



LET US HELP YOU
FIND YOURS

Toggle Time 4

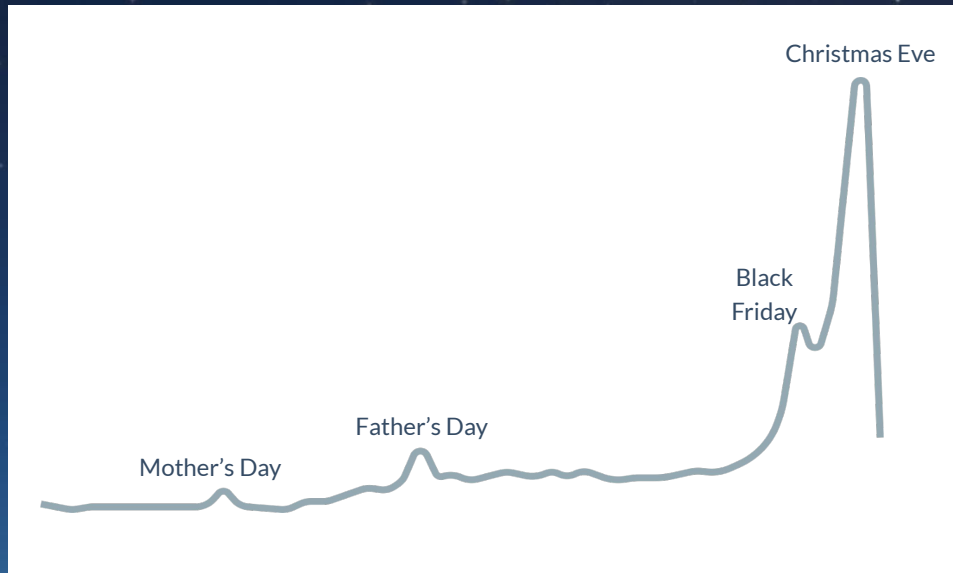
The UK's hospitality gift card market has grown year on year. **In 2024 the market is valued at £8.8 billion.**

This is our 7th Christmas since launching Toggle and we have witnessed this first hand with our customers sales.

The average number of gift cards sold per location over the last year has increased by 97%

£23.5 million was sold via Toggle in November & December 2023.

This year we're predicting £37 Million in the same period.



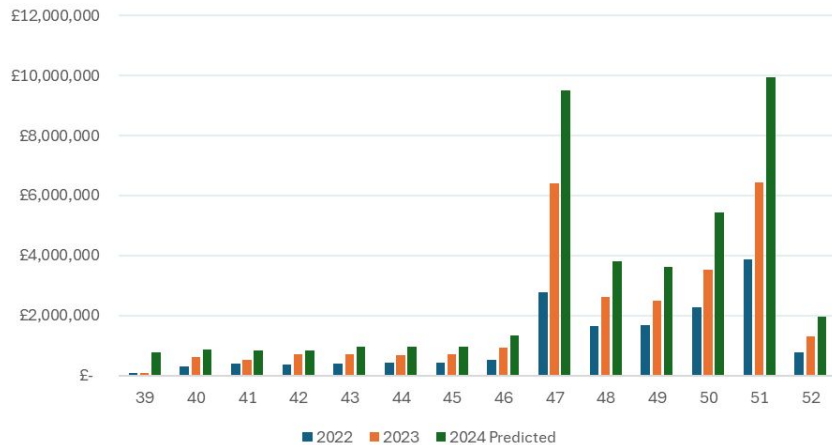
November & December

55% of your annual gift cards sales will occur in the final two months of the year.

We're now in week 45 - so the best is still ahead of us.

Don't stop now, let us guide you through the simple checklist that takes you from Christmas chaos to Toggletopia

Toggle Sales Weekly



100% Hospitality Focused

FRANCO MANCA
SOUR DOUGH PIZZA

TOKOTSU

BananaTree
PAN-ASIAN KITCHEN

ZAAP
THAI

Ruddy's

CHOPSTICK
NOODLES

GOOSE ISLAND

THE STABLE
CIDER-LOVING PIZZA MANIA

THE REAL GREEK

Boston Tea Party

BUSABA

LOUNGERS

WAHACA

HICKORY'S
SMOKEHOUSE

THE NEW WORLD TRADING CO.

BOB BOB RICARD

THE IVY

COPPA
CLUB

INCIPIO

THE ALCHEMIST

TAVOLINO

San CARLO

PARK CHINOIS

CAFÉ ROUGE
EST. 1989

IBÉRICA

Blacklock

MISSION MARS

GUSTO
ITALIAN

Hard Rock
CAFÉ

Blackhouse

ROSA'S
THAI CAFÉ

ARCADE

PESTO
GREAT ITALIAN FOOD

las IGUANAS

REVOLUTION

CÔTE

Zizzi
Restaurants

SIX by NICO

YD!

BYRON

LEON.
NATURALLY FAST FOOD

Turtle Bay
Caribbean social

ASK
ITALIAN

Creams

Bella Italia

ST AUSTELL
EST. BREWERY 1881

W
WELLS & CO

BREWHOUSE
AND KITCHEN

J.W. LEES

HONEST
BURGERS

BRAKSPEAR
ESTABLISHED 1779

BUTCOMBE
BREWING Co.

PAROGON
GROUP

SHEPHERD NEAME
SINCE 1382
BRITAIN'S OLDEST BREWER

SIGNATURE
PUB GROUP

BLACKROSE

EAST LONDON
PUB CO.

GAIL'S
BAKERY

VINE HOTELS

MOLLIE'S

HEARTWOOD
COLLECTION

VILLAGE
HOTELS

What can you gift?



Gift Cards

Physical & Digital
cards + On
Demand print



Experiences

Pre-paid
experiences,
events & bundles



Pay It Forward

Tie Toggle into your
chosen charity or
community project



Pre-loaded Card

Free of charge cards
for unhappy
customers, staff,
influencer & more

What is Toggletopia

A place where processes are automated,

Where gift card sales fly and profits soar.

A festive grotto where secret formulas get revealed,

To help you find the calm in the Christmas chaos.

Be the one to reach your Toggletopia -

sit back, relax and tune in.



Step 1
Deck the halls

Step 2
Let's get physical

Step 3
Treat your Customers

Step 4
"For Two" Experiences

Step 5
Collection are king!

Step 6
*Keep your shop front
and centre*

Step 7
*Corporate gifting
made merry*

Step 8
There is no 'too late'

Step 9
*Boxing Day and
beyond*

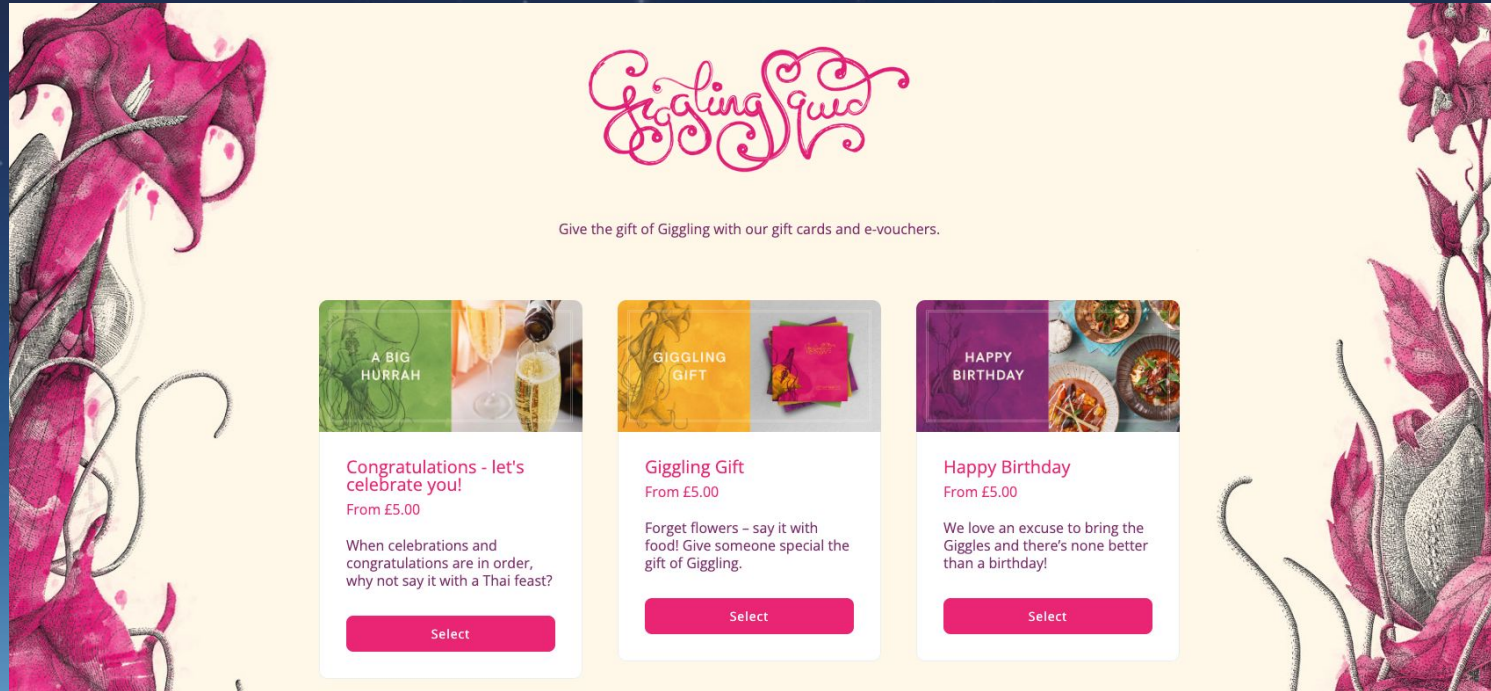
Step 10
*Bonus Zen: January
Bounce Back*

Step 1

Deck the Halls

The first step to Toggletopia

Making sure your shop is looking sharp for festive shoppers. All the customisation you need sits within your Toggle Dashboard, it can be edited in less than 5 minutes

