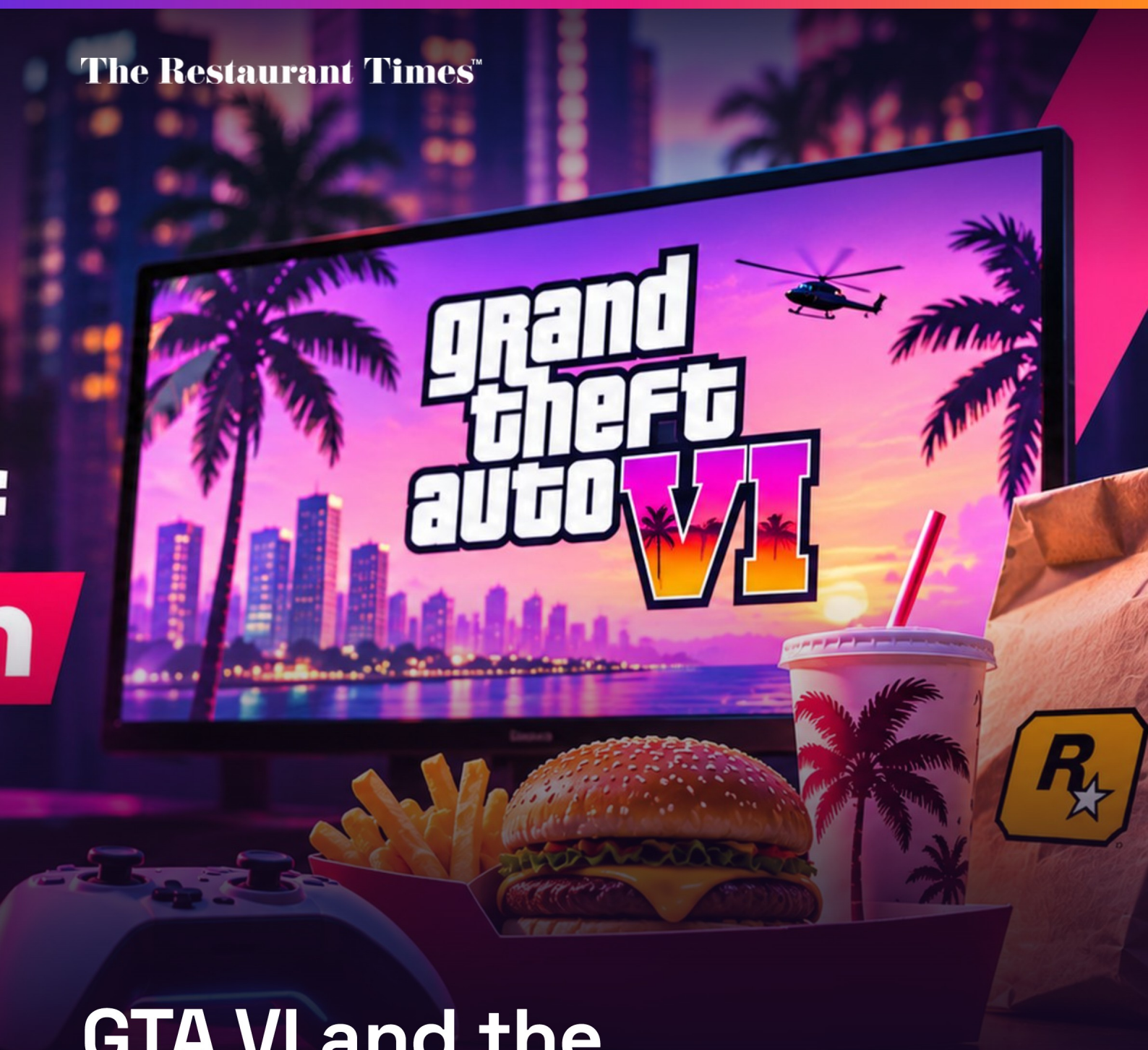
The Restaurant Times™



GTA VI and the New Economics of Event-Driven Dining

How game launches, cultural moments, and immersive brand activations are reshaping restaurant demand, delivery, and the guest experience.

