

FIFA WORLD CUP 2026

11 JUNE – 19 JULY · USA · CANADA · MEXICO

Turn Every Match Into *Revenue*.

The complete play-by-play for filling tables, pouring more rounds and turning football fever into measurable footfall - powered end to end by My Menu.

39

DAYS OF DEMAND

104

MATCHES TO MONETISE

48

NATIONS & FAN TRIBES

12+

MY MENU TOOLS DEPLOYED

THE BRIEF

A revenue playbook, not a *poster campaign.*

Most venues treat a major tournament as a reason to print a banner and hope. The bars that win treat it as a 39-day operating system - one that captures every fan, rewards every visit and converts every goal into another round.

This guide maps each idea directly onto a live My Menu feature you already have: campaigns, loyalty, stamp cards, leaderboards, CRM, WhatsApp marketing and gamification. Static promotions are easy to copy. **Live, automated, personalised fan experiences are not.** That is your edge.

THE ONE LINE TO REMEMBER

"While the bar next door runs a discount, you run a season."

INSIDE THE PLAYBOOK

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THE OPPORTUNITY

01 Why a tournament is the single biggest F&B event of the year

Football nights are profitable because they stack eight powerful spending behaviours into one evening. Every lever below is something you can deliberately pull - and measure - inside My Menu.

- 01 Tribal loyalty**
"I support Argentina"
- 02 Repeat visits**
39 days, dozens of matches
- 03 Competition**
fans want to rank and win
- 04 Urgency**
kickoff is a hard deadline
- 05 Social sharing**
jerseys, goals, reactions
- 06 Gamification**
predictions & unlocks
- 07 Drink-driven spend**
rounds, buckets, towers
- 08 Leaderboard psychology**
status keeps fans coming back

THE 2026 DIFFERENCE

Hosted across North America - which means matches all day, every day.

With kickoffs spread across US, Canadian and Mexican time zones, the Middle East and Asia get a rolling slate of evening, late-night, overnight and early-morning games. For a venue, that is not a problem - it is four distinct revenue windows you can program for.

- 39 days of demand
- 104 matches
- 48 fan tribes
- 4 time windows

+30%
My Menu venues are designed to lift sales through video menus and live campaigns.

0%
Commission on direct orders - every match-day sale stays yours.

THE ENGINE

Static promotions vs. a live revenue engine

02

Most bars run the left column. My Menu lets you run the right - automatically, and personalised to each guest.

- | | |
|---------------------------------|---|
| Printed banner, fixed all night | ● Banners that change by match, time & section |
| One discount for everyone | ● Rewards triggered by team, goal & behaviour |
| No idea who walked in | ● Every guest captured in CRM on arrival |
| Hope they come back | ● WhatsApp + loyalty pull them back |
| Revenue ends at full-time | ● Leaderboards keep the spend going for 39 days |

EVERY IDEA IN THIS GUIDE MAPS TO A TOOL YOU ALREADY HAVE

Campaigns

Timed & triggered banners, pop-ups and promo videos by day, time or section.

Gamification

Spin-the-wheel, predictions and instant-win unlocks.

Digital Stamp Cards

Apple & Google Wallet fan passports.

Loyalty & Cash Back

Rewards redeemable only on the next visit.

Guest CRM

Auto-records every guest and last visit, even without ordering.

Social Login

One-tap profile capture via Google, Apple or WhatsApp OTP.

SMS & WhatsApp

Personalised video & image messages to drive repeat footfall.

Reservations

SEO mini-site to sell match tables & VIP packages in advance.

The big differentiator

You can run **live** promotions, real-time gamification, dynamic rewards and automated loyalty - turning a one-night discount into a 39-day, self-running fan experience.

