)



A5 Menu (inner)



A1 or A3 Book Now Christmas poster



A3 Christmas Opening Times poster



FREE Facebook advert asset



10ft x 2ft Vinyl Banner

571627 A5 Menu

A4 folded to A5 x 200 **£75.00**
(includes postage, personalisation & printing)

571626 A5 Menu

A4 folded to A5 x 500 **£115.00**
(includes postage, personalisation & printing)

571628 10ft x 2ft Vinyl Banner

£60.00 per banner
Other sizes available upon request. + postage. One off £15 charge for postage for however many waterproof posters, banners, corex you order.

571629 A1 Book Now waterproof poster

£20.00 per poster
Great for a-boards. Other sizes available upon request. (for a-boards + postage). One off £15 charge for postage for however many waterproof posters, banners, corex you order.)

571630 Book Now (4) & Opening Times (2) A3 posters

A3 x 6 **£21.00**
(includes postage, personalisation & printing)

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A5 Menu (cover)



A5 Menu (inner)



A1 or A3 Book Now Christmas poster



A3 Christmas Opening Times poster



FREE Facebook advert asset



10ft x 2ft Vinyl Banner

571633 A5 Menu

A4 folded to A5 x 200 **£75.00**
(includes postage, personalisation & printing)

571632 A5 Menu

A4 folded to A5 x 500 **£115.00**
(includes postage, personalisation & printing)

571634 10ft x 2ft Vinyl Banner

£60.00 per banner
Other sizes available upon request. + postage. One off £15 charge for postage for however many waterproof posters, banners, corex you order.

571635 A1 Book Now waterproof poster

£20.00 per poster
Great for a-boards. Other sizes available upon request. (for a-boards + postage). One off £15 charge for postage for however many waterproof posters, banners, corex you order.)

571636 Book Now (4) & Opening Times (2) A3 posters

A3 x 6 **£21.00**
(includes postage, personalisation & printing)

HOW TO ORDER:

Visit myEverards to order your menus & supporting POS. Find us in Products - Useful Stuff - Christmas.

Upon order Helen will contact you to get your menu information. If you want more details and support contact **Helen Parker hp@everards.co.uk. Tel: 07894 093987**

From sign-off of your festive menus please allow up to 5 working days for delivery.



A5 Menu (cover)



A5 Menu (inner)



A1 or A3 Book Now Christmas poster



A3 Christmas Opening Times poster



FREE Facebook advert asset



10ft x 2ft Vinyl Banner

571948 A5 Menu

A4 folded to A5 x 200 **£75.00**
(includes postage, personalisation & printing)

571947 A5 Menu

A4 folded to A5 x 500 **£115.00**
(includes postage, personalisation & printing)

571949 10ft x 2ft Vinyl Banner

£60.00 per banner
Other sizes available upon request. + postage. One off £15 charge for postage for however many waterproof posters, banners, corex you order.

571950 A1 Book Now waterproof poster

£20.00 per poster
Great for a-boards. Other sizes available upon request. (for a-boards + postage). One off £15 charge for postage for however many waterproof posters, banners, corex you order.)

571951 Book Now (4) & Opening Times (2) A3 posters

A3 x 6 **£21.00**
(includes postage, personalisation & printing)

HOW TO ORDER:

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Upon order Helen will contact you to get your menu information. If you want more details and support contact **Helen Parker** hp@everards.co.uk. Tel: 07894 093987

From sign-off of your festive menus please allow up to 5 working days for delivery.



A5 Menu (cover)



A5 Menu (inner)



A1 or A3 Book Now Christmas poster



A3 Christmas Opening Times poster



FREE Facebook advert asset



10ft x 2ft Vinyl Banner

571934 A5 Menu

A4 folded to A5 x 200 **£75.00**
(includes postage, personalisation & printing)

571933 A5 Menu

A4 folded to A5 x 500 **£115.00**
(includes postage, personalisation & printing)

571935 10ft x 2ft Vinyl Banner

£60.00 per banner
Other sizes available upon request. + postage. One off £15 charge for postage for however many waterproof posters, banners, corex you order.

571944 A1 Book Now waterproof poster

£20.00 per poster
Great for a-boards. Other sizes available upon request. (for a-boards + postage). One off £15 charge for postage for however many waterproof posters, banners, corex you order.)

571945 Book Now (4) & Opening Times (2) A3 posters

A3 x 6 **£21.00**
(includes postage, personalisation & printing)

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Upon order Helen will contact you to get your menu information. If you want more details and support contact **Helen Parker** hp@everards.co.uk. Tel: 07894 093987

From sign-off of your festive menus please allow up to 5 working days for delivery.

Standard How to Book

Having a How To Book feature on your festive menus ensures the process is clear to consumers, but don't forget to also share it online too. Being able to complete booking forms online, via e-mail or traditional paper form on your menu, continue that flexibility.