EXECUTIVE SUMMARY

On November 19, 2026, Rockstar Games, a unit of Take-Two Interactive, launched its much-anticipated Grand Theft Auto VI. The game generated an estimated $3.79 billion in worldwide retail sales on its very first day, becoming the biggest entertainment launch in history. Within hours, delivery platforms in the US and UK recorded measurable shifts in what people ordered, when they ordered it, and where. On DoorDash, orders for chips, burgers, fries, and pizza each rose more than 10% between 9 p.m. and 2 a.m. ET on launch night, and late-night orders in Miami, the real city behind the game's Vice City, rose nearly 25%. Uber Eats orders in Miami rose more than 30% between midnight and 5 a.m. In the UK, Just Eat orders rose 14% year on year on launch day. Many QSR brands zeroed in on the game's popularity and began building GTA VI into their promotions as well.

On the flip side, dine-in traffic fell at some independents, restaurant absenteeism nearly doubled, and incremental spend, while real at the store level, was small relative to the size of the delivery market.

KEY FINDINGS

01 **Late-night delivery rose 10% to 30% in lead markets.**

02 **Snacks and drink sales outpaced those of meals.** Demand for Red Bull Watermelon, for example, rose 95% and Totino's Pizza Rolls 54% on Uber Eats, while burgers, fries, pizza and chips each rose more than 10% on DoorDash.

03 **Brands are doubling down on building experiences around the game/pop culture.** Popeyes launched a four-day Spice City Sandwich, McDonald's moved McDelivery into Discord, Skinny Louie became the game's Burger Shot, Burger King Belgium made a seven-patty HeartWhopper, and KFC Spain handed out a chicken "replacement disc."

04 **The game's map became a marketing asset for real restaurants.** More than a dozen South Florida venues appear in parody form, and owners and fans amplified their cameos on social media.

05 **Demand moved channels and strained labor.** One Ohio pizzeria estimated walk-in sales fell by half while deliveries rose 20%. Moreover, scheduling platform Harri recorded a 92% week-over-week rise in missed restaurant shifts.

06 **The overall increase was relatively small for major delivery platforms.** Uber Eats and DoorDash together saw an additional $7 million to $17 million in takeout spending (as per Fortune estimate). The larger ROI was in terms of app engagement, customer acquisition, and brand relevance.

ABOUT THIS REPORT

This report studies how video game launches and wider pop-culture moments shift restaurant and food delivery demand, using the GTA VI launch of 19 November 2026 as its central case.

Figures used in this report mainly come from company disclosures (Take-Two Interactive, DoorDash, Uber, Just Eat, McDonald's, Swiggy), market intelligence firms (Sensor Tower, Streams Charts), workforce and HR platforms (Harri, BambooHR, Gusto, UKG, Employment Hero), and reporting by established business and trade publications. Each figure is linked to the page it was taken from.

The report treats all company names, campaign names, and product names as reported by their sources.

CHAPTER 1

How Pop-Culture Moments Move Food Demand



A major cultural release changes how millions of people spend the same few hours, and food demand follows. There are three factors that make game launches especially worth keeping tabs on:

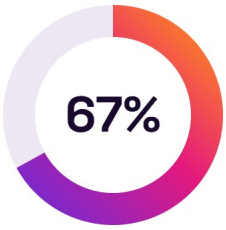
Why Game Launches Matter for Food Demand

Blockbuster game releases reshape how people spend their time, and what they eat.

01

The audience is mainstream

The Entertainment Software Association's 2026 Essential Facts survey found that 67% of Americans, or 212.3 million people, play video games. A blockbuster launch like that of GTA VI therefore reaches far beyond a niche hobby group.

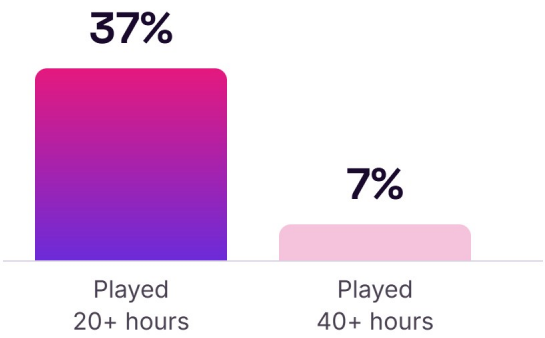


of Americans **(212.3 million people)** play video games.

02

Play is long and home-based

By the Sunday evening after launch, 37% of GTA VI players had logged more than 20 hours in the game, and 7% had passed the 40-hour mark. Sessions of that length often replace meal occasions that would otherwise happen out of the home or be cooked.



03

The core audience already eats late

Yum! Brands' 2027 Food Trends Report found that 20% of fast-food visits by customers aged 18 to 24 are for snacks, double the rate for diners 25 and older, and that younger customers visit twice as often between 8 and 10 p.m.

