

12 MONTH
MARKETING
ACTIVATION
PROPOSAL

LEVEL 1 TRADER DELI:

A fast-paced grab-and-go retail for busy trading and office teams...



<p>JANUARY</p> <p>SMART START BREAKFASTS</p> <p><i>High-protein breakfast options and functional smoothies for busy professionals on the go.</i></p>	<p>FEBRUARY</p> <p>LIMITED EDITION PASTRIES</p> <p><i>Weekly pastry drops creating excitement and early morning footfall.</i></p>	<p>MARCH</p> <p>SPEED LUNCH LAUNCH</p> <p><i>Pre-order your lunch now...</i></p>
<p>APRIL</p> <p>SPRING SANDWICH COLLECTION</p> <p><i>Home-grown, fresh produce.</i></p>	<p>MAY</p> <p>MAPLE SNACK SERIES</p> <p><i>Canadian inspired snacking</i></p>	<p>JUNE</p> <p>COLD BREW BAR</p> <p><i>Summer sips: Speciality iced coffee</i></p>
<p>JULY</p> <p>HYDRATION HUB</p> <p><i>Fresh juices and electrolyte drinks supporting wellbeing.</i></p>	<p>AUGUST</p> <p>SUMMER WRAP SERIES</p> <p><i>Light, fresh wraps designed for quick lunches.</i></p>	<p>SEPTEMBER</p> <p>PROTEIN POWER RANGE</p> <p><i>High-protein bowls and snacks supporting active lifestyles.</i></p>
<p>OCTOBER</p> <p>SOUP SEASON</p> <p><i>Daily rotating soups paired with artisan breads.</i></p>	<p>NOVEMBER</p> <p>ENERGY BOOST SNACKS</p> <p><i>Brain-supporting snacks such as nuts, seeds and dark chocolate.</i></p>	<p>DECEMBER</p> <p>FESTIVE GRAB & GO</p> <p><i>Seasonal sandwiches and festive pastries.</i></p>

WHAT THAT MIGHT LOOK LIKE



April



May



June



July

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LEVEL 5 COLLEAGUE DINING:

A vibrant café restaurant
designed to encourage
collaboration and
community



JANUARY

RESET & REFUEL

Nutrient-dense menus supporting wellbeing, with nutritionist-led "Lunch & Learn" sessions.

FEBRUARY

MAPLE & LOVE

Canadian comfort dishes and maple tasting stations celebrating Canadian heritage and seasonal indulgence.

MARCH

WOMEN IN FOOD

Celebrating female culinary leaders menus this International Women's Day.

APRIL

SPRING HARVEST MARKET

Seasonal produce markets and live cooking demonstrations celebrating British spring ingredients.

MAY

CANADIAN HERITAGE MONTH

Regional Canadian dishes and storytelling connecting cuisine to the RBC Art Collection.

JUNE

ROOFTOP HARVEST LAUNCH

Featuring produce from the rooftop hydroponic farm, developed in partnership with our supplier Square Mile Farms.

JULY

SUMMER BBQ SERIES

Rare breed grilling events encouraging social interaction and communal dining outdoors.

AUGUST

GLOBAL STREET FOOD FESTIVAL

Street food pop ups celebrating global cuisines representing RBC's diverse workforce.

SEPTEMBER

BRAIN FOOD MONTH

Dishes designed to support focus and cognitive performance.

OCTOBER

AUTUMN HARVEST FESTIVAL

Seasonal menus featuring squash, mushrooms and root vegetables.

NOVEMBER

ARTISAN CHOCOLATE WEEK

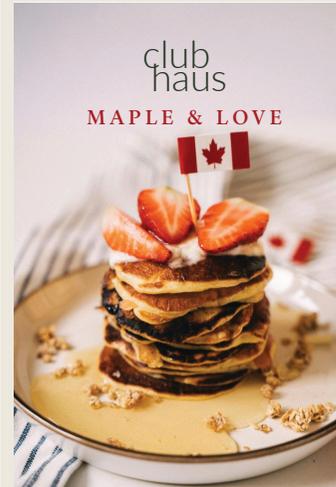
Demonstrations from our in-house pastry chefs and guest chocolatiers.