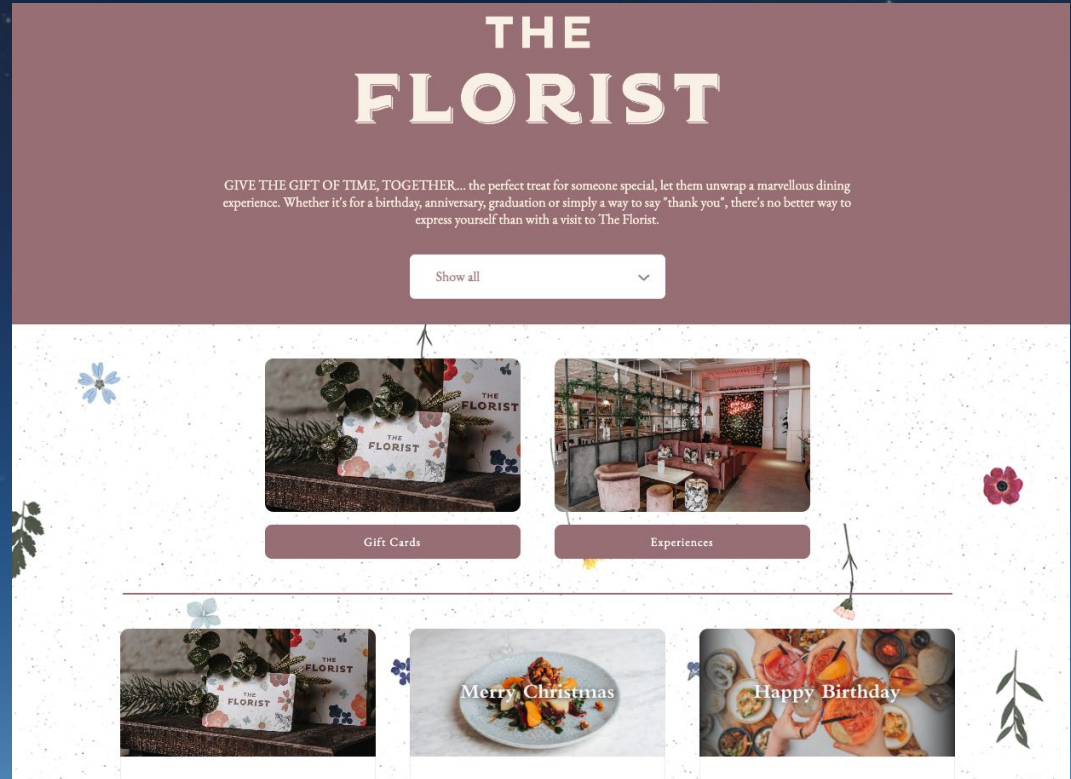


Deck the Halls

Are your fonts and brand colours correct?

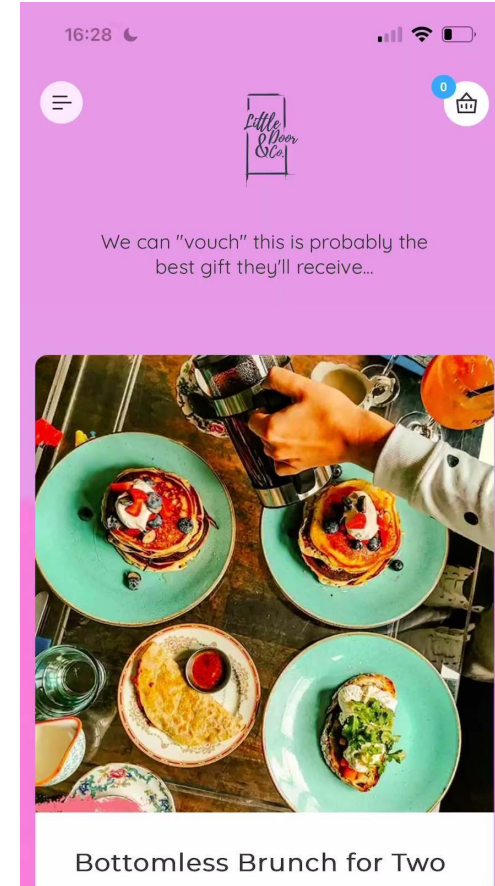
Are the images for each of your gift cards and experiences the best they can be?

Are you using the right words on your buttons



Mobile Optimised

75% of customers will be shopping on their phones, so make sure everything is sleek and mobile-optimised. After Christmas, remember to refresh your branding, don't be that shop that leaves the Christmas decorations up until February!



Step 1: Deck The Halls Checklist



Logo



Fonts



Thumbnails



Banners



Background image



Image Display



Favicon logo



Brand Colours



Homepage text



Product Button Text



Gift emails



Collect marketing consent turn on



Legal Stuff links

Step 2

Let's Get Physical

£8 Million

Worth of physical Toggle vouchers were sold in
November & December 2023

36% of shoppers still want something physical in the post!

Check your gift card stock and make sure you're ready to meet the demand.




Although our guaranteed print deadlines have now passed that doesn't mean you cannot sell in venue!

Speak to our Customer Success team to create a batch of linked Toggle Codes & PIN numbers for free!

You can take this CSV file to a local printer/online printer and create your cards yourself



Step 2: Let's Get Physical Checklist

-  Check your physical card stock (email our team)
-  Distribute your physical cards throughout your venues
-  Request a batch of Toggle Codes & PINS if you are getting new cards printed

Step 3

Treat Your Customers

Make this a Christmas to remember.
Sleigh your sales by setting up a promotion.

Discount



The Joiners cocktail masterclass

From £30.00

Learn how the professionals do it

Show me more 🍷

Added Value



October Savings Card

£50.00

Spend less this October with our October Savings Card. Get £50 for just £25!

Buy Now

Promotional Code

<
• • •

Payment

Do you have a promotional code or a gift card?

CHRISTMASVIP

Apply

Discounts
-£3.00

From time to time we'd love to update you about our other products and services. Please confirm whether you'd like to hear from us about these things.

☒ Yes please
 ☐ No thanks

Total: £27.00

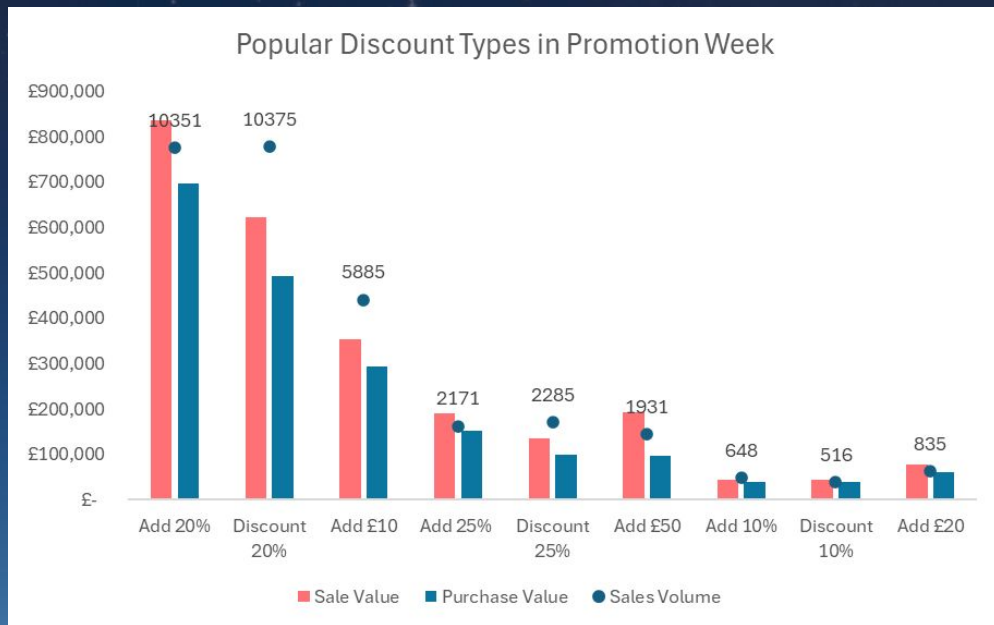
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[View Terms and Conditions.](#)

Pay by card

20% is the Sweet Spot

Our resident data analyst elf has the secret formula: weather discounting or adding value,

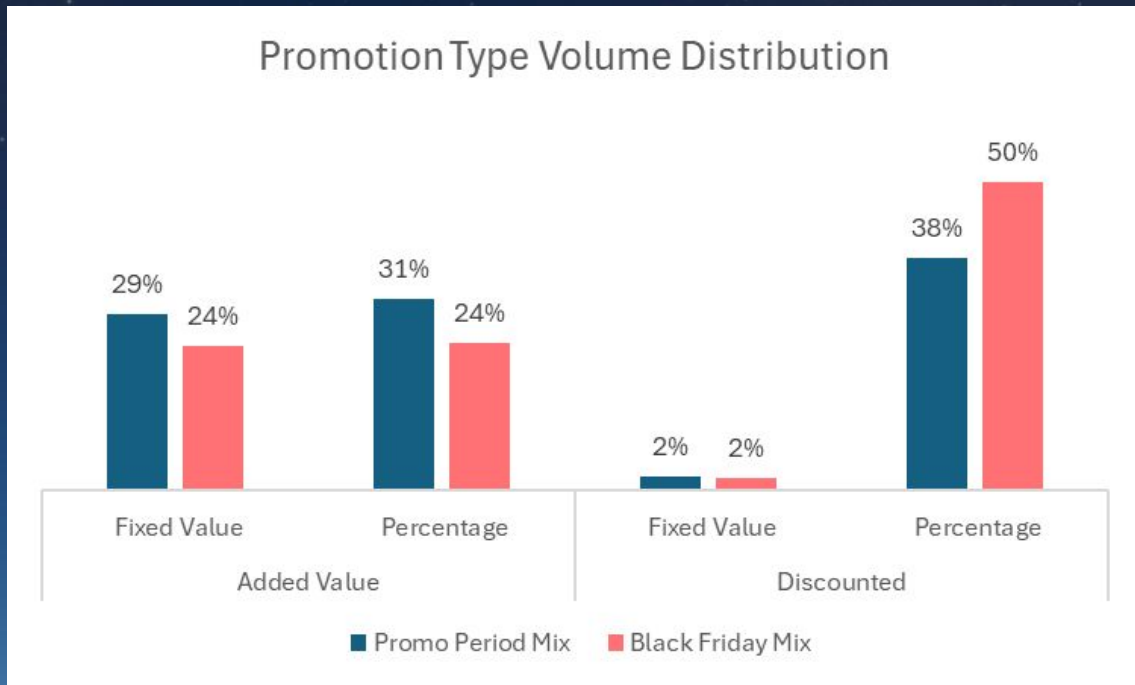
20% hits the sweet spot for maximum returns.



To 'Add Value' or to 'Discount'?

The best selling discounts in the BF promotional period (looking at number of items sold) were '**added value**' products.

60% of promotional items sold we're an Added Value product, compared with 40% discounted with either a fixed price discount or percentage.



Step 3: Treat Your Customers Checklist

- 📋 Set up your Added Value Promotion
- 📋 Set up your Discount Promotion
- 📋 Set up your Promotional code
- 📋 Make sure your “Offer Display Text” is eye catching
- 📋 Pre-set the “Live Date” so you do not have to do this on the day

Step 4

“For Two” Experiences

For Two Experiences

Consider offering different product types.


Tickets
Gift cards
Experiences


Especially those "For Two." Our studies have shown that experiences with the words "For Two" in the title outsell any other experiences during the festive season.

£447k of For Two Experiences were sold in November and December 2023.