20%

of fast-food visits by 18–24-year-olds are for snacks.

2×

Younger customers visit fast food twice as often between 8 and 10 p.m.

These factors produce three distinct demand channels:

Home consumption

Meals and snacks shift to delivery during long play or viewing sessions

Themed menu and collectibles

Limited-time items tied to the property drive traffic and social reach

Shared viewing and events

Fans gather to watch together, lifting dine-in and large orders

SHOWING UP IN CULTURE

Restaurant Business reports that McDonald's CEO Chris Kempczinski, in response to these demands, has framed the company's goal as showing up in culture, citing partnerships with Minecraft and K-pop Demon Hunters, while Starbucks CEO Brian Niccol describes his company as "back in culture". GTA VI, though, tested that strategy at a much bigger scale.

CHAPTER 2

Launch-Night Demand That Came With GTA VI

GTA VI was launched on 19 November 2026, and within a few hours it was clear how big of an impact game launches like that could have on delivery. Rockstar Games recorded $3.79 billion in worldwide retail sales on day one, which it called the biggest entertainment launch in history. According to Streams Charts, GTA VI drew more livestream watch time in its first two days than any game's full launch week, and total Twitch watch time rose 61% against the two days before launch. At its peak, nearly 8 million people were watching GTA VI livestreams at once.

The impact of this frenzy on the food sector was such that DoorDash recorded more than 10% growth in orders for pizza, burgers, fries and chips between 9 p.m. and 2 a.m. ET, compared with the average of the previous six Wednesdays. Philadelphia, Detroit and Atlanta also saw double-digit increases in late-night orders, while Uber Eats reported that orders in Miami rose by more than 30% between midnight and 5 a.m. compared with the previous two Thursdays. The same DoorDash data showed searches for GTA VI rising more than 940% in the week before launch, while orders for gaming accessories also surged. Basically, the platforms were already seeing heightened activity from the same audience before the game was even officially released. That audience also overlapped with food-delivery customers. Among U.S. Android users identified as part of the console and mobile GTA player group, 19% used DoorDash, 16.5% used McDonald's, and 7.5% used Uber Eats.

> Gina Igwe, DoorDash's vice president of brand, creative and consumer marketing, summed it all up with: **“GTA 6 is more than a game launch. It’s a cultural moment that fans have been waiting years for.”**



Don’t try to be everything to everyone. Clarity of concept is what makes a restaurant stand out and survive.

PAWAN SHAHRI
CEO & Founder, Chrome Asia Hospitality

I think what we've cracked is that for Millennials and Gen Z, dining out isn't just about food; it's about identity," says Pawan Shahri, founder of Chrome Asia Hospitality. "*They're not just ordering a meal; they're choosing a mood, a backdrop, a community to belong to. We design with that in mind. We don't mind being called Instagrammable as long as people also see the depth behind it. Because for us, design is not just about a pretty corner for a picture; it's about building an atmosphere that people want to return to again and again.*"

CHAPTER 3

Brand Activations: Playing Grand Theft Appetite

At least 15 restaurant brands and delivery platforms ran launch campaigns across the US, UK, Spain, and Australia. Most built campaigns around the launch moment rather than the game's intellectual property, and several, including El Pollo Loco, KFC UK, and Anthony & Luca's, stated theirs were not official collaborations with Rockstar Games.

Brand	Activation	Dates	Channel
Popeyes	Spice City Sandwich: two chicken breast fillets, brioche, pickles, spicy or classic mayo	Nov 19–22	App, web, third-party delivery, pickup, in-restaurant
McDonald's	"Order McDonald's" activity inside Discord, with a "Fast Lane Feast" mini-game while players wait	From Nov 18	Discord, fulfilled by Uber Eats
Uber Eats	Deals picked for one-handed eating: BOGO McNuggets (McDonald's), boneless wings (Wingstop), Papa John's, Whopper Jr. (Burger King); billboards with hidden promo codes	Launch week	Uber Eats app
DoorDash	$6 off Cheesecake Factory orders of $20+ (code CAKEGTA6); Wendy's offer; codes dropped on Twitch and Discord	Launch week	DoorDash app
Grubhub	$10 off $10+ for the first 1,000 customers; sold out a little over an hour after announcement	Nov 19	Grubhub app
Frankie & Joe's, Boca Raton	Doubled dough supply, scheduled top pizza makers, 20% delivery discount with code GTA	Launch night	Own delivery
Burger King Belgium and Luxembourg	HeartWhopper: a seven-patty Whopper recreating the in-game Burger Shot "Heart Stopper"; won by posting the day's most creative clip of eating at the in-game restaurant	From Nov 19, two weeks	TikTok, Instagram, Facebook; redeemed in restaurants
KFC Spain	"The Replacement Disc": fans who brought a game case received a free fried-chicken disc in game-style packaging with Colonel Sanders on the cover	Nov 19–20, 4–8 p.m.	10 restaurants in Madrid, Barcelona, Valencia, Zaragoza and Málaga