PROMOTIONS · THE ANCHOR PLAY

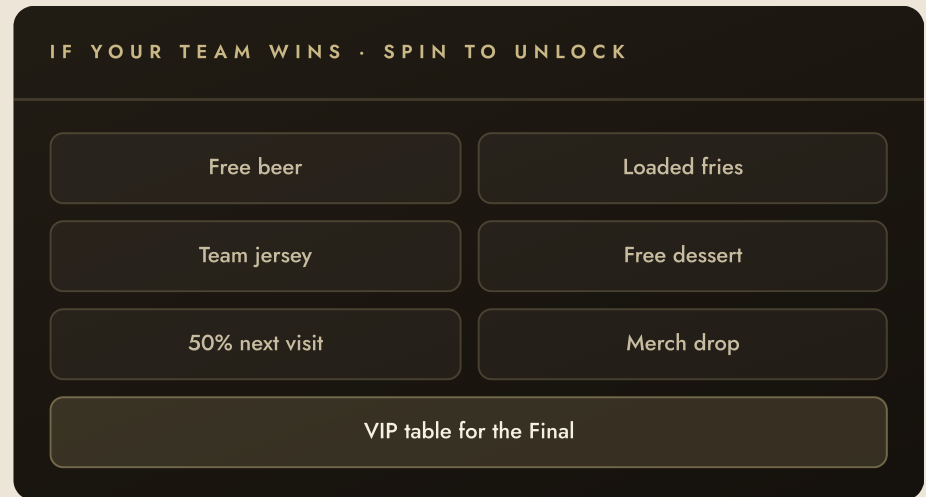
03 "Choose Your Side" supporter buckets

Before kickoff, every guest picks a team and buys their colours. The **England Bucket**, the **Argentina Bucket**, the **Brazil Bucket** - identical beers, identical value, different flag and branding. Choosing a side is an emotional commitment that lifts pre-match spend and dwell time before a ball is even kicked.

- 1 **Pick a side**
Guest scans the QR, logs in and selects their team - captured instantly in CRM.
- 2 **Buy the bucket**
Themed menu skin, flag visuals, countdown timer and chant QR build the moment.
- 3 **Win & unlock**
If their team wins, scan to spin the wheel for an instant prize.

WHY IT WORKS

Lifts pre-match spend · deepens emotional commitment · extends dwell time · manufactures social content - all while quietly building your guest database.



BUILD THE IMMERSION IN MY MENU

- Team-themed banners
- Flag & player graphics
- Themed menu skins
- Countdown timers
- Chant / music QR
- Spin-the-wheel

PROMOTIONS · KEEP THEM IN THE ROOM

04 Recovery deals & country-themed nights

THE LOSER RECOVERY DEAL

Revenue normally collapses the moment a team loses. So flip it. When a guest's team is knocked out, My Menu instantly unlocks a consolation offer - keeping heartbroken fans in their seats and ordering another round instead of heading home.

"Drown Your Sorrows"

"Heartbreak Happy Hour"

"Second-Half Recovery"

"Penalty Relief"

THE UNLOCK

50% off the next bucket · 2-for-1 shots · consolation combo · free appetiser with another round. Smart bar economics: you protect the back half of the night that you would otherwise lose.

COUNTRY-THEMED MATCH NIGHTS

Turn a fixture into a dining event. Match the menu to the marquee nation playing that night, skin the digital menu in their colours and let My Menu campaigns push the themed specials on arrival.



Argentina Night

Steak specials · Malbec pairing · sky-blue & white skin



Brazil Night

Caipirinhas · BBQ platters · samba playlist QR



Mexico Match Night

Taco platters · tequila flights · mariachi energy

Bonus: themed nights are Instagram fuel. Every plated special and coloured menu becomes shareable content that markets the next fixture for free.

GAMIFICATION · THE LIVE LAYER

05 Predictions & live goal unlocks

PREDICT & WIN

The interaction engine you cannot leave out.

Before kickoff, guests predict the score, first scorer, cards and penalties. Correct calls trigger a spin, cashback, loyalty points or a free drink. Every prediction is a QR scan, a CRM record and a reason to engage again.

Final score

First goal scorer

Yellow cards

Penalties

DRIVES: INTERACTION · QR SCANS · CRM CAPTURE · REPEAT ENGAGEMENT

GOAL UNLOCKS · COULD GO VIRAL

Every goal opens a 10-minute deal.

The instant a featured team scores, My Menu's timed campaign fires a flash promotion to every device in the room - live for 10 minutes only. Pure urgency, pure order velocity.

\$3 beers · 10 min

Free shots round

Half-price wings

Pitcher bundle

CREATES: INSTANT EXCITEMENT · URGENCY · HIGH ORDER VELOCITY

GAMIFICATION · SPIKES & SEASON-LONG

06 Penalties, treasure hunts & the bracket

A

Penalty Shootout Flash Deals

If a match goes to penalties, the entire venue unlocks a sudden-death promo for the duration. Emotion is at its peak - so is willingness to spend.