Toggletopia

Turtle Bay
Caribbean social





Turtle Bay Dinner for Two

Escape to a tropical island - without the plane ticket - and tuck into deliciously addictive Caribbean food and 2-4-1 rum cocktails to the soundtrack of cool island tunes.

Enjoy our signature smoky jerk pit classics, rich West Indian curries, and Jamaican soul food - there's something for everyone!

Pleased
to·meet·you



Champagne Afternoon Tea for Two

Give the gift of a Champagne Afternoon Tea at PTMY! Includes a selection of finger sandwiches, our very-own freshly-baked PTMY sausage roll,



Dining for 2

Enjoy delicious food, a cosy atmosphere and beautiful views of the Thames. Whether it's a romantic dinner or a casual catch-up, this gift voucher is the perfect way to savour a delightful meal and great company.

Ideal for birthdays, anniversaries, or just because!

Step 4: "For-Two Experiences" Checklist

- ✅ Create a New For Two Experiences
- ✅ Add amazing photographs for your experience
- ✅ Include variety

Step 5

Collections Are King!

Collections are King

Keep your shop organised and tidy with Toggle's collections feature.

Categorise collections by location, special event or recipient.

Don't forget your Christmas Collection—schedule it to pop up just in time and disappear before New Year!

Toggletopia

THE HEAD OF
STEAM

Welcome to The Head of Steam shop. Please select your Steam and treat yourself or someone you love to a Steam experience or a gift card to be redeemed in house! All vouchers expire 12 months from purchase.

Show all



Leeds Park Row



Liverpool



Hull



Cardiff



Birmingham



Sheffield



Dwell Time

Your guest will spend on average 3 minutes browsing your Toggle store before they make a purchase.



Welcome to the Escapism Bars Shop. Looking for the perfect gift? We've got you covered! Why not gift one of our amazing experiences from one of our legendary bars? Now available in Leeds, Liverpool and Manchester!

Show all



Tasting Menu Experience at The Maven



Bottomless Brunches!



Escapism Bars Vouchers for experiences and more!

Your customers love to browse and find the right gift for their friends and family

Your Toggle's average online conversion rate is almost 14% - that's 3x the industry average.
Make sure your offering your guests choice!



CLICK & COLLECT GIFTS



FOOD & DRINK EXPERIENCES



HOTEL EXPERIENCES

Step 5: Collections are king! Checklist

- 📌✅ Create a new Collection
- 📌✅ Set an automatic Go Live and Deactivation date
- 📌✅ Add the Collection URL to any email campaigns
- 📌✅ Add the Collection URL to social media post schedule

Step 6

Keep Your Shop Front And Centre

Front and centre

You've got the goods, now let's make sure they're seen!

Keep your shop front and centre so it's easy to find and spend with your brand.

Highlight your Toggle shop in social media posts, email campaigns, and in-venue signage.



Think QR codes, upselling, prominent placement on your website — no one will need to hunt for it.



Step 6: Keep your shop front and centre Checklist

-  Embed your Toggle Store URL into a Gift Card button on your website
-  Add the Toggle Store URL to our Social Media Link Tree
-  Create social media content promoting our gift card store
-  Schedule an email to promote your store on Black Friday, Christmas Eve and Christmas Day

Step 7

Corporate Gifting Made Easy

Corporate gifting made easy

Don't miss out on spreading the festive cheer to local businesses.

With our brand new bulk order feature, it's quicker than ever to make your brand the go-to for corporate Christmas gifting.

To get this activated on your account just speak to our team on success@usetoggle.com



THE IVY

Give the magic of The Ivy with our range of gift cards and experiences.



Afternoon Tea for Two
with Champagne
From £85.90

Add a touch of sparkle to your
visit with a glass of Champagne.

DISCOVER MORE



Champagne Lunch For
Two
£120.00

A charming shared experience.

DISCOVER MORE



Afternoon Tea for Two
From £65.90

The perfect mid-afternoon
treat.

DISCOVER MORE



Cream Tea For Two with
Champagne
From £39.90

The perfect pairing - a classic
cream tea and Champagne.

DISCOVER MORE



Monetary Gift Voucher
From £25.00

The perfect way to treat friends
and loved ones.

DISCOVER MORE



Cream Tea For Two
From £19.90

The perfect afternoon
indulgence, a classic cream tea.

DISCOVER MORE

Bulk Orders Made Easy

Our new Bulk Orders feature allows you to create a large number of cards at once that you can use for promotional campaigns or corporate gifting.

After the card numbers are generated, you can download them in a CSV file format and then distribute those cards however you wish.

Reach out to your nearby businesses and be the gift they give to their employees, partners, and suppliers this Christmas.

Order Summary



Product	The Joiners Kitchen gift card
Value of each card	£10.00
Quantity	9
Discount type	Percentage
Discount amount	10%
Total card value	£90.00
Total paid	£81.00

Confirm and submit

Expire card balance

12 months after order creation or 12 months after last use

Step 7: Corporate gifting made easy Checklist

-  Decide whether to offer discount on bulk orders
-  Send an email letting your guests know you can supply corporate orders

Step 8

There is no 'too late'

There is no “too late”

There's no such thing as “too late” in Toggletopia.

Market right up until the wire, because believe it or not, some people are still making purchases on Christmas morning!

Toggletopia

Bill's

BOOK A TABLE MENUS EVENTS & OFFERS GIFTS

MERRY CHRISTMAS!

Your **BUY ONE GET ONE FREE** voucher is here

Ho-Ho-Ho, the team here at Bill's are wishing you a very Merry Christmas! As promised, here is a **BUY ONE GET ONE FREE** voucher just for you. Simply buy any main meal & get a second completely **FREE**, & the best part? It's redeemable **ALL DAY LONG**.

But be quick, this voucher can only be used between 2nd January - 12th February 2024 (Sunday - Friday).

Can't wait to see you soon...

VOUCHER

VIEW OUR MENU

GIFT CARDS

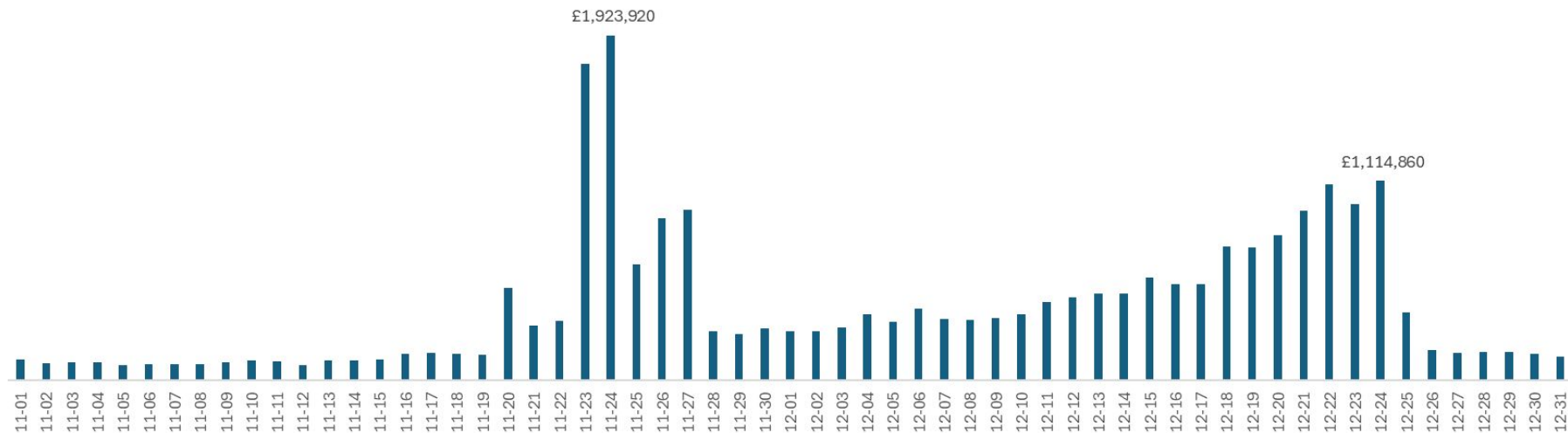
THANKS A BRUNCH

OR BREAKFAST, LUNCH OR DINNER

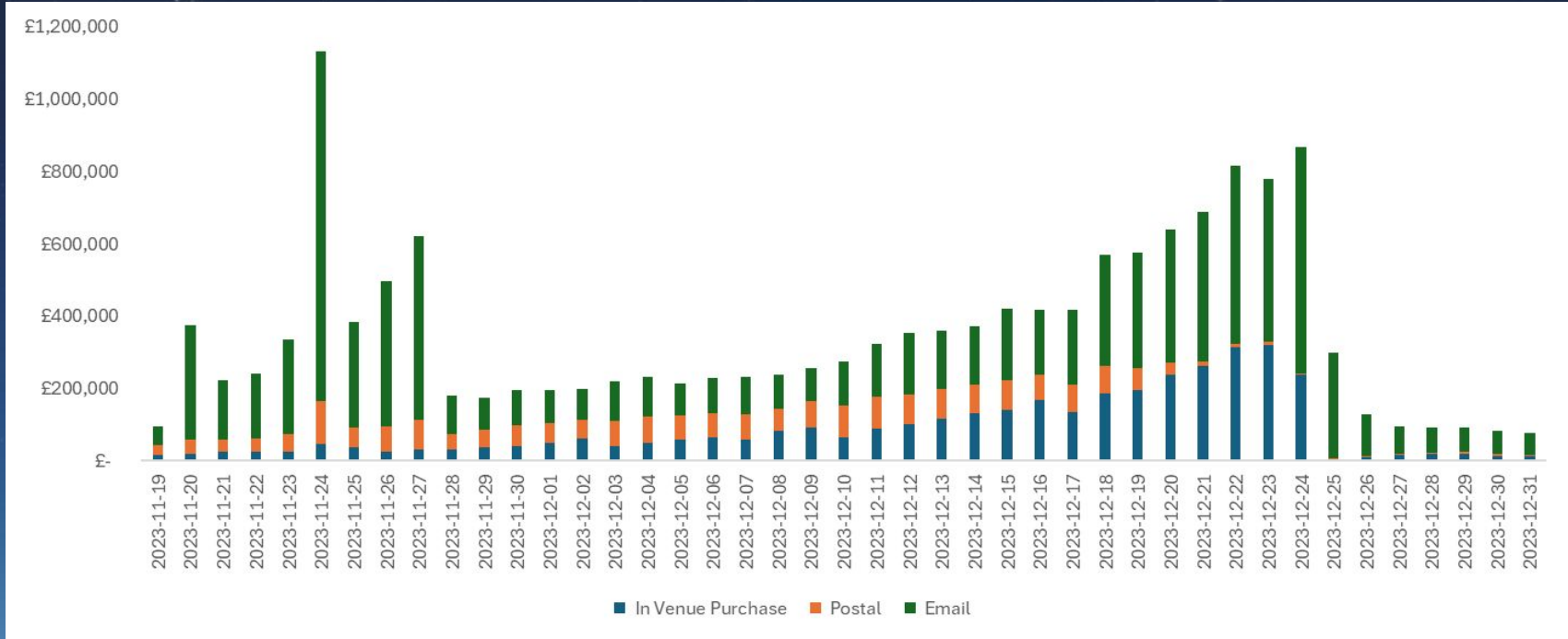
For full terms & conditions & privacy policy please visit our website [here](#). Bill's Restaurants Limited is a company registered in England under number 05156252 with registered office at 26-28 Conway Street,

Over £1 million in sales were made on Christmas Eve 2023 alone!