Platform executives were explicit that the deals were designed around how gamers eat. "We want Uber Eats to be there for fans during the biggest moment in gaming," Uber president and COO Andrew Macdonald told The New York Times, adding, "We even picked some of our food deals with one-handed eating in mind, so fans can keep their focus on the game."

Popeyes went ahead and tied its product to the game itself. Its statement said, "This new sandwich pays homage to the one you'll be grabbing in the game," and the sandwich also appears in a chicken sandwich ad inside GTA VI. McDonald's wrote its Discord launch in gamer shorthand, promising McDelivery "when breaking from ur servers just isn't an option.".

Burger King's response was the most pointed, because Burger Shot has parodied the chain for two decades. Its Belgian team called the campaign a side mission: "Because this side mission only lasts two weeks."

Across these activations, the most common thread you'd notice is placement. Each brand met the guest inside the moment, and for the most part, that paid off.

CHAPTER 4

Vice City on the Map: Real Restaurants in the Game

Miami's restaurants gained the most visible role throughout the launch talks because Rockstar built Vice City on Miami and then dressed the real city in the game's branding. Mind that published coverage online shows long lines and themed menus attributed to GTA VI, but no restaurant has yet released sales figures tied to its in-game appearance.

Real venue	Game connection	What happened
Skinny Louie (Miami smash-burger chain, founded in Wynwood in 2023)	Rockstar's exclusive Florida restaurant partner; restaurants operate as Burger Shot, the game's fast-food chain	Burger Shot signage, uniforms, packaging and menu (Burger Shot Single and Double, The Bleeder triple, caramel milkshake) at participating Florida stores, Nov 13 to Dec 31; in-store and delivery
Kaseya Center concessions (Miami Heat arena)	Burger Shot stands and a Cluckin' Bell chicken stand	Opened Oct 21; on the Nov 18 "A Night in Vice City" game, a local reporter said he had never seen concession lines that long, and 95% of team-store shoppers were new
Flanigan's Seafood Bar and Grill	Appears in the game as Uncle Jack's, with a version of its logo and founder portrait	Flanigan's claimed the cameo early, posting "Wouldn't be Miami without us" after the first trailer
E11even Miami	24-hour nightclub appears as "Nine1Nine"	Hosted a launch celebration on Nov 20
Sanguich (Little Havana)	Not in the game; local tie-in	Limited "Vice City Special" Cubano with artwork by graffiti collective MSG Crew
Clevelander South Beach, Rosa Sky Rooftop, Panther Coffee	Not in the game; local tie-ins	Ocean Drive celebration and themed cocktails (Clevelander), "Vice City: Game On" rooftop activation (Rosa Sky), neon-pink makeover (Panther Coffee)

Skinny Louie's co-founder Gonzalo Rubino framed the deal as an experience, saying that "getting to recreate that experience in the real world is very exciting for us." The execution, however, received a more mixed response from early fans. GameSpot reported that the arena's Burger Shot burgers were the same Skinny Louie burgers wrapped in GTA branding, and were sold at stadium prices.

Owners and Fans Amplify the Cameo

The emotional pull of appearing in the game showed most clearly at Oscar's, a two-location breakfast restaurant run by an immigrant family. On November 21, the owners' daughter posted, "Guys, my family's restaurant made it onto GTA 6. I'm crying so bad," adding, "My parents are immigrants who came here with a dream." Gaming outlets picked up the story within a day, earning reach that a small independent could not easily buy.

CHAPTER 5

The Workforce Side of Things

GTA VI raised demand and reduced staffing on the same day. Harri, a workforce management platform, analyzed 280,000 restaurant shifts and found missed shifts rose 92% week over week on 19 November. One in 14 shifts went unworked, against one in 27 the previous Thursday. Sales at those restaurants fell by less than 2%.