RECOMMENDED TERMS & CONDITIONS TO INCLUDE:

Payments & Deposits

Your Christmas booking with us is confirmed once we have received your non-transferable and non-refundable deposit payment. A £5 deposit per person is required, £10 for Christmas Day.

We will make sure your deposit is deducted from your final bill on the day of your event, subject to any changes/ cancellations. All outstanding balances & deposit payments must be paid on or before the day of your festive event.

Changes & Cancellations

We understand things change & the number of guests may increase or decrease - if this happens we'll just need the final number attending your festive event at least 7 working days before your booking so we ensure that there is sufficient space. If, for whatever reason, a guest at your party can't make it, please call us & cancel at least 24 hours before you are due to arrive otherwise we will charge the full deposit amount and the same for any no-shows.

Booking Form

Please complete our booking form & your pre-order and either drop in or email to confirm your provisional booking. All menu pre-orders must be received at least 7 days before your Christmas booking to give us plenty of time to prepare.

We recognise the importance of accurate allergen information, so if you have any specific concerns please speak to a member of our team & clearly specify with your booking.

If you would like any amends to the How To Book & Booking Form on your Festive Menus, just let us know when ordering. Send to Helen Parker, hp@everards.co.uk

Standard Booking Form

If you require a pre-order of food then we recommend you include a booking form on your menu. Don't forget to offer a way to e-mail/complete online too.

BOOKING FORM

Please complete your guests meal choices below & your contact details, then hand this booking form with your deposit to a member of staff who will be happy to confirm your booking.

NAME: _____ TEL: _____ DATE OF BOOKING: _____
E-MAIL: _____ TIME OF BOOKING: _____ NO. OF GUESTS: _____

If any of your guests have an allergy, intolerance or special dietary requirement please state below including the guests name:

All deposits & pre-order required at least 7 working days before your booking:

NAME	STARTERS				MAINS				DESSERTS			
	Starter 1 Name	Starter 2 Name	Starter 3 Name	Starter 4 Name	Main 1 Name	Main 2 Name	SMain 3 Name	Main 4 Name	Dessert 1 Name	Dessert 2 Name	Dessert 3 Name	Dessert 4 Name

Pub Name, Address
& Contact Details:

Deposit Paid:
Date:

January Bounce Back

Don't wait until January to plan your bounce back offer. While you are busy in December hand out your own voucher to customers to encourage them to return in January and/or February.

Here are just a few of the most popular ideas, but any of these can be personalised to your own January bounce back offer.



571977 £5.00 Off bounce back cards

Print 200 **£25.00**



571978 Free Dessert bounce back cards

Print 200 **£25.00**



571979 Free Half Pint of Tiger bounce back cards

Print 200 **£25.00**



571980 Free Bottle of House Wine bounce back cards

Print 200 **£25.00**

(includes postage, personalisation & printing. These are just our ideas for offers, if you have your own offer you would like, then these vouchers can be amended to suit as all printed to order.)

HOW TO ORDER: Order through myEverards. Find us in Products-Useful Stuff-Christmas section.

Gift Vouchers & Envelopes

Offer your customers the chance to buy gift vouchers this Christmas. Redeemable against food and drink, the design will include your own pub details and are offered in three denominations; £5, £10 and £20. Envelopes and 2 promotional posters are included in the kit containing 50 vouchers.

Pick up the perfect Christmas present!

And support your local!

Ask at the bar for details*

*If you don't want all three denominations of the vouchers, we can edit the poster, to show just the ones you have chosen.

£5

DOG & DUCK
WHEREVILLE

Happy Christmas!
From Your Local.

Please exchange this voucher for food & drink.
Valid until 31/7/2026

The Dog & Duck, High Street, Whereville,
Anyshire AB00 CDE. Tel: 0116 234 5678

Voucher No.

£10

DOG & DUCK
WHEREVILLE

Happy Christmas!
From Your Local.

Please exchange this voucher for food & drink.
Valid until 31/7/2026

The Dog & Duck, High Street, Whereville,
Anyshire AB00 CDE. Tel: 0116 234 5678

Voucher No.

£20

DOG & DUCK
WHEREVILLE

Happy Christmas!
From Your Local.

Please exchange this voucher for food & drink.
Valid until 31/7/2026

The Dog & Duck, High Street, Whereville,
Anyshire AB00 CDE. Tel: 0116 234 5678

Voucher No.

574175 £5 Gift Voucher Kit

50 vouchers + envelopes, 2 x A3 posters **£50.00**
(includes postage, personalisation & printing.)

574176 £10 Gift Voucher Kit

50 vouchers + envelopes, 2 x A3 posters **£50.00**
(includes postage, personalisation & printing.)

574177 £20 Gift Voucher Kit

50 vouchers + envelopes, 2 x A3 posters **£50.00**
(includes postage, personalisation & printing.)

HOW TO ORDER: Order through myEverards. Find us in Products-Useful Stuff-Christmas section.