

Restaurant Email marketing templates



Turn Every Email Into Revenue

The complete restaurant email marketing template that drives real results.

Why Email Marketing Dominates for Restaurants:

- ✓ Email marketing delivers 4,400% ROI for restaurants – the highest of any marketing channel
- ✓ Average ROI is \$36-42 for every \$1 spent across all industries
- ✓ Restaurant emails achieve 40% open rates – nearly double the general average
- ✓ 64% of restaurants now use personalized offers to boost engagement
- ✓ Personalized subject lines increase open rates by 26%
- ✓ Personalized campaigns result in 20% higher customer spend within 30 days
- ✓ With billions of email users worldwide, email marketing offers unmatched reach—even for local restaurants looking to grow their loyal base.
- ✓ Marketing emails prompt a majority of diners to place repeat orders—especially when offers or loyalty rewards are involved.

RestoLabs helps restaurants kickstart their email marketing with ready-to-use templates, smart messaging suggestions, and easy customization so you can connect with customers faster, without the hassle.

Welcome Email

Subject Line:

Welcome to [Restaurant Name] – Your first meal is on us!

Heading:

Welcome to the Family!

Body

Hi [First Name],
Welcome to [Restaurant Name]! We're thrilled to have you join our community of food lovers.
Order direct with us and get 20% off your next order

Your welcome gift:

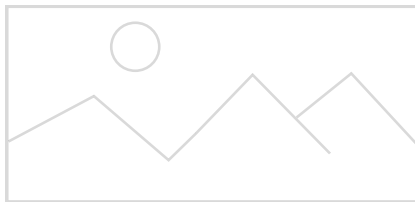
[EXAMPLE: 20% off your first order] with code
[EXAMPLE CODE: WELCOME20]



Here's what makes us special:



· EXAMPLE:
Fresh ingredients sourced daily



· EXAMPLE:
Handcrafted dishes made
to order



· EXAMPLE:
Lightning-fast delivery to your
door

Order Direct With Us [Direct Ordering URL]

We can't wait to serve you something amazing!

Cheers, The [Restaurant Name] Team

Limited-Time Deal

Subject Line:

Limited-Time Deal: [Example - "TGIF Flat 30% Off" OR "24 Hour Combo Deal"]

Heading:

Don't Blink – This Deal Won't Last

Body:

Hi [First Name],

Drop everything. We're doing something crazy.

[EXAMPLE: 30% OFF your entire order]

– but only for the next [EXAMPLE: 24 hours].

Use code

[EXAMPLE CODE: FLASH30] Expires:
[End Date] at [EXAMPLE: 11:59 PM]



Pro tip:

Order directly with us and earn [EXAMPLE: double loyalty points] on this already amazing deal.

Order Now [Direct Ordering URL]

Your taste buds (and wallet) will thank you.
– The [Restaurant Name] Team

New Menu Launch

Subject Line:

NEW MENU ALERT: [EXAMPLE: 5 dishes that will blow your mind]

Heading:

Fresh from Our Kitchen to Your Table

Body

[First Name], our chefs have been working overtime...

Introducing [EXAMPLE: 5] brand-new dishes featuring bold flavors, premium ingredients, and Instagram-worthy presentation:

Here's what makes us special:

· EXAMPLE MENU ITEM:
Truffle Mushroom Risotto

· EXAMPLE MENU ITEM:
Korean BBQ Tacos

· EXAMPLE MENU ITEM:
Chocolate Lava Cake Burger

· EXAMPLE MENU ITEM:
Miso Glazed Salmon Bowl

· EXAMPLE MENU ITEM:
Craft Cocktail Wings

Try Them First [Insert Direct Ordering URL]

Tag us @[restaurantname] in your food pics – we love seeing your reactions!

Ready to taste something extraordinary? – [Restaurant Name]

Birthday Special

Subject Line:

Happy Birthday [First Name]! Your treat is waiting

Heading:

Make Your Birthday Deliciously Memorable

Body:

Happy Birthday, [First Name]!

Today's all about you, so we're giving you options:

Choose your birthday treat:

- [EXAMPLE OFFER: FREE dessert with any entrée], OR
- [EXAMPLE OFFER: 15% off your entire order]



Use code: [EXAMPLE_CODE: BIRTHDAY15]

The best part? This offer is valid for [EXAMPLE: 7 days] – because your birthday should be celebrated all week long!

Claim Your Birthday Treat [Insert Direct Ordering URL]

Here's to another year of great food and great memories.


Happy Birthday!