The same pattern was noted across the wider economy:

Market	Finding	Basis
US	Time-off requests up 20% on launch day vs. normal levels of recent years	Platform data
US	PTO requests for 19 Nov up 13% vs. the third Thursday of November in 2024 and 2025	3.4 million+ employees, data pulled 19 Oct
US	Release-day time off up 9% vs. the two prior Thursdays; workers in their 20s up 17%	Platform data through 17 Nov
US	18% of full-time employees planned to take launch day off; 32% of Gen Z and 27% of millennials	1,530 employees surveyed 9–20 Oct
Platform clients	Annual leave booked for launch day up 24% vs the comparable Thursday last year	Platform data
UK	Sickness leave up 56% vs the previous week	Platform data, reported by PA
US	Wi-Fi logins down about 5% vs previous three Thursdays	250+ locations

Sources: UKG, BambooHR and Gusto from Men's Journal; Employment Hero from HCAMag; UK sickness leave from Express & Star; Industrious from Fortune.

The Economic Debate

A widely shared estimate put the cost of launch-day absences at about $1 billion for the US. It came from José García Montalvo, an economics professor at Pompeu Fabra University, who projected about 1.5 million absences at an average annual output of about $70,000 per worker. It is an academic projection that combines sick days with planned leave. Nick Huntington-Klein of Seattle University put the figure nearer 800,000 absent workers, calling it a very rough ballpark. Victor Matheson, an economist at the College of the Holy Cross, said people "rearrange how they're spending their free time."

What It Means for Restaurants

The age groups most likely to take launch day off are the same ones most likely to drive late-night orders. And therefore, restaurants that plan only for higher demand risk meeting it short-staffed. Harri's finding that sales fell by less than 2% despite a near doubling of missed shifts suggests teams absorbed the gap, but on a thin margin of resilience. Basically, if there is a known launch date, operators can treat it exactly how they do a public holiday:

01

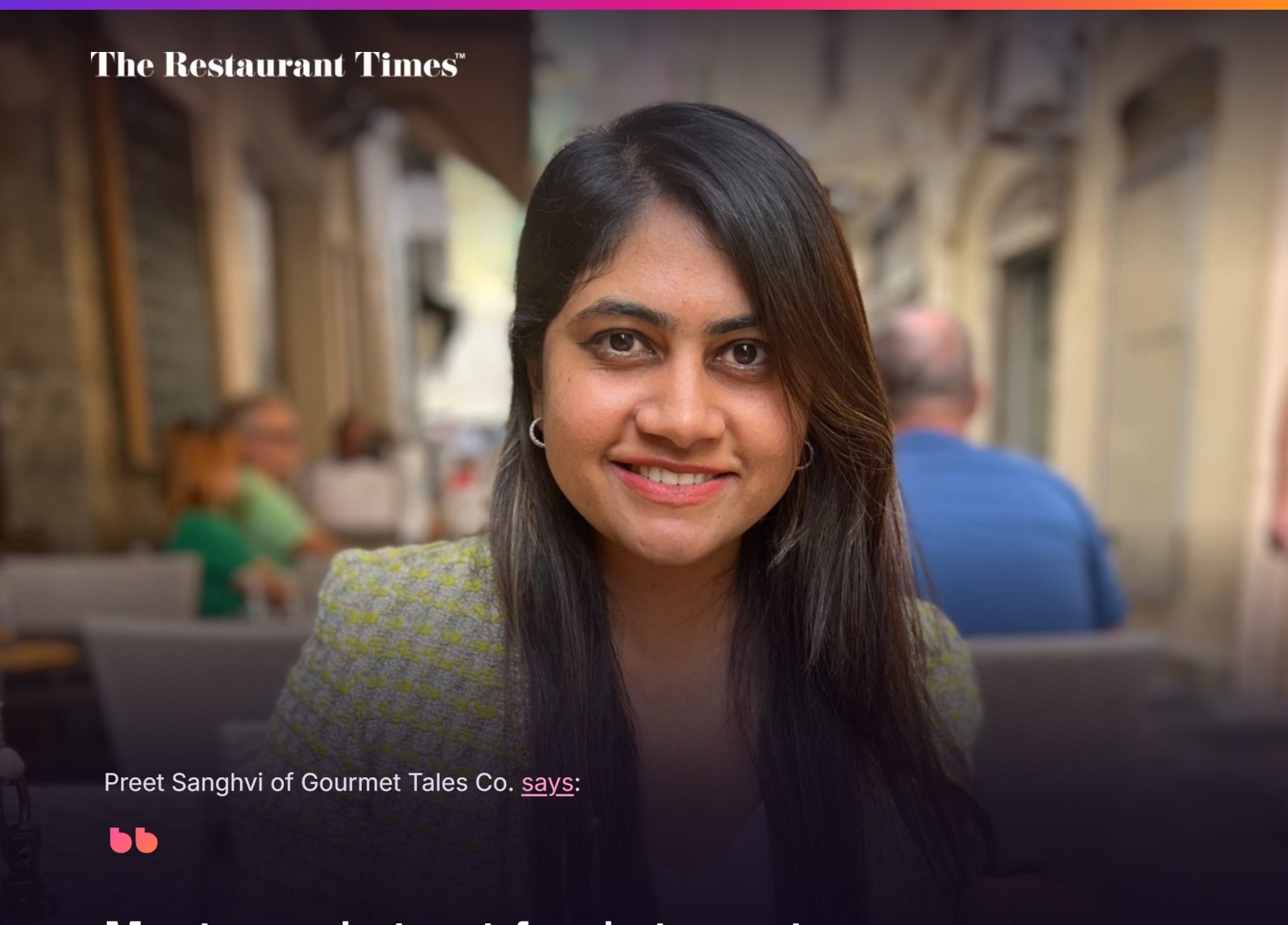
Open leave requests early

02

Rotate the night

03

Offer shift swaps so staff can take part without leaving the line uncovered



Preet Sanghvi of Gourmet Tales Co. says:

> **Most people treat food at events, airports, and destinations as logistics. I treat it as the experience.**

PREET SANGHVI
Founder, Gourmet Tales Co.

And maybe that's the mantra to stand out because, at the end of the day, a game launch is an event that happens in millions of living rooms at once.

CHAPTER 6

Precedents From Games, Film and Sport

GTA VI is undeniably the largest example of a pattern restaurants have tested for a decade. But there have been many cases earlier across the world where a game launch, a film premiere, or a sports event drove demand for restaurants.

Moment	Year	Market	Restaurant or delivery outcome
FIFA World Cup, England fixtures	2026	UK	Just Eat deliveries averaged a 29.6% rise over pre-tournament levels
IPL season (cricket)	2026	India	Swiggy food delivery orders up 32.31% vs IPL 2025 Dineout bookings up 41%; final on 31 May averaged 1,300+ orders a minute, peaking above 6,200 at 7:56 p.m.
McDonald's x A Minecraft Movie	2025	100 countries	Largest global campaign in McDonald's history; collectible figures sold out in under two weeks; global comparable sales up 3.8% in Q2 2025 vs analyst estimates of 2.6%
Wendy's "Keeping Fortnite Fresh"	2019	US	First-ever Cannes Lions Social & Influencer Grand Prix; more than 23 million impressions and a 119% rise in social mentions of Wendy's
McDonald's x Travis Scott meal	2020	US	US comparable sales rose 4.6% in the quarter after an 8.7% decline the quarter before
ICC Men's T20 World Cup final, India vs New Zealand	2026	India	Swiggy orders during peak match hours (7–10 p.m.) 2.1 times pre-match levels; peak of 7,500 orders a minute at 7:45 p.m.
Dunkin' x Charli D'Amelio	2020	US	Cold brew sales up 20% on launch day and 45% the following day
Pokémon Go x McDonald's Japan	2016	Japan	About 3,000 McDonald's restaurants became in-game gyms, the game's first sponsored locations McDonald's Holdings Japan shares closed up 9.8% on the report.

Takeaways:

01 **Shared viewing lifts dine-in as well as delivery.**

02 **A property can turn around traffic.** McDonald's credited the Minecraft meal, alongside new chicken strips and its value menu, with helping reverse two quarters of declining sales. The effect came from a licensed partnership with collectibles, a heavier investment than a launch-day deal.

03 **Playing inside the game can outperform paid media.** Wendy's, for example, entered Fortnite's Food Fight mode on Twitch and destroyed in-game freezers to promote its fresh-beef campaign. McDonald's Discord ordering in 2026 followed the same logic: go where the audience already spends its attention.

04 **Location-based games move feet.** Pokémon Go turned restaurants into destinations within the game itself, which is the clearest case of a game driving physical footfall dramatically.