Toggle Sales by Day 2023



Email vouchers peak around Black Friday and In-Venue purchases increase the week leading up to Christmas right up to Christmas Eve.



Step 8: There is no too-late Checklist

-  Create your Christmas morning emails and schedule the delivery.
-  Have your in-venue vouchers proudly on display for purchase
-  Schedule a social post promoting your Gift Cards

Step 9

Boxing Day and Beyond!

Boxing day and beyond

We know we have our eyes on the sales on Boxing Day and your customers will too!

Our previous years' post-Christmas sales data shows you could be missing out on a trick by not using this to your advantage.

ETM *collection*

Show all



Christmas at the ETM Collection

Step 9: Boxing day and beyond Checklist

- ✅ Create a Collection of Boxing Day offers that will go live from the 26th of December.
- ✅ Schedule an email to let your customers know you have a Boxing Day Sale
- ✅ Use a Promotional Code to allow your Platinum guests early access to the offers

Step 10

Bonus zen: January bounce-back

Bonus zen: January bounce-back

The festive frenzy is over but your sales don't have to be. Not just yet!

Plan a January bounce-back campaign to keep those venues busy



**LAST CHANCE TO ENJOY 20% OFF GIFT VOUCHERS
WITH OUR JANUARY SALE!**

Give the gift of some of the best food & drink in Edinburgh. Send a gift experience within minutes with our digital gift vouchers, delivered straight to your inbox.

Offer ends midnight on 7th January

USE CODE:

JANSALE20

WHAT WILL YOU USE YOUR VOUCHER ON?



Step 10: Bonus zen: January bounce-back Checklist

- 📝 Create a January bounce back gift card or experience
- 📝 Ensure the validity is set from the 1st of January 2025 and will expire at the end of January
- 📝 Create an email promoting your January bounce back
- 📝 Schedule a social post centered around your campaign

Q & A

Welcome to Toggletopia!

Let us give you the gift of time.

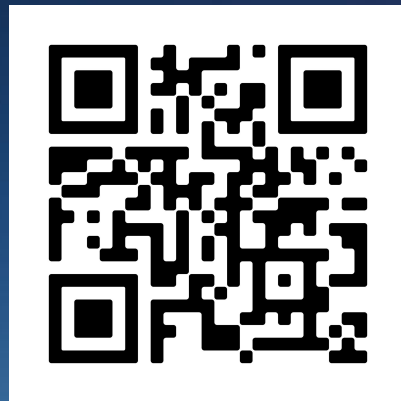
Whilst we may already be in the final 2 months of the year, you still have time to make all of the most profitable changes... you even still have the time to set up a full shop from scratch. It's all so simple.

success@usetoggle.com

sales@usetoggle.com

Open your Toggle account today

We're here to help you succeed in 2024.





LET US HELP YOU
FIND YOURS

Toggle Time 4

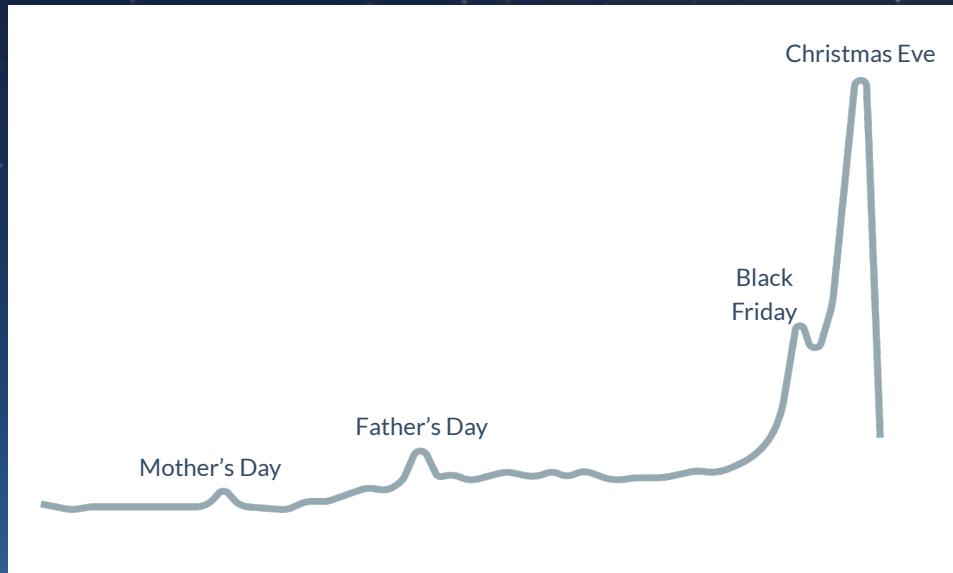
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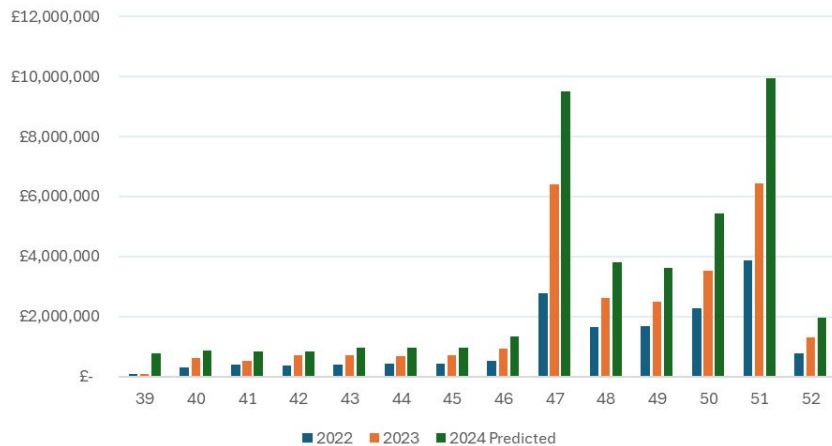
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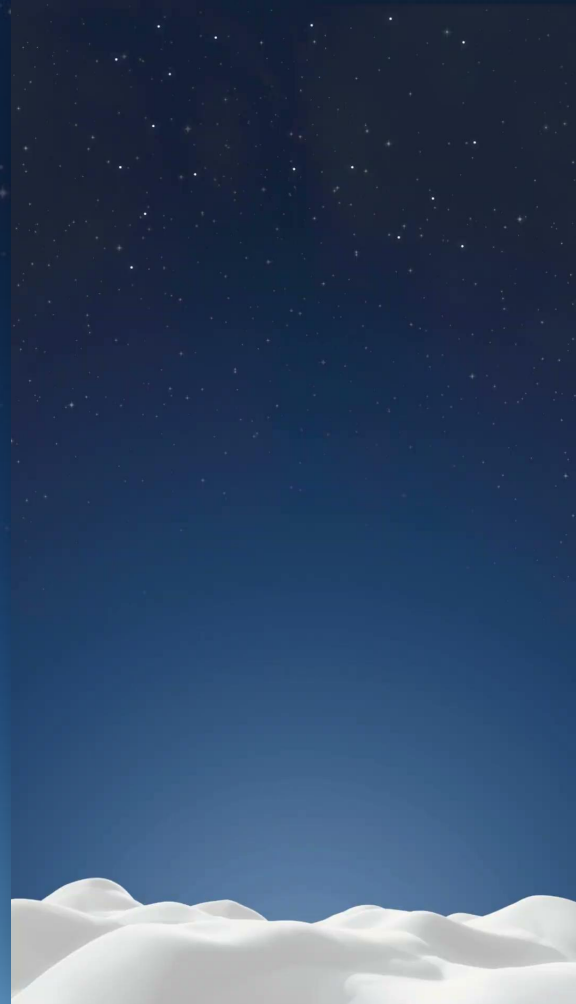
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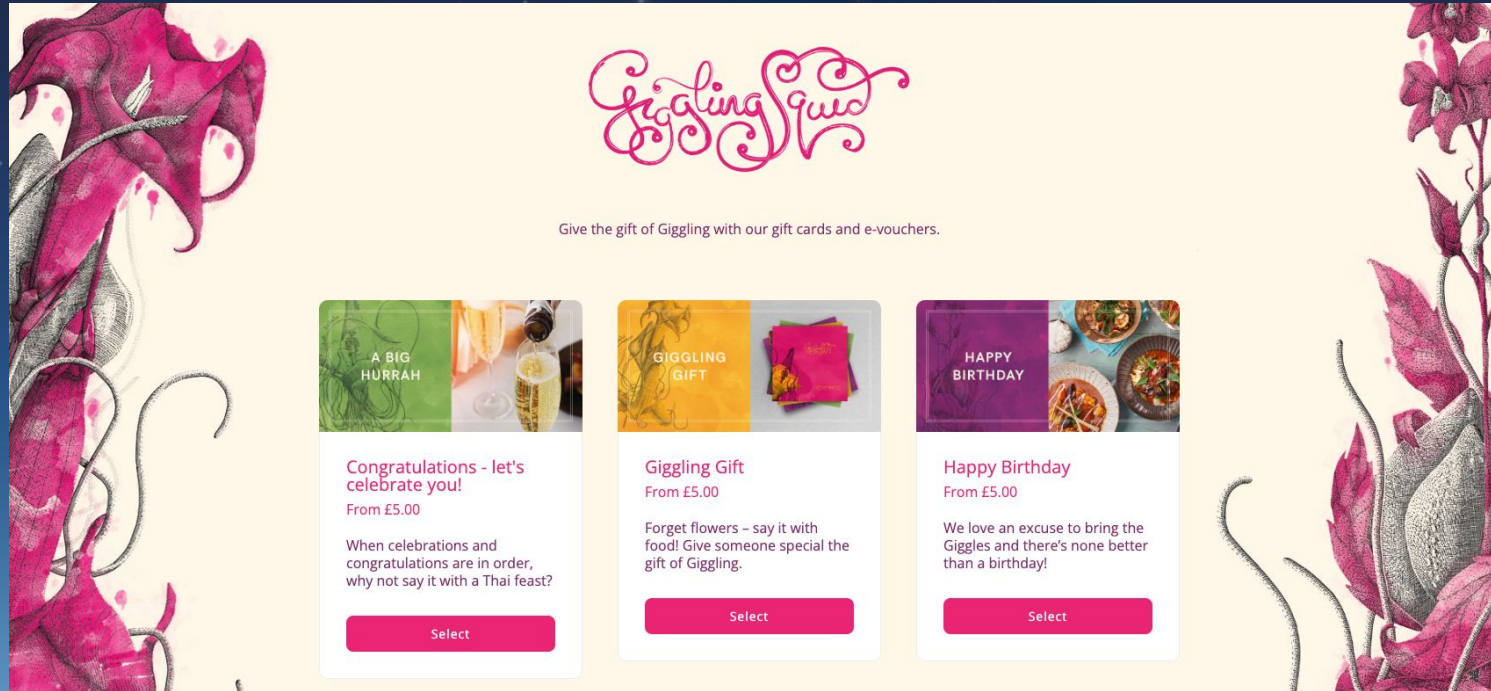
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Customise

The Customise Menu within the tool bar is your best friend!