– Your friends at [Restaurant Name]

Gen Z Engagement Email

Subject Line:	Your stomach at 3pm: "FEED ME NOW"
Heading:	When Hunger Hits Different
Body	<p>Real talk, [First Name]...</p> <p>You're probably scrolling through your phone, avoiding that thing you should be doing, and your stomach just growled. We felt that.</p>

We got you:



- EXAMPLE:20% off
with code [EXAMPLE_CODE: HANGRY20]
- Valid until [EXAMPLE: 7 PM tomorrow] only.

Why cook when you can feast? Skip the effort, not the eating.

Feed Me Now [Insert Direct Ordering URL]

Bonus: Download our app for [EXAMPLE: weekly exclusive drops] that don't hit email.


Future you will definitely thank present you for this decision.

– [Restaurant Name]


VIP Secret Menu

Subject Line:	SECRET MENU unlocked (VIP access only)
Heading:	Welcome to the Inner Circle
Body	<p>Congratulations, [First Name].</p> <p>You've earned access to our SECRET MENU – dishes we dont offer anywhere else</p>


Available exclusively to VIP customers:



- EXAMPLE SECRET ITEM:
The Underground Burger-
Truffle mac & cheese, wagyu
beef, brioche bun]



- EXAMPLE SECRET ITEM:
Dragon's Breath Wings – Our
spiciest sauce (sign a waiver
level)



- EXAMPLE SECRET ITEM:
Midnight Milkshake – Cookies,
cream, and a secret ingredient

Limited time: [EXAMPLE: 72 hours] only

Secret code: [EXAMPLE_CODE: INSIDERVIP]

Order Your Exclusive Meal [Insert Direct Ordering URL]

We love a good social share, just don't spill everything!

– The [Restaurant Name] Family

Review Request Email

Subject Line:

Quick question: Leave us a review and get 15% off on your next order

Heading:

Help Us Serve You Even Better

Body:

Hey [First Name],

Hope you absolutely loved your recent order from [Restaurant Name]!

We'd love to hear how we did: Your feedback helps us improve every dish, every delivery, every experience.

Leave us a review on Google, Yelp, or TripAdvisor <Insert URL>

Thank you bonus:

Leave us a quick review and as a thank-you, enjoy 15% off your next order — no strings attached.

- Here's your exclusive discount code: ORDER15



Your honest feedback makes us better. We read every single review.

Thanks for supporting [Restaurant Name]

We can't wait to serve you again soon!

– The [Restaurant Name] Team

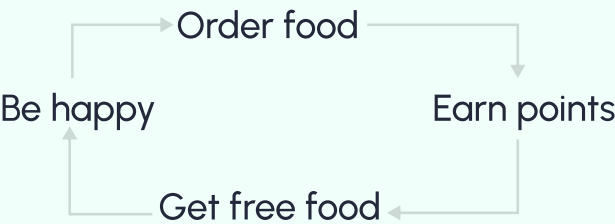
Loyalty Program Invitation

Subject Line:	FREE FOOD ALERT, Every bite earns rewards
Heading:	Introducing [Restaurant Name] Rewards
Body	[First Name], what if every meal earned you your next meal?

Join [Restaurant Name] Rewards:

- [100% FREE to join]
- [Instant 100 bonus points (worth \$5)]
- [Earn points on every single order]
- [Redeem points for free food & drinks]
- [Exclusive member deals and early access]

How it works:



Join Free- Start Earning Today [Insert Create Account URL]

Track everything instantly through our mobile app: [App Link]

Your cravings just got more rewarding.

– [Restaurant Name]

Holiday Campaign

Subject Line:

Celebrate [HOLIDAY] with Us – Special Treats Inside

Heading:

[HOLIDAY] Deserves Something Special

Body:

Hey [First Name],
[HOLIDAY] is here, and we're celebrating with you!

Enjoy a holiday treat on us – free with any order:

Choose your favorite from the list below!

 <ul style="list-style-type: none">• HOLIDAY-THEMED ITEM 1: Insert seasonal drink/ appetizer	 <ul style="list-style-type: none">• HOLIDAY-THEMED ITEM 2: Insert festive dessert/ special	 <ul style="list-style-type: none">• HOLIDAY-THEMED ITEM 3: Insert holiday-inspired dish
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Perfect for [HOLIDAY ACTIVITY] (family gatherings, date nights, etc.)

[EXAMPLE: All week long] – no code needed, no strings attached.

Order Your [HOLIDAY] Special [Insert Direct Ordering URL]

Make this [HOLIDAY] deliciously memorable.

With [HOLIDAY] wishes,

Your friends at [Restaurant Name]

Take Control of Your Data. Accelerate Your Growth

With Restolabs, you get direct access to powerful customer insights—no third parties, no blind spots. Run smarter, more personalized campaigns. Reward loyalty effortlessly. Track performance in real time with built-in analytics that show you what's working. It's everything you need to boost sales and build deeper customer relationships—simple, transparent, and effective.

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