Notice how across every case, the brands that gained most tied the cultural moment to a clear product or brand truth.

CHAPTER 7

Preparing for the Next Cultural Moment

GTA VI showed that a cultural moment can be forecast, planned, and measured like any other peak trading day. The next one is already on the calendar. Marvel's Avengers: Doomsday, for example, opens on 18 December 2026, and restaurant chains have been launching tie-ins since early November. How can you prepare your team for such releases?

The method has five phases:

	PHASE	KEY QUESTION	WHEN
1.	**Spot**	Which moments are coming, and when?	6–12 months out
2.	**Score**	Which ones are worth backing for our guests?	3–6 months out
3.	**Prepare**	What must menu, staffing, channels, and legal have ready?	2–12 weeks out
4.	**Activate**	How do we run the launch window itself?	48 hours before to 72 hours after
5.	**Measure**	Did it pay, and what do we repeat?	Up to 30 days after

The phases apply equally to a game, a film, a final or a concert. What changes is the demand pattern each one creates, and the plan should follow that pattern rather than a fixed template.

7.1

Spot: The 2027 Cultural Calendar

At least a dozen major releases and tournaments already have dates between December 2026 and December 2027, and each one of them comes with a demand pattern.

Date	Moment	Type	Likely demand pattern
18 Dec 2026	Avengers: Doomsday	Film	Themed LTOs and collectibles in the weeks before; family and group outings around opening weekend
14 Feb 2027	Super Bowl LXI, SoFi Stadium	Sport (US)	Afternoon group delivery and large orders; first Super Bowl on Valentine's Day
23 Feb 2027	Fable	Game	Late-night delivery and snacking among console players
8 Apr 2027	Final Fantasy VII Revelation	Game	Late-night delivery and snacking
28 May 2027	Star Wars: Starfighter	Film	Themed LTOs; pre- and post-cinema dining
18 Jun 2027	Spider-Man: Beyond the Spider-Verse	Film	Themed LTOs; family and youth traffic
24 Jun–25 Jul 2027	FIFA Women's World Cup, Brazil	Sport (global)	Shared viewing at venues; match-time delivery in fan markets
30 Jun 2027	Shrek 5	Family film	Kids' meals and collectibles
2 Oct–21 Nov 2027	ICC Men's Cricket World Cup, South Africa, Zimbabwe, Namibia	Sport (South Asia, UK, Australia, Africa)	Seven weeks of match-day delivery peaks and dine-in screenings; final in Johannesburg on 21 Nov
24 Nov 2027	Frozen III	Family film	Kids' meals and collectibles in the holiday season
17 Dec 2027	Avengers: Secret Wars	Film	Themed LTOs and collectibles; holiday group outings
2027, date TBC	Pokémon Winds and Pokémon Waves	Game	Family and collector demand
Late 2027, date TBC	Kingdom Hearts IV	Game	Late-night delivery and snacking

7.2

Score: Which Moments to Back

No restaurant can activate around every release, so how do you decide which one is worth backing? Rate each of these factors between 1 and 5 (both inclusive).

Factor	What to ask	Scores high when
Audience overlap	Do our guests follow this?	Loyalty or app data shows the fan base is our core guest
Occasion fit	Does it create an occasion we serve well?	At-home viewing suits delivery brands; group viewing suits venues
Local relevance	Is there a real tie to our city or community?	The setting, studio, team, or cast is local
Lead time	Is the date firm, and do we have time?	Date confirmed 3+ months ahead
Cost and IP risk	Can we join without a license or legal exposure?	The idea works with our own branding and wordplay
Operating capacity	Can the kitchen and team deliver at peak?	Staff and prep can flex for the window

How to use the score: A total of 24 or more out of 30 justifies a full activation: a menu item, staffing plan, and paid promotion. A score of 15 to 23 suits a light-touch play such as a bundle, extended hours, or a social post. Below 15, watch and learn.

7.3

Prepare and Activate: The Moment Timeline

The brands with the most visible campaigns often tend to start promoting weeks ahead. For Avengers: Doomsday on 18 December, Dunkin' launched its themed menu on 4 November, KFC began its campaign in more than 100 countries on 9 November, and Dave & Buster's opened its "Doom & Buster's" takeover on 16 November, running through 31 January 2027. Popeyes, by contrast, ran its GTA VI sandwich for just four days. Both approaches work if they are planned for the demand pattern of the moment.

