

HEAT UP YOUR CINCO DE MAYO

• CATERING TOOLKIT •



QDOBA

CINCO DE MAYO IS THE BIGGEST DAY OF THE YEAR FOR QDOBA CATERING...

...AND A HUGE OPPORTUNITY FOR CATERING SALES!

To supplement QDOBA's National Media Plan on a hyper-regional level, it is important to get out there in the community to set your restaurant up for success and take full advantage of this nationally beloved holiday made especially for QDOBA!

In this toolkit you will find the why, what, and how – including tactics and creative assets to set you up to execute the perfect game plan for your restaurant on this special day.

WHY IT MATTERS

During Cinco de Mayo, many people celebrate together by eating Mexican food at the office or at home with friends. QDOBA will be in direct competition with our Mexican cuisine competitors: Chipotle, Moe's Southwest Grill, and all regional or locally owned Mexican restaurants that cater.

HOT BARS ARE THE PERFECT CHOICE TO FEED HUNGRY CROWDS!

A QDOBA STAT TO BEAT THIS YEAR ★

Last year, the week of Cinco de Mayo & the week after, QDOBA produced over 16,000 catering orders totaling **\$5.4 Million in catering sales systemwide.**



CINCO DE MAYO OPPORTUNITIES

TARGETING OPPORTUNITIES FOR THIS YEAR'S UNIQUE TIMING

Cinco de Mayo 2025 falls on a Monday. Your messaging should focus on the B2B audience during the weeks prior, but also the B2C audience for at-home parties over the weekend. For office parties (B2B), your messaging can shift to celebrating early by targeting the week before, or turn the day of (and beyond) into a Cinco de Mayo celebration. Remember: **Nothing says fiesta like QDOBA catering!**

PRE-HOLIDAY OPPORTUNITIES

The week before Cinco de Mayo (April 28th-May 2nd) is prime time to target offices & schools. Encourage catering clients to celebrate Cinco early as the holiday falls on a Monday (2025). Teacher's Appreciation & Nurse's Appreciation Weeks fall into the same week as Cinco, and provide continued opportunities for customers to order Mexican catering! Opportunities for these weeks may include PTA or teacher appreciation luncheons, administrator events, and hospital events. Start reaching out to schools NOW, get ahead of the game (5 weeks ahead) and leading up to Cinco de Mayo. Securing orders NOW is ideal for parties likely to take place that Tuesday-Thursday.

LAST-MINUTE OPPORTUNITIES

Get out on foot in your community! Talk to guests as they come into your locations, ask them what they are doing for their Cinco de Mayo party efforts? You will find that consumers are busy, especially on the weekends, they have not thought of it – QDOBA is the perfect solution for those last-minute meals and events! Remember that 50% of caterings book 2-3 days before their event.

★ KEY SELLING POINTS

QDOBA's customizable Hot Bar offers a variety of flavorful options that capture the spirit of Cinco de Mayo with bold, fun and anything but boring elements. Catering with QDOBA ensures that guests can sit back and enjoy the event, as we provide the delivery and setup with everything they need for a successful Cinco de Mayo party (plates, napkins, cutlery, serving utensils, etc.).

Groups of 10 or more people can create their own bowls or nachos with our customizable Hot Bar, packed with thousands of flavor combinations served with chafing racks & fuel cans to keep the food hot & delivery includes stress-free setup.

WHY GUESTS LOVE OUR HOT BAR:

- 1. Easy ordering:** guests can easily view our catering menu and order online, mobile app, or by phone.
- 2. Variety for all:** keep the whole crowd happy by giving guests the ability to make their own delicious dish – choosing from flavorful proteins and tasty toppings.
- 3. Versatile:** perfect for business meetings, parties, sports teams, baby and bridal showers, and other events of any size.
- 4. Customizable:** feed even the pickiest eaters with add-ons such as queso, fajita veggies, extra proteins, extra sides, tortillas, or the Fresca Salad for health-conscious guests.
- 5. Delivery and setup:** A VIP experience is important to busy professionals!
- 6. Our Clean Label Pledge:** our guests deserve the best-quality eats – that's why we ensure our ingredients are free of MSG, artificial colors, and many other additives we've pledged to avoid.



GETTING OUT IN THE COMMUNITY

PARTNERING WITH LOCAL BUSINESSES

Start by identifying businesses in your local area that may be interested in catering services for Cinco de Mayo. This could include:

- OFFICES
- SCHOOLS
- EVENT VENUES
- HOSPITALS
- PUBLIC SERVICES
- LOGISTICS

IDENTIFYING DECISION MAKERS

Once you identify these local partners, it's important to find the decision maker. Use Google to look for contact information such as email addresses or phone numbers listed on organization websites, or reach out via LinkedIn to:

- OFFICE MANAGERS
- EXECUTIVE ASSISTANTS
- HUMAN RESOURCES
- SCHOOL ADMINISTRATORS / PTA
- HOSPITAL ADMINISTRATORS / DEPT. LEADS
- EVENT PLANNERS
- FACILITIES COORDINATOR