- Sudden-death shots
- 5-minute beer promo
- Free fries with pitchers

EMOTIONAL SPENDING SPIKE

B

QR Treasure Hunt

Perfect for malls and hotel bars. Hide QR codes around the venue - each scan unlocks a reward, a trivia question or a secret menu item, gamifying the entire space.

- Hidden reward codes
- Football trivia
- Secret menu items

GAMIFIES THE WHOLE FLOOR

C

World Cup Bracket Challenge

Guests predict the full tournament bracket, updated digitally as results land. A 39-day reason to keep checking back - and keep coming in.

- Finals table for the winner
- Giant voucher
- Sponsor & merch prizes

SEASON-LONG RETENTION

LOYALTY · REPEAT FOOTFALL

07 The Official Fan Passport

The strongest long-term play of the tournament, and a feature My Menu supports out of the box. A **Digital Stamp Card** that lives in Apple & Google Wallet - no app, no plastic. Each match night, each round, each country watched earns a stamp toward a reward. It turns 39 days of football into a structured habit and motivates guests to sign up and hand over their details.

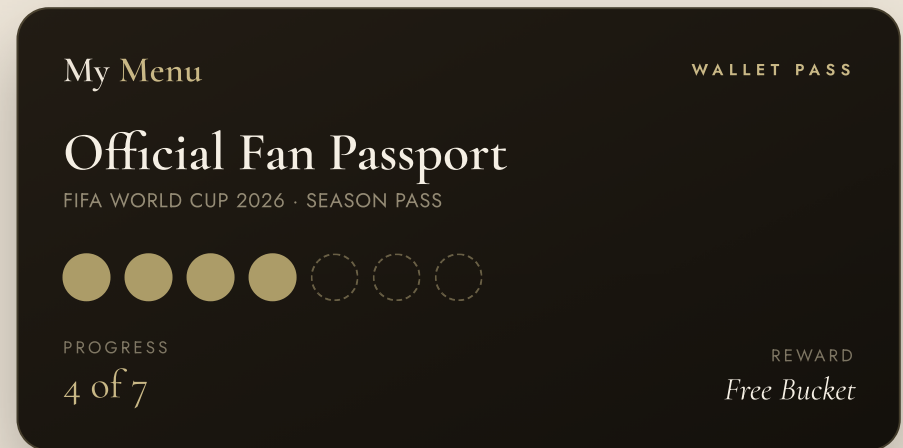
Buy 6 beers during the World Cup → the 7th is free

Attend 5 match nights → unlock Finals rewards

Watch 5 different nations → unlock a surprise prize

WATCH EVERY MATCH CHALLENGE

Attend every group game, or every match of one team, to unlock a Finals invite, exclusive merch or entry to a mega prize draw. Perfect for loyalty tracking and the ultimate repeat-footfall driver.



Stored in the wallet · updates live · tracked from your panel

LEADERBOARDS · STATUS SELLS

08 People love a public ranking

★ Biggest Fans

Tracks total visits & matches attended

- 01 Top 10 · Finals party access
- 02 Team jersey
- 03 Free bucket
- 04 VIP table

✕ Beer Champions

Tracks total beers / rounds purchased

- 01 "Ultimate Fan" status
- 02 Trophy & social feature
- 03 Free Finals package
- 04 Reserved booth

⚽ Team Loyalty

Tracks consistent single-team support

- 01 Exclusive supporter discounts
- 02 Supporter rewards
- 03 Captain's table invite
- 04 Merch drop

TIME-ZONE STRATEGY · FOUR REVENUE WINDOWS

09 Program the menu to the kickoff

North American kickoffs land at very different hours across the Middle East and Asia. Treat each window as its own service with its own My Menu campaign, menu skin and best-sellers.

Early Evening

ME PRIME TIME

PROMOTE

Happy-hour combos, bucket deals, sharing platters, early-bird reservations.

SELLS

Beer buckets, wings, sliders, nachos, pizzas.

GOAL

Group bookings & after-work traffic.

Late Night

10 PM – 1 AM

PROMOTE

Unlimited wings, towers & pitchers, "stay till the final whistle" deals.