It holds all the settings to make your Toggle Storefront your represent your brand the best.

Let's take a run through of what can be customised to make your store as eye catching as your brand and where it can be found.



Customise

Text styles

Colour

Page text

Logo

Image display

Gift emails

Receipt emails

Reminder emails

Dispatch emails

Domain

Legal stuff



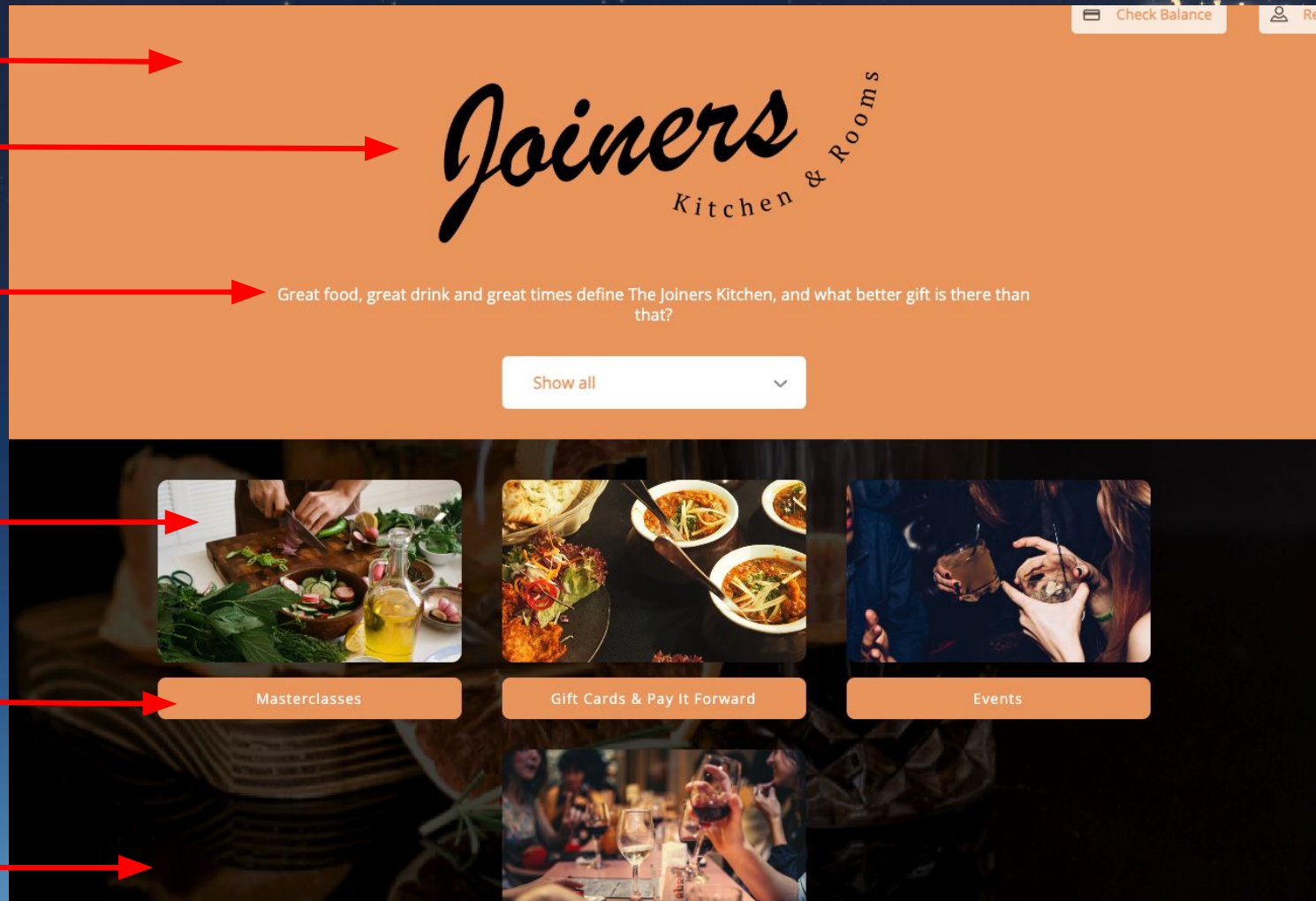
Colour > Page Colour

Logos and icons >
Your Logo

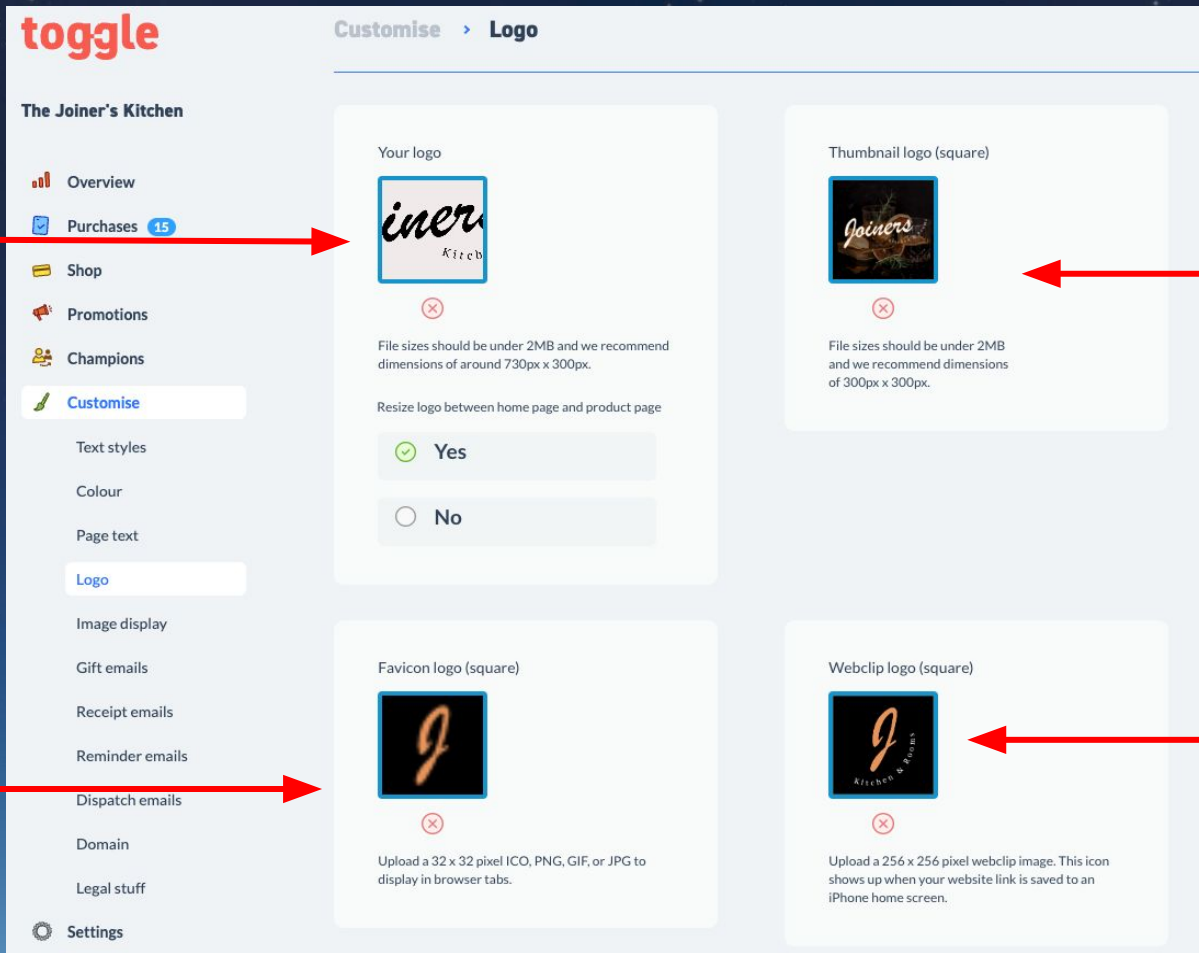
Page Text > Home Page
Text

Page Text > Product
Button Text

Colour > Background
Image



This is your main logo that will show at the top of your store and on Gift Emails



Used within the Apple or Google Wallet

Used by most browsers to represent your website on browser tabs and in bookmarks.

Webclips are used in Safari's bookmarks. They show up when your website link is saved to a smartphone's home screen.

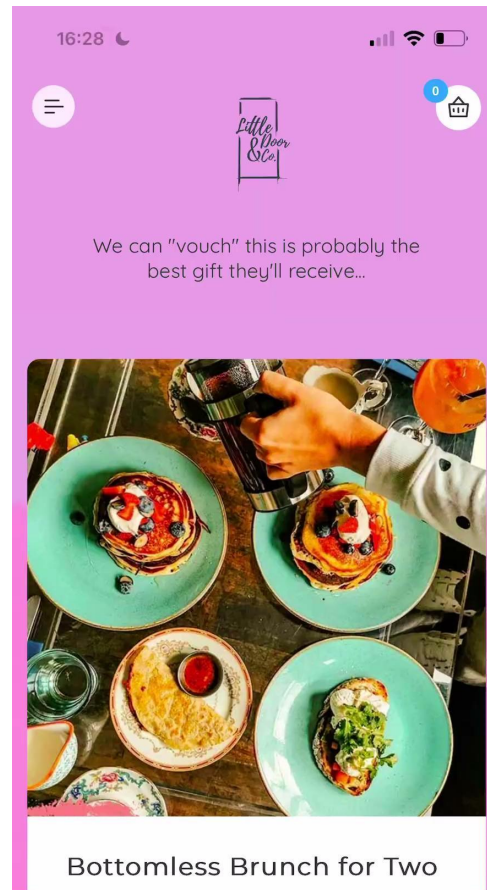
Mobile Optimised

75% of customers will be shopping on their phones, so make sure everything is sleek and mobile-optimised. After Christmas, remember to refresh your branding, don't be that shop that leaves the Christmas decorations up until February!