6 COMMUNITY MARKETING TACTICS TO TRY

1. "Chip Chats" to local businesses, schools, hospitals, medical offices and public services (police, fire, utilities, etc.) is a surefire way to gain more catering customers. Give decision-makers a chance to experience QDOBA firsthand with Queso and Chips! Remember to **leave behind catering menus and flyers for Cinco de Mayo.**
2. Local community events and festivals leading up to Cinco de Mayo can help get our menu offerings and promotional materials in front of people. Community Centers are aware of all local events and is a great resource!
3. Set up a booth/table at these events and engage with attendees by **offering samples and handing out flyers.**
4. Network with other vendors. They may be interested in partnering with you for future events or referring customers for catering.
5. Collect contact information or encourage rewards signups through incentives so you can continue to communicate our offerings leading up to Cinco de Mayo and beyond.
6. Educate potential guests on Catering Reward incentives. Signing up for QDOBA Rewards means earning rewards on catering orders such as:
 - Free Entrées: Redeem 125 points for a free entrée.
 - Catering Discounts such as: *Redeem 1,000 points for \$50 off your next catering order.*
 - Or offer a \$50 Digital VISA Rewards: *Redeem 1,000 points for a \$50 Digital VISA Rewards.*

HOW TO INCREASE CINCO DE MAYO CATERING SALES

1 CONTACT YOUR LOYALISTS

2 4-WALL MARKETING

3 THE QDOBA EXPERIENCE

1. CONTACT YOUR LOYALISTS

- Contact your top B2C catering contacts and offer to bring Flavor to their Fiesta.
- Contact your past Cinco de Mayo orders from the last few years and invite them to rebook early to ensure they get their preferred timeslot.
- Use your Holiday catering list from the previous year, QDOBA is top-of-mind, and they had a wonderful experience, remind them how easy it is - they already trust QDOBA!
- Referrals from existing catering guests is the #1 way to gain more Cinco de Mayo catering orders. Make sure you are calling and following up with any referrals.





4-UP FLYERS

2. FOUR-WALL MARKETING

- Marketing within the 4 walls of your restaurant is a powerful way to promote catering to your existing guests and encourage repeat business. Some 4-wall marketing strategies can include:
 - Setting up a small display inside your location
 - Making sure all merchandising assets are posted correctly, are not damaged, and are not outdated
 - Digital Menu Boards Looping Video (if applicable)
 - Cashier interaction at the register - "Have you ordered your catering for Cinco de Mayo?"
 - Ensuring Catering Menus are in the POS Area for guests to pick up!
 - Consider an "Early Bird gets the Queso" promo encouraging guests to book in advance. Note: Be sure to submit your POS request form 10 days in advance of go-live date.
 - Starting 4 weeks before Cinco de Mayo, **place 4-Up flyers in POS Area** and include in all take out bags (including catering orders and 3rd party delivery orders) and **2-Up flyers are stapled to every catering invoice.**
 - Talk to guests in the dining room during lunch and dinner. Ask if their workplace is planning a celebration for Cinco de Mayo. **Hand them a catering menu** to take back to any decision makers at their organization.



3. KEEP GUESTS COMING BACK. GIVE THEM THE QDOBA EXPERIENCE

Calling guests within 24 hours of their placed order to thank them for their business adds another friendly touchpoint to let guests know we will take great care of them as well as create a positive catering experience:

- Ensure their order is 100% accurate.
- Gather information on any delivery or setup specifics.
- Create an opportunity to upsell.
- Be sure to reach out to your guests *again* the day before their event to reconfirm the guest's order and delivery timing. Many guests will add last-minute items as their event details are confirmed.
- Provide excellent customer service throughout the catering process, from initial inquiry to delivery or pickup. Ensure your staff is knowledgeable about the menu and can assist guests with any questions or special requests.
- **Follow up – Send an email or call your guest thanking them for choosing QDOBA for their event. Encouraging guests to provide feedback on their experience can help tailor your efforts and better meet the needs of your guests. Always offer to book their next catering!**

★ INSIDER TIP!

Focus on building long-term relationships with your business partners beyond Cinco de Mayo. Offer to provide catering services for other events or occasions throughout the year and continue to stay engaged and responsive to their needs.



TEAM MEMBER BEST PRACTICES FOR CINCO DE MAYO

- Set schedule to ensure “all hands on deck” for catering orders, both lunch and dinner. It’s easier to cut (highly unlikely) than to add.
- Set up your system of attack. Ensure every order has multiple sets of eyes on it to ensure accuracy.
- Consider making confirmation calls for orders that were placed early sooner so that you can be ahead of busier times dedicated to prepping and organizing.
- Check Monkey Media (if applicable) several times a day to receive orders in a timely manner.
- Be sure to review your catering orders for the next day, setting a plan of attack the night before. Organization is the key to avoiding mistakes.
- Have an extra (room permitting) 10-15 person dry goods setup ready for last-minute catering orders.
- Prep cold ingredients and paper items a day early to help stay organized.
 - Label items numerically or alphabetically to make delivery and setup easier for the driver.
- Double check orders from the production sheet, marking off every item. Every order should have multiple sets of eyes on it to ensure accuracy.
 - Make sure to check for the most common missing items: Tortillas, queso, fajita veggies, desserts/drinks, white rice, and cilantro
 - Ensure the “day of” cold prep items are included with the pre-prepped items.
 - Utilize the Catering Worksheet for complex orders.
- Equip delivery drivers with a “Catering Emergency Kit” to ensure order accuracy and positive experience for the guest.
 - Catering Emergency Kit includes extra supplies such as extra fuel cans, chafing dishes, silverware, glasses, plates, napkins, serving utensils, chafing dish return coupons, bounce back coupons, catering menus, etc. any other items needed to set a catering order.
 - Provide delivery drivers with jugs of water so pans can be filled without requiring the guest to provide an on-site water source.



CINCO DE MAYO SALES ASSETS

[Click here to download assets via BrandFolder](#)

EMAIL SIGNATURE



SOCIAL POST



DIRECT MAILER



PAID STATIC



PAID VIDEO