SELLS

Comfort food, sharing platters, caffeine cocktails, energy drinks.

GOAL

Longer dwell & second / third rounds.

Overnight

~2 AM · ASIA-RELEVANT

PROMOTE

"World Cup After Dark" - breakfast + beer combos, Sunrise Match Menus, midnight buffet.

SELLS

Coffee + burger deals, late-night bites.

GOAL

Own the hours nobody else trades in.

Early Morning

RARE BUT GOLDEN

PROMOTE

Football brunch, breakfast buffet, coffee + croissant + match.

SELLS

Brunch plates, breakfast beer promo.

GOAL

Turn a dead daypart into an event.

MENU ENGINEERING · WHAT ACTUALLY SELLS

10 Match-day best-sellers, by margin

Sports crowds reward food that is high-margin, fast to fire and easy to share. Lead your video menu with these and let My Menu's autoplay videos do the upselling.

Wings	Loaded Fries	Sliders
Pizzas	Nachos	Sharing Platters
Beer Towers	Buckets	Finger Foods
High margin protect profit per cover	Fast to serve keep velocity through goals	Easy to share bigger tables, bigger tickets

THE MY MENU MULTIPLIER

Decisions stop being driven by price and start being driven by presentation. Autoplay food videos make guests crave - and order - more.

+15-30%

typical uplift in guest spend reported by venues using rich video menus and live campaigns.

PRO MOVE

Build a dedicated "World Cup" menu layout so specials, buckets and country dishes sit one tap away - separate from your everyday dine-in menu.

SOCIAL ACTIVATIONS · FREE REACH

II Turn the room into your marketing team

01

Fan Cam Contest

Best fan reaction of the match wins a prize. Capture the celebration, post it, tag the venue.

02

Jersey Night

Wear your team's jersey, scan to unlock a free drink. Instant dress code, instant atmosphere.

03

Goal Celebration Challenge

Upload your celebration reel for vouchers. Pure user-generated content, all tagged to you.

04

Match Selfie Contest

Post a photo at the venue and tag the restaurant to enter the prize draw.

The compounding effect — Every jersey, celebration and selfie becomes organic reach that markets your next fixture for free - and each entry is another contact captured through Social Login.

DATA & CRM · THE ASSET YOU KEEP

II The match ends. The database doesn't.

The real prize of the tournament is not one big night - it is the guest data you walk away with. Every supporter pick, prediction, stamp and contest entry feeds My Menu's Guest CRM, which records each interaction and the last visit automatically, even when ordering is switched off.

CAPTURE Social Login (Google, Apple) or WhatsApp / SMS OTP - one tap at kickoff.

ENRICH Team, predictions, visits and spend attach to each profile.

RE-ENGAGE Segment fans and send personalised WhatsApp video & image messages.

RETAIN Loyalty & cash back redeemable only on the next visit pull them back.

WHAT YOU CAN DO AFTER THE FINAL WHISTLE

- **Win-back**"Your team is back - so is your bucket deal."
- **Win nights**Target a nation's supporters before their next fixture.
- **VIP upsell**Invite top spenders to the Finals package first.
- **Beyond the cup**Roll fans into your everyday loyalty programme.

"Competitors run a promotion. You build an audience you can sell to long after July."

THE MASTER CAMPAIGN

The Ultimate *Fan Cup*

One overarching, season-long competition that wraps every idea in this guide into a single addictive loop. Every interaction earns points. One live leaderboard runs the whole 39 days.

EVERY ACTION EARNS POINTS

Attending matches

Ordering drinks

Supporting a team

Predictions

Referrals

Social posts

A live leaderboard runs throughout the tournament. Final winners take giant prizes, a VIP Finals experience and season-long rewards. The result is a fan economy that is competitive, social, and recurring by design.