Don't forget to match your Mobile Navigation menu to your brand colours and reorder your Gift Cards to flow nicely!

Mobile navigation colour

#Eb9e66



Step 1: Deck The Halls Checklist



Logo



Fonts



Thumbnails



Banners



Background image



Image Display



Favicon logo



Brand Colours



Homepage text



Product Button Text



Gift emails



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From £30.00

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Show me more 🍷

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Buy Now

Promotional Code

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Do you have a promotional code or a gift card?

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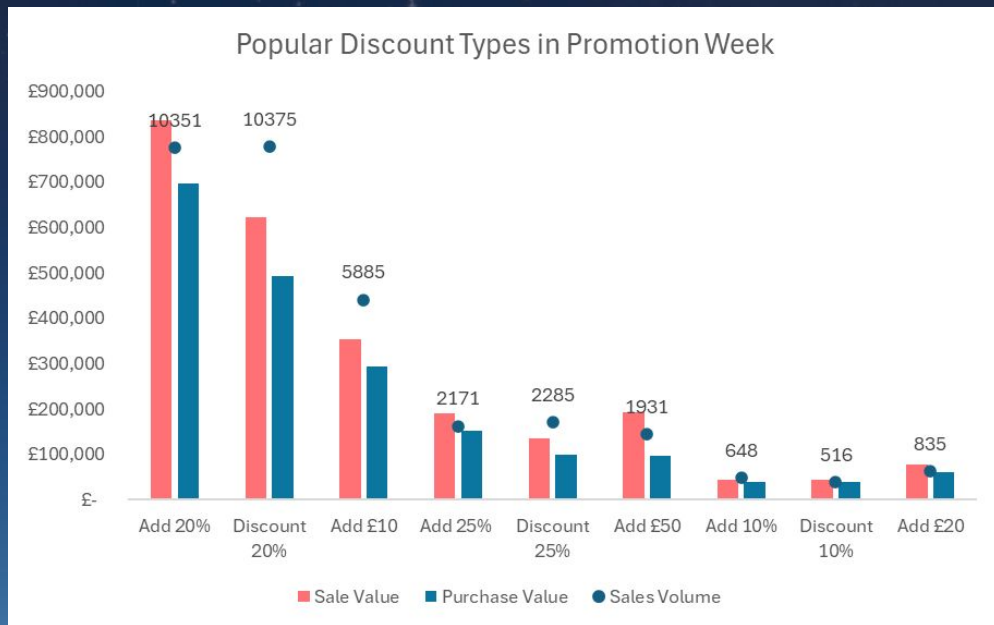
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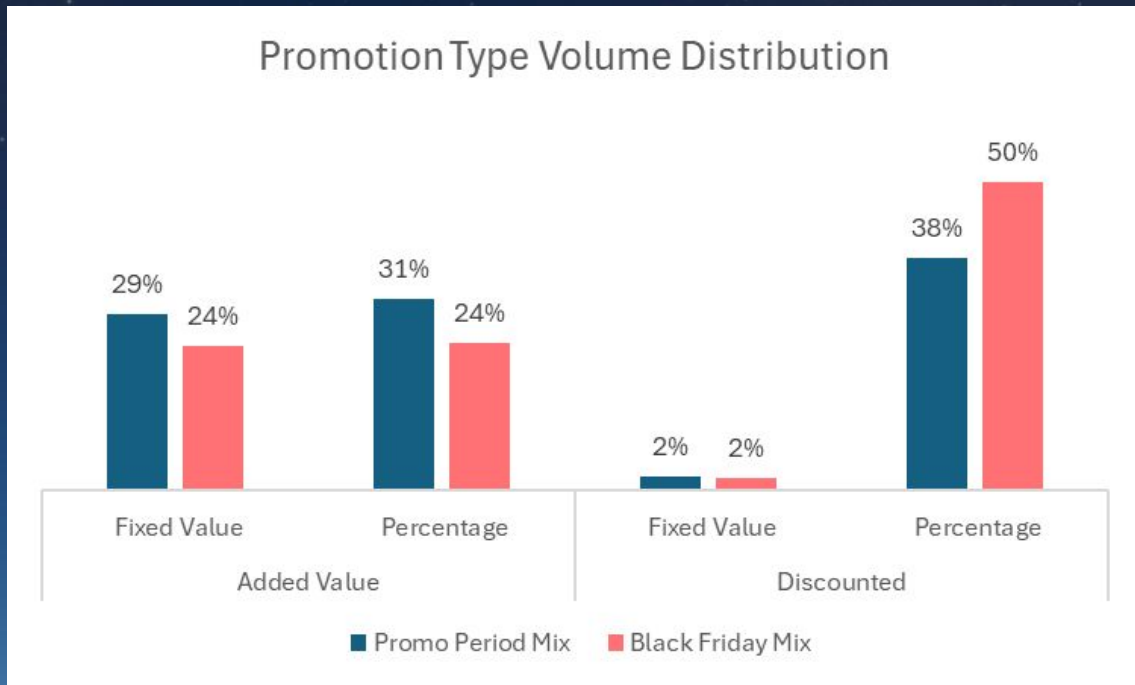
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How to make a Promotion

Stress Free Set-up

Achieve your Toggletopia by organising all of your promotions ahead of the Christmas Chaos and preset the Go-Live date.

Start date

22/10/2024



End date

31/10/2024



Stress Free Set-up

Ensure your Promotions are set to live and that your customers can use the promotion across more than one product in their basket!

Promotion code status



Live



Inactive

Limit use to one code per basket?



Yes



No

Step 3: Treat Your Customers Checklist

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- 📋 Set up your Discount Promotion
- 📋 Set up your Promotional code
- 📋 Make sure your “Offer Display Text” is eye catching
- 📋 Pre-set the “Live Date” so you do not have to do this on the day

Step 4

“For Two” Experiences

For Two Experiences

Consider offering different product types.


Tickets
Gift cards
Experiences


Especially those "For Two." Our studies have shown that experiences with the words "For Two" in the title outsell any other experiences during the festive season.

£447k of For Two Experiences were sold in November and December 2023.

Toggletopia

Turtle Bay
Caribbean social





Turtle Bay Dinner for Two

Escape to a tropical island - without the plane ticket - and tuck into deliciously addictive Caribbean food and 2-4-1 rum cocktails to the soundtrack of cool island tunes.

Enjoy our signature smoky jerk pit classics, rich West Indian curries, and Jamaican soul food - there's something for everyone!

Creating an Experience

Experiences are super easy and quick to set up! You may already be offering your customers an experience without even realising it. Adding it to your Toggle store allows customers to browse and buy for their friends and family.

Experiences you may already be offering:

- Wine / Beer/ Cocktail Flights
- Afternoon Teas
- Sharing Cocktails
- Sunday Roast Prix Fixe
- Bottomless Brunch
- Quiz Nights
- Tasting Menus

Pleased
to meet you



Champagne Afternoon Tea for Two

Give the gift of a Champagne Afternoon Tea at PTMY! Includes a selection of finger sandwiches, our very-own freshly-baked PTMY sausage roll,






Dining for 2

Enjoy delicious food, a cosy atmosphere and beautiful views of the Thames. Whether it's a romantic dinner or a casual catch-up, this gift voucher is the perfect way to savour a delightful meal and great company.

Ideal for birthdays, anniversaries, or just because!

How to create an Experience

Step 4: "For-Two Experiences" Checklist

-  Create a New For Two Experiences
-  Add amazing photographs for your experience
-  Include variety

Q & A

Welcome to Toggletopia!

Let us give you the gift of time.

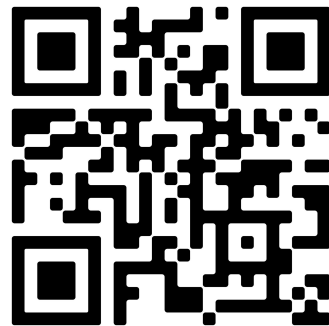
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success@usetoggle.com

sales@usetoggle.com

Open your Toggle account today

We're here to help you succeed in 2024.





LET US HELP YOU
FIND YOURS

Toggle Time 4

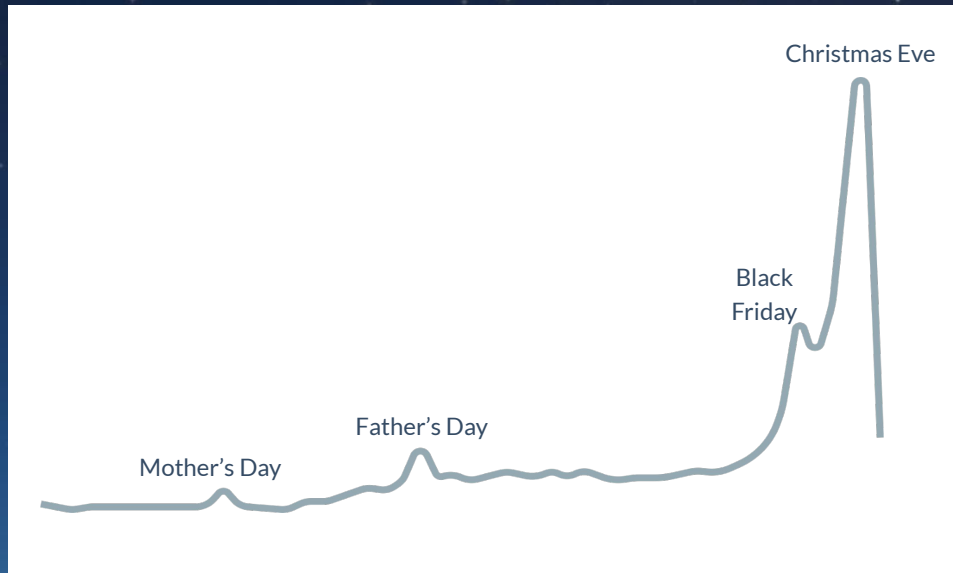
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This is our 7th Christmas since launching Toggle and we have witnessed this first hand with our customers sales.

The average number of gift cards sold per location over the last year has increased by 97%

£23.5 million was sold via Toggle in November & December 2023.

This year we're predicting £37 Million in the same period.



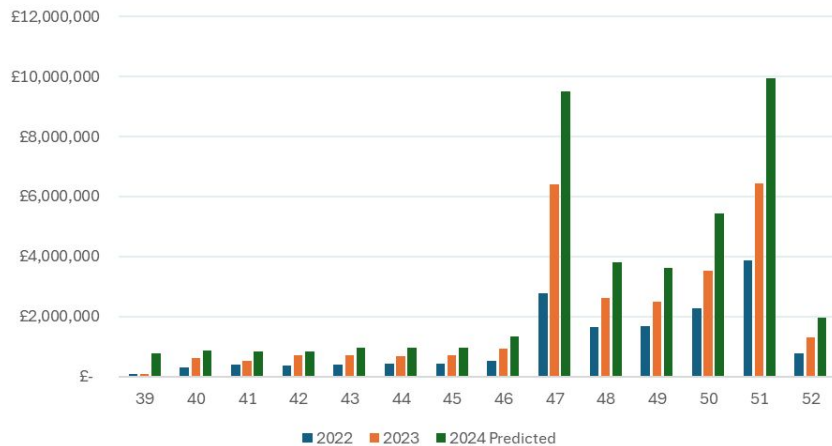
November & December

55% of your annual gift cards sales will occur in the final two months of the year.