DECEMBER

FESTIVE FOOD MARKET

Pop-up stalls and festive menus creating a celebratory food hall atmosphere.

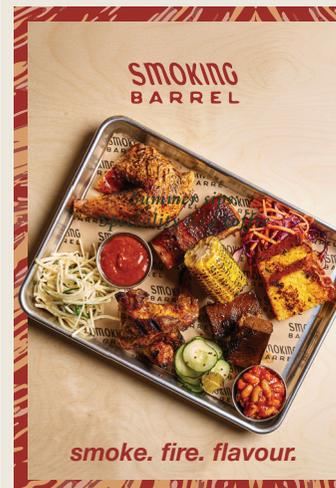
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April



July



August



July

MEAL DEALS:



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LEVEL 7 EXECUTIVE HOSPITALITY:

Premium fine dining and
client hospitality experiences



JANUARY

NEW YEAR CHEF'S TABLE

*Exclusive tasting menu
introducing the year's
culinary programme.*

FEBRUARY

FRENCH GASTRONOMY WEEK

*Fine dining menus
inspired by Michelin
cuisine in collaboration
with Pascal Barbot.*

MARCH

FEMALE GUEST CHEF RESIDENCIES

*Female guest chefs
and restaurateurs
in celebration of
International Women's
Day.*

APRIL

BRITISH SPRING TASTING

*Seasonal tasting menus
featuring premium
British produce.*

MAY

CANADIAN FINE DINING

*Elevated interpretations
of Canadian cuisine.*

JUNE

ROOFTOP DINNER SERIES

*Exclusive terrace dinners
using rooftop produce.*

JULY

SUMMER SEAFOOD MENU

*Sustainable seafood
menus for client
entertaining.*

AUGUST

GUEST CHEF RESIDENCY

*Limited-time
collaboration with a
leading UK chef.*

SEPTEMBER

FARM -TO- TABLE DINING

*Hyper-local produce
showcased in tasting
menus.*

OCTOBER

ART INSPIRED DINING

*Dishes inspired by the
RBC Art Collection.*

NOVEMBER

CHOCOLATE & WINE PAIRING

*Luxury dessert tasting
experiences.*

DECEMBER

EXECUTIVE FESTIVE DINING

*Premium seasonal
hospitality menus.*

WHAT THAT MIGHT LOOK LIKE



April



July



September

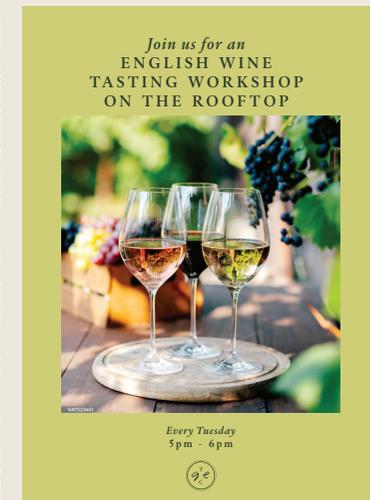
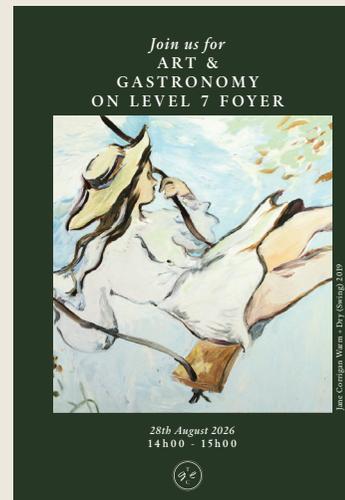
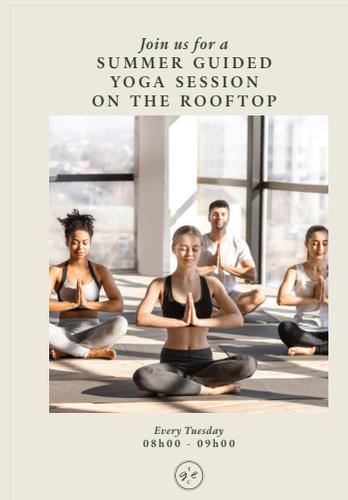


July

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LEVEL 7
INNOVATION
& EVENTS
PROGRAMME:

A curated programme
of culinary, cultural and
community events.