Addictive points create a reason to return every match night

Competitive public ranking drives status spending

Social referrals & posts expand reach for free

Recurring one loop spanning all 39 days & 104 matches

THE COUNTDOWN · PREPARE TO WIN

60 How to prepare 60 days out

T-60 Days · Foundations

- Confirm staffing & rota for late windows
- Lock inventory: beer, buckets, platters
- Line up sponsorships & brand partners
- Audit AV: screens, sound, streaming

T-30 Days · Build in My Menu

- Create the World Cup menu layout
- Set up campaigns, banners & goal unlocks
- Build the Fan Passport stamp card
- Configure leaderboards & predictions
- Open reservations & VIP packages

T-7 Days · Go Live

- Launch the marketing rollout
- Push WhatsApp & SMS to your CRM
- Pre-sell Finals tables & packages
- Brief staff on every unlock & reward
- Test one full match-night dry run

SAMPLE CAMPAIGN CALENDAR · 11 JUN – 19 JUL



A self-running 39-day plan

PHASE	HERO CAMPAIGN	LIVE MECHANICS	MY MENU TOOLS
Pre-launch T-30 to kickoff	Fan Passport sign-ups & VIP pre-sales	Stamp-card launch, reservation drive, WhatsApp teaser blast	Stamp Cards Reservations WhatsApp
Group Stage Wk 1–2 · high volume	"Choose Your Side" buckets & country nights	Team picks, goal unlocks, predictions, themed menu skins	Campaigns Gamification CRM
Group Finale Wk 2–3	Loser Recovery deals & leaderboard heat-up	Knock-out unlocks, Beer Champions board climbs	Loyalty Leaderboards Campaigns
Knockouts Wk 3–5 · peak emotion	Penalty flash deals & bracket challenge	Sudden-death promos, bracket updates, win-back WhatsApp	Gamification WhatsApp CRM
The Final 19 Jul · the payoff	VIP Finals experience & Ultimate Fan Cup awards	Premium packages, leaderboard crowning, social finale	Reservations Leaderboards Loyalty
After Post-tournament	Roll fans into everyday loyalty	Segment & re-engage the database you just built	CRM Loyalty WhatsApp

KPIS · KNOW WHAT WON



The numbers to track

REVENUE

Spend per cover

vs. a normal night

REVENUE

Average match-night ticket

buckets, rounds, platters

REVENUE

Pre-match vs. post-match

recovery-deal impact

REVENUE

VIP & package pre-sales

booked in advance

FOOTFALL

Covers per match

by time window

FOOTFALL

Repeat visit rate

passport & loyalty driven

FOOTFALL

Dwell time

minutes per table

FOOTFALL

Reservation conversion

from the mini-site

ENGAGEMENT

New CRM contacts

captured per night

ENGAGEMENT

QR scans & predictions

per match

ENGAGEMENT

Stamp cards issued

& completion rate

ENGAGEMENT

Leaderboard participants

& active days

The headline metric

Net new, contactable guests added to your database. Everything else is one night - this is the asset that keeps earning after the trophy is lifted.



READY-TO-USE CAMPAIGN TEMPLATES

Copy, paste, go live

BANNER · PRE-MATCH

"Pick your side before kickoff. Grab your [Team] Bucket - if they win, spin to unlock a free round."

Trigger: on menu open · Tool: Campaign banner

GOAL UNLOCK · LIVE

"GOAL! For the next 10 minutes only, beers are [price]. Tap to order before the whistle."

Trigger: manual on goal · Tool: Timed campaign

WHATSAPP · WIN-BACK

"Tough result last night, [Name]. Your Heartbreak Happy Hour is on us tonight - 50% off your next bucket."

Trigger: team loss segment · Tool: WhatsApp marketing

STAMP CARD · REWARD

"You're 2 nights away from your Finals reward. Catch the next match at [Venue] to move up the board."

Trigger: card progress · Tool: Digital Stamp Card

PREDICTION · PRE-KICKOFF

"Predict tonight's score & first scorer. Nail it and spin to win drinks, fries or cashback."

Trigger: 30 min pre-match · Tool: Gamification

RESERVATION · VIP

"Final tables are filling fast. Reserve your VIP Finals package - premium seating, unlimited drinks, exclusive menu."

Trigger: pre-sale push · Tool: Reservations mini-site

My Menu

KICK OFF YOUR CAMPAIGN

Every match is a chance to win. *Take it.*

You already have the platform. This guide is the play. Build your World Cup menu, switch on the campaigns and turn 39 days of football into your most profitable season of the year.

Start your free trial · app.mydigimenu.com

Book a demo webinar

TRUSTED BY

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A STANDARD WITH

Accor · ITC Hotels · The Park · Hard Rock

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