

TIPS TO GET READY

1

Promote NCD on your website!

Add a message and/or graphics encouraging your customers to mark the date—Friday, March 24th—and make plans to come get cheesesteaks for lunch, dinner, or late-night (hey, breakfast is cool too, if you're open early).

2

Post on your social media channels.

Use our free graphics so it's fast and easy to get the word out to your followers. And may we suggest you do it early and often?!

3

Put up some signs at your establishment.

Let customers (and staff) know about the big day when they come in to eat or grab take-out.

4

Consider some offers.

Maybe a BOGO promotion, free side with each order, or some other incentives to pick your place for 'steaks on 3/24!

Original Philly
★ NATIONAL ★
CHEESESTEAK
★ DAY ★



FRIDAY
MARCH 24