JANUARY	Future of Food Panel	Auditorium	Industry experts discuss sustainable food systems and innovation.
	New Year Chef Demonstration	Auditorium	Live cooking session showcasing signature dishes.
	Leadership Networking	Level 7 Reception	Hospitality event for senior teams.
	Winter Social	Level 7 Reception	Informal evening gathering with seasonal food.
FEBRUARY	Guest Chef Demonstration	Auditorium	Michelin-level cooking masterclass.
	Valentine's Dining Experience	Level 7	Exclusive fine dining evening.
	Sustainability Talk	Auditorium	Discussion on urban farming and food innovation.
	Rooftop Wine Tasting	Rooftop	Networking event with seasonal wines.
MARCH	Women in Hospitality Forum	Auditorium	Celebrating female leaders in the culinary world.
	Chef's Table Preview Dinner	Level 7	Exclusive tasting event for leadership teams.
	Nutrition & Performance Seminar	Auditorium	Wellbeing session led by in-house nutritionists.
	Rooftop Networking Event	Rooftop	Informal employee social gathering.
APRIL	Spring Food Festival	Auditorium	Multiple chefs showcasing seasonal produce.
	Guest Chef Demonstration	Auditorium	Live cooking experience.
	Client Hospitality Reception	Level 7	Curated hospitality event for Wealth Management clients.
	Rooftop Garden Tour	Rooftop	Sustainability activation showcasing rooftop produce.
MAY	Canadian Art Showcase	Auditorium	Celebrating Canadian art and culture.
	Art & Gastronomy Event	Level 7	Food inspired by the RBC Art Collection.
	Leadership Lunch Series	Level 7	Thought-leadership discussions over lunch.
	Rooftop Social	Rooftop	Seasonal networking reception.
JUNE	Urban Farming Symposium	Auditorium	Sustainability discussion with farming partners.
	Guest Chef Dinner	Level 7	Fine dining collaboration.
	Summer Client Reception	Level 7	Hospitality event for clients.
	Rooftop Harvest Dinner	Rooftop	Farm-to-table dining event.

JULY	Global Street Food Festival	Level 7 Reception	Celebration of global cuisines.
	Chef Demonstration	Level 7 Reception	Interactive culinary workshop.
	Summer Sip & Paint	Auditorium	Supplier-led wine tastings whilst creating art to take-home.
	Rooftop BBQ Event	Rooftop	Summer celebrations & networking.
AUGUST	Guest Chef Residency Event	Level 7 Reception	Culinary demonstration with guest chef.
	Client Hospitality Dinner	Level 7	Exclusive dining event.
	Summer Wine Tasting	Level 7	Hospitality tasting event.
	Rooftop Sunset Social	Rooftop	Informal employee gathering.
SEPTEMBER	Nutrition Summit	Auditorium	Expert talks on health and productivity.
	Harvest Chef Demonstration	Level 7	Seasonal cooking demonstration.
	Leadership Dinner	Level 7	Curated hospitality experience.
	Rooftop Harvest Celebration	Rooftop	Seasonal produce tasting.
OCTOBER	Chef Collaboration Dinner	Level 7	Multi-chef culinary experience.
	Art & Food Experience	Level 7	Dining inspired by artwork.
	Client Reception	Level 7	Networking event.
	Rooftop Autumn Social	Rooftop	Seasonal gathering.
NOVEMBER	Artisan Food Market	Auditorium	Local producers showcase their products.
	Chocolate Masterclass	Auditorium	Demonstration by a pastry chef.
	Executive Tasting Dinner	Level 7	Premium tasting menu experience.
	Rooftop Wine Event	Rooftop	Networking reception.
DECEMBER	Festive Market	Auditorium	Seasonal celebration event.
	Executive Christmas Dinner	Level 7	High-end festive dining.
	Festive Networking Reception	Level 7	Employee and client celebration.
	Winter Gathering	Level 7 Reception	Seasonal social event.