We're now in week 46 - so the best is still ahead of us.

Don't stop now, let us guide you through the simple checklist that takes you from Christmas chaos to Toggletopia

Toggle Sales Weekly



100% Hospitality Focused

FRANCO MANCA
SOUR DOUGH PIZZA

TOKOTSU

BananaTree
PAN-ASIAN KITCHEN

ZAAP
THAI

Rudy's

CHOPSTICK
NOODLES

GOOSE ISLAND

THE STABLE
CIDER-LOVING PIZZA MANIA

THE REAL GREEK

Boston Tea Party

BUSABA

LOUNGERS

WAHACA

HICKORY'S
SMOKEHOUSE

THE NEW WORLD TRADING CO.

BOB BOB RICARD

THE IVY

COPPA
CLUB

INCIPIO

THE ALCHEMIST

TAVOLINO

San CARLO

PARK CHINOIS

CAFÉ ROUGE
EST. 1989

IBÉRICA

Blacklock

MISSION MARS

GUSTO
ITALIAN

Hard Rock
Café

Blackhouse

ROSA'S
THAI CAFE

ARCADE

PESTO
GREAT ITALIAN FOOD

las IGUANAS

REVOLUTION

CÔTE

Zizzi
Restaurants

SIX by NICO

YD!

BYRON

LEON.
NATURALLY FAST FOOD

Turtle Bay
Caribbean social

ASK
ITALIAN

Creams

Bella Italia

ST AUSTELL
EST. BREWERY 1881

W
WELLS & CO

BREWHOUSE
AND KITCHEN

J.W. LEES

HONEST
BURGERS

BRAKSPEAR
ESTABLISHED 1779

BUTCOMBE
BREWING Co.

PAROGON
GROUP

SHEPHERD NEAME
SINCE 1382
BRITAIN'S OLDEST BREWER

SIGNATURE
PUB GROUP

BLACKROSE

EAST LONDON
PUB CO.

GAIL'S
BAKERY

VINE HOTELS

MOLLIE'S

HEARTWOOD
COLLECTION

VILLAGE
HOTELS

What can you gift?



Gift Cards

Physical & Digital
cards + On
Demand print



Experiences

Pre-paid
experiences,
events & bundles



Pay It Forward

Tie Toggle into your
chosen charity or
community project



Pre-loaded Card

Free of charge cards
for unhappy
customers, staff,
influencer & more

What is Toggletopia

A place where processes are automated,

Where gift card sales fly and profits soar.

A festive grotto where secret formulas get revealed,

To help you find the calm in the Christmas chaos.

Be the one to reach your Toggletopia -

sit back, relax and tune in.



Step 5

Collection are king!

Step 6

*Keep your shop front
and centre*

Step 7

*Corporate gifting
made merry*

Step 8

There is no 'too late'

Step 5

Collections Are King!

Collections are King

Keep your shop organised and tidy with Toggle's collections feature.

Categorise collections by location, special event or recipient.

Don't forget your Christmas Collection—schedule it to pop up just in time and disappear before New Year!

Toggletopia

THE HEAD OF
STEAM

Welcome to The Head of Steam shop. Please select your Steam and treat yourself or someone you love to a Steam experience or a gift card to be redeemed in house! All vouchers expire 12 months from purchase.

Show all



Leeds Park Row



Liverpool



Hull



Cardiff



Birmingham



Sheffield



Your customers love to browse and find the right gift for their friends and family

Your Toggle's average online conversion rate is almost 14% - that's 3x the industry average.
Make sure your offering your guests choice!



CLICK & COLLECT GIFTS



FOOD & DRINK EXPERIENCES



HOTEL EXPERIENCES

Each of your Collections has its own URL. This means you can direct your Customers directly to a key collection such as Black Friday Or Christmas

You can include the link in an Email, behind a QR Code within your venue or straight from your social media.

Collection direct URL

shop.joinerskitchen.co.uk/collection/experiences

Joiners
Kitchen & Rooms

Great food, great drink and great times define The Joiners Kitchen, and what better gift is there than that?

Show all



Masterclasses



Gift Cards & Pay It Forward



Events



How to create a Collection

Step 5: Collections are king! Checklist

- 📌✅ Create a new Collection
- 📌✅ Set an automatic Go Live and Deactivation date
- 📌✅ Add the Collection URL to my email campaigns and
- 📌✅ Add the Collection URL to my social media post schedule

Step 6

Keep Your Shop Front And Centre

Front and centre

You've got the goods, now let's make sure they're seen!

Keep your shop front and centre so it's easy to find and spend with your brand.

Highlight your Toggle shop in social media posts, email campaigns, and in-venue signage.



Think QR codes, upselling, prominent placement on your website — no one will need to hunt for it.



Ensure your Toggle store has a prominent place on your website



WHAT'S ON · MENUS · CHRISTMAS AT THE ARTFUL DUKE · GIFT VOUCHERS · PARTIES · SPORTS · CONTACT

BOOK NOW

SIX *by* NICO

LOCATIONS ▼ THEMES F.A.Q'S NEXT MENU GIFT VOUCHERS

BOOK NOW



SHOP SUBSCRIPTIONS GIFT CARDS LOCATIONS CAREERS BEATS

GBP



Make it easy for your guests to shop!

Social Channels

Create Reels and Tiktok content to show your customers what they can spend their gift vouchers and experiences on.



QR Codes

Why not put your Toggle Store URL behind a QR Code and place them around your venue during the gifting season.

You can use a Free QR Code Generator online and add in your URL like:

www.qr-code-generator.com

www.qr-code-generator.com

QR Code By Canva - In Software App

Toggletopia

A promotional poster for 'Ambiente Tapas y Bebidas'. The background is dark with a large, elegant glass of red wine in the center. The wine is dark red and has a small flame or spark rising from the top. To the left of the glass is a white line-art icon of a gift box with a ribbon. In the bottom right corner, there is a QR code. The text is in white and yellow. The top text reads 'AMBIENTE TAPAS Y BEBIDAS'. Below that, in a larger font, is 'Gift Vouchers'. Underneath that is the phrase 'Give the gift of a wonderful evening of tasty tapas and delicious drinks'. At the bottom, it says 'To purchase a physical or e-gift voucher, speak to our team, scan the QR code or visit AMBIENTE-TAPAS.CO.UK/SHOP'.

AMBIENTE
TAPAS Y BEBIDAS

Gift Vouchers

Give the gift of a wonderful evening
of tasty tapas and delicious drinks



To purchase a physical or e-gift
voucher, speak to our team, scan
the QR code or visit
AMBIENTE-TAPAS.CO.UK/SHOP



Step 6: Keep your shop front and centre Checklist

-  Embed your Toggle Store URL into a Gift Card button on your website
-  Add the Toggle Store URL to our Social Media Link Tree
-  Create social media content promoting our gift card store
-  Schedule an email to promote your store on Black Friday, Christmas Eve and Christmas Day

Corporate gifting made easy

Don't miss out on spreading the festive cheer to local businesses.

With our brand new bulk order feature, it's quicker than ever to make your brand the go-to for corporate Christmas gifting.

To get this activated on your account just speak to our team on success@usetoggle.com



THE IVY

Give the magic of The Ivy with our range of gift cards and experiences.



Afternoon Tea for Two
with Champagne
From £85.90

Add a touch of sparkle to your
visit with a glass of Champagne.

DISCOVER MORE



Champagne Lunch For
Two
£120.00

A charming shared experience.

DISCOVER MORE



Afternoon Tea for Two
From £65.90

The perfect mid-afternoon
treat.

DISCOVER MORE



Cream Tea For Two with
Champagne
From £39.90

The perfect pairing - a classic
cream tea and Champagne.

DISCOVER MORE



Monetary Gift Voucher
From £25.00

The perfect way to treat friends
and loved ones.

DISCOVER MORE



Cream Tea For Two
From £19.90

The perfect afternoon
indulgence, a classic cream tea.

DISCOVER MORE

Bulk Orders Made Easy

Our new Bulk Orders feature allows you to create a large number of cards at once that you can use for promotional campaigns or corporate gifting.

After the card numbers are generated, you can download them in a CSV file format and then distribute those cards however you wish.

Reach out to your nearby businesses and be the gift they give to their employees, partners, and suppliers this Christmas.

Order Summary



Product	The Joiners Kitchen gift card
Value of each card	£10.00
Quantity	9
Discount type	Percentage
Discount amount	10%
Total card value	£90.00
Total paid	£81.00

Confirm and submit

Expire card balance
 12 months after order creation or 12

How to create a Bulk Order

Step 7: Corporate gifting made easy Checklist

-  Decide whether to offer discount on bulk orders
-  Send an email letting your guests know you can supply corporate orders

Step 8

There is no 'too late'

There is no “too late”

There's no such thing as “too late” in Toggletopia.

Market right up until the wire, because believe it or not, some people are still making purchases on Christmas morning!

Toggletopia

Bill's

BOOK A TABLE MENUS EVENTS & OFFERS GIFTS

MERRY CHRISTMAS!

Your **BUY ONE GET ONE FREE** voucher is here

Ho-Ho-Ho, the team here at Bill's are wishing you a very Merry Christmas! As promised, here is a **BUY ONE GET ONE FREE** voucher just for you. Simply buy any main meal & get a second completely **FREE**, & the best part? It's redeemable **ALL DAY LONG**.

But be quick, this voucher can only be used between 2nd January - 12th February 2024 (Sunday - Friday).

Can't wait to see you soon...