When	Menu and marketing	Operations and staffing	Channels and data
6–12 months out	Add confirmed dates to the cultural calendar; score each moment	Flag peak dates in the labor calendar	Pull last year's sales for comparable days and dayparts
3 months out	Choose the activation model; brief creative; begin license talks if needed	Set leave rules for the window; plan extended hours	Agree platform promotions; set up direct-ordering offers and codes
6–2 weeks out	Develop and test menu items, bundles and packaging	Recruit or reassign staff; train on new items	Load items to POS, app and aggregators; prepare tracking codes
1 week out	Tease the offer on social and in loyalty channels	Confirm rotas and shift swaps; order extra stock	Set baseline: the same weekday and daypart over the prior 4–6 weeks
48 hours to launch	Go live; post where the audience gathers	Prep ahead of the peak, not during it	Watch order volume by hour; adjust prep pars
Launch window	Keep content flowing; reply to fans and creators	Full team on the peak; protect ticket times	Monitor ratings, cancellations, and delivery times
1–3 days after	Thank guests; share what fans posted	Debrief: stock-outs, waste, staffing gaps	Compare sales and orders with the baseline
30 days after	Decide whether to repeat or extend	Record what to change next time	Review new-customer repeat rate and app engagement

7.4

Activation Models by Operator Size

The GTA VI and Avengers: Doomsday campaigns show that operators of every size found a way in. The right model depends on budget, footprint, and whether the business earns most of its revenue on or off premise.

Operator type	Best-fit models	Example	Watch out for
Single-site independent	Direct-channel discount code Themed special Extended hours Local social content	Frankie & Joe's Pizza: 20% off direct online orders with code GTA	Discounts that run through aggregators and lose margin to commission
Small multi-unit group	Limited-time themed item across all sites, with a non-affiliation note	Anthony & Luca's Pizza Kitchen: GTA VI Special at three locations	Item names or imagery that imply an official link
Regional chain with a local tie	Licensed or co-created partnership that brings the property into real stores	Skinny Louie operating as Burger Shot in South Florida	Guest expectations once the novelty of the branding wears off
Experiential venue	Full takeover with themed zones, games and drinks over several weeks	Dave & Buster's "Doom & Buster's", 16 Nov 2026–31 Jan 2027	Cost of fit-out against a fixed window
National or global chain	Licensed menu and collectibles Ordering inside gaming or social platforms Earned-media stunts	KFC's Avengers: Doomsday campaign in 100+ countries McDonald's Discord ordering	License costs and approval lead times
Delivery-led brand or cloud kitchen	Bundles built for the occasion Platform-funded deals Extended late-night hours	Uber Eats deals chosen for one-handed eating on GTA VI launch day	Kitchen capacity at the late-night peak

7.5

Measure: The Moment Scorecard

A cultural activation should be judged on what it added to the business. Preet Sanghvi of Gourmet Tales Co. says, "*Footfall is not revenue, and revenue is definitely not profit. And profit is definitely not ROI.*"

Measure	How to calculate	Baseline
Incremental sales	Event-window sales minus baseline	Same weekday and daypart, average of the prior 4–6 weeks
Orders by hour	Order count per hour across the event window	Same hours on baseline days
Item mix and order value	Share of event items; average order value	Baseline mix and value
Net margin	Sales minus food, labor, packaging, discount, and commission	Normal net margin for the daypart
New customers	First-time orders during the window, by channel	Normal weekly new-customer count
30-day repeat rate	Share of new event customers who order again within 30 days	Repeat rate for other new customers
Digital engagement	App and website visits, loyalty sign-ups	Same period in prior weeks
Earned reach	Mentions, shares and creator posts about the brand	Normal social activity
Operations	Ticket and delivery times, ratings, cancellations, stock-outs, missed shifts	Normal performance

Simply put,

01. **Keep a Cultural Calendar**

02. **Plan for the Night, Not Just the Day**

03. **Staff the Launch Like You'd Do a Holiday**

04. **Build a One-Hand Menu**

05. **Remove Ordering Friction**

06. **Use Local Relevance**

08. **Protect Margin and Respect IP.** Use your own branding and wordplay, state non-affiliation where needed, and license before using a property's names, logos, or characters.

09. **Measure Incrementality**



Martin Williams, CEO of The Evolv Collection, notes:

> **Brands are very important today, and people have a sense of belonging with brands, consistency.**

MARTIN WILLIAMS
CEO, The Evolv Collection

That's why cultural tie-ins work best when they reinforce what a brand already stands for.

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