VOUCHER

VIEW OUR MENU

GIFT CARDS

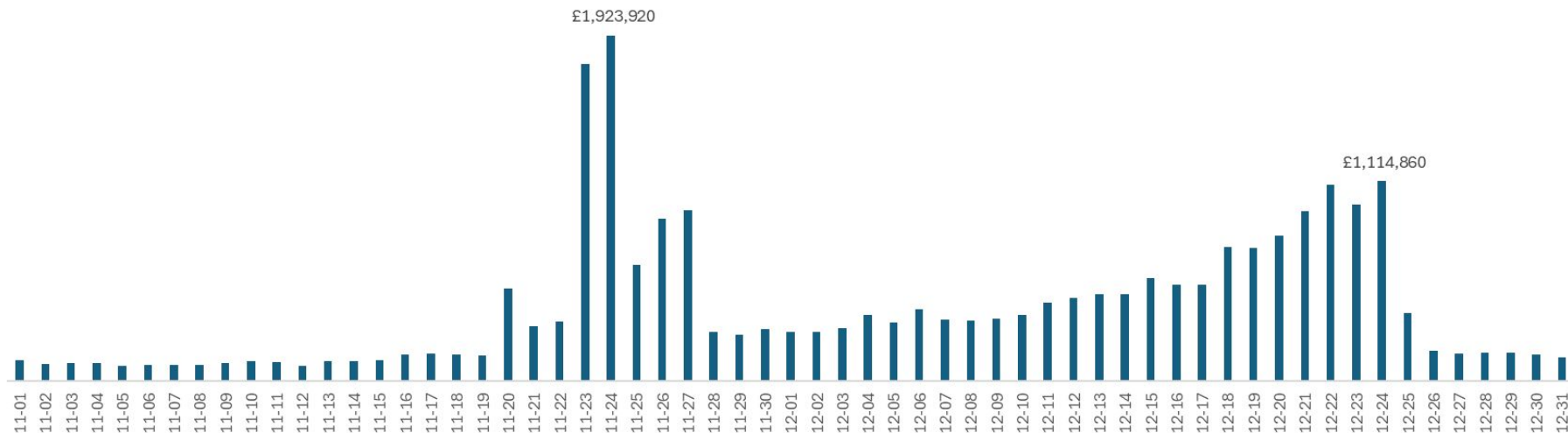
THANKS A BRUNCH

OR BREAKFAST, LUNCH OR DINNER

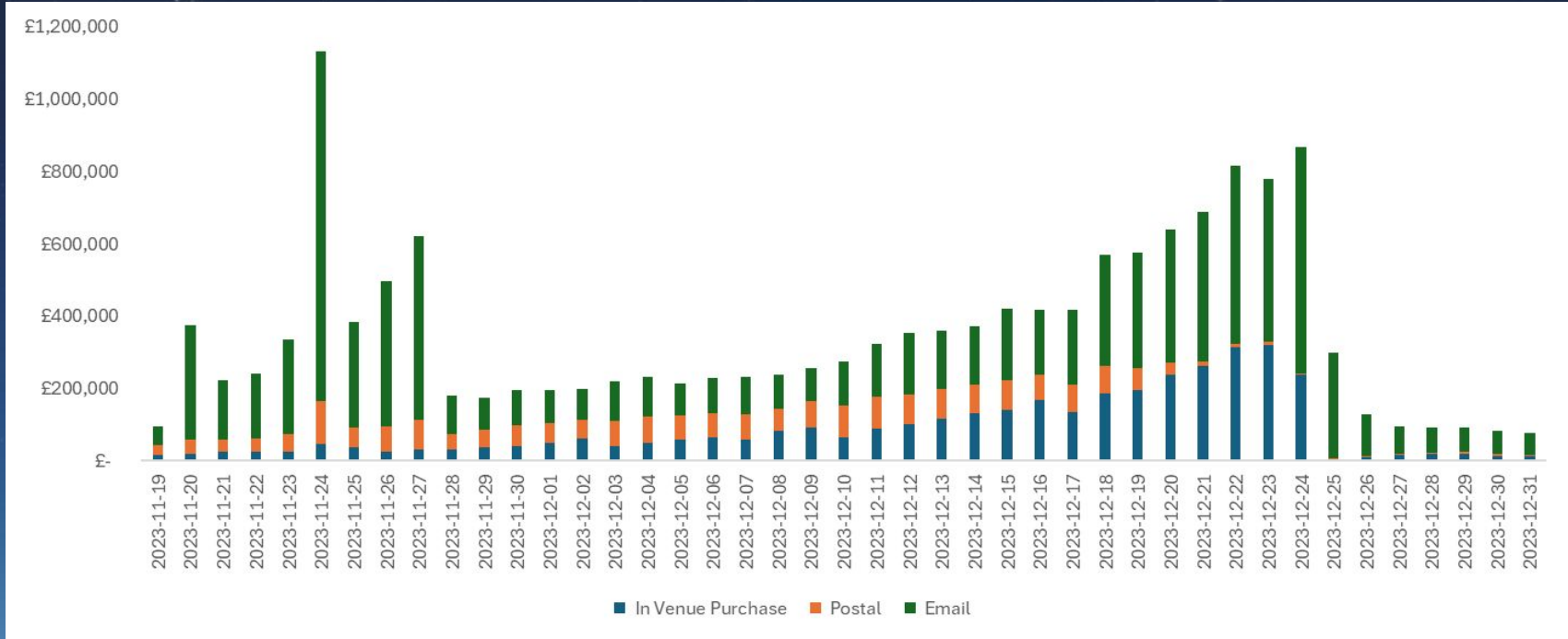
For full terms & conditions & privacy policy please visit our website [here](#). Bill's Restaurants Limited is a company registered in England under number 05156252 with registered office at 26-28 Conway Street,

Over £1.10 million in sales were made on Christmas Eve 2023 alone!




Toggle Sales by Day 2023



Email vouchers peak around Black Friday and In-Venue purchases increase the week leading up to Christmas right up to Christmas Eve.



Step 8: There is no too-late Checklist

-  Create your Christmas morning emails and schedule the delivery.
-  Have your in-venue vouchers proudly on display for purchase
-  Schedule a social post promoting your Gift Cards

Q & A

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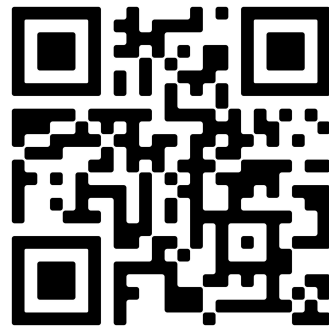
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FIND YOURS

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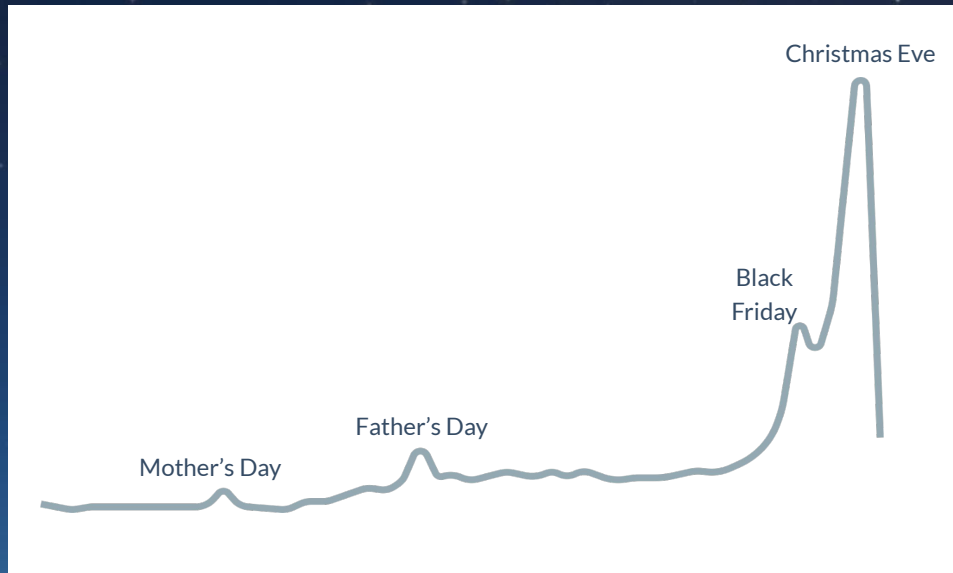
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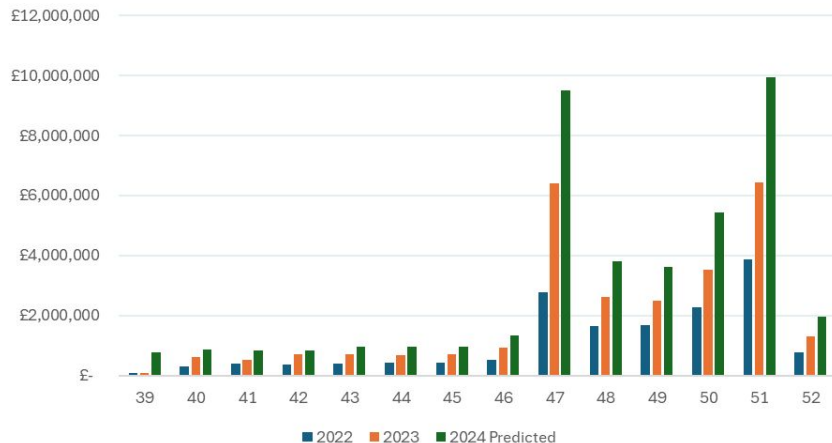
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100% Hospitality Focused

FRANCO MANCA
SOUTH AFRICAN PIZZERIA

TOKOTSU

BananaTree
PAN-ASIAN KITCHEN

ZAAP
THAI CAFE

Ruddy's

CHOPSTICK
NOODLES & RICE

GOOSE ISLAND

THE STABLE
CIDER-LOVING PIZZA MANIA

THE REAL GREEK

Boston Tea Party

BUSABA

LOUNGERS

WAHACA

HICKORY'S
SMOKEHOUSE

THE NEW WORLD TRADING CO.

BOB BOB RICARD

THE IVY

COPPA
CLUB

INCIPIO

THE ALCHEMIST

TAVOLINO

San CARLO

PARK CHINOIS

CAFE ROUGE
EST. 1989

IBERICA

Blacklock

MISSION MARS

GUSTO
ITALIAN

Hard Rock
CAFE

Blackhouse

ROSA'S
THAI CAFE

ARCADE

PESTO
GREAT ITALIAN FOOD

las **IGUANAS**

REVOLUTION

CÔTE

Zizzi
Restaurants

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YD!

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Bella Italia

ST AUSTELL
EST. BREWERY 1881

W
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BREWHOUSE
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SHEPHERD NEAME
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BRITAIN'S OLDEST BREWER

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BLACKROSE

EAST LONDON
PUB CO.

GAIL'S
BAKERY

VINE HOTELS

MOLLIE'S

HEARTWOOD
COLLECTION

VILLAGE
HOTELS

What can you gift?



Gift Cards

Physical & Digital
cards + On
Demand print



Experiences

Pre-paid
experiences,
events & bundles



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Step 9
Boxing Day and
beyond

Step 10
Bonus Zen: January
Bounce Back

Step 9

Boxing Day and Beyond!

Boxing day and beyond

We know we have our eyes on the sales on Boxing Day and your customers will too!

Our previous years' post-Christmas sales data shows you could be missing out on a trick by not using this to your advantage.

ETM *collection*

Show all



Christmas at the ETM Collection

How to create a Twixmas Collection

Step 9: Boxing day and beyond Checklist

- ✅ Create a Collection of Boxing Day offers that will go live from the 26th of December.
- ✅ Schedule an email to let your customers know you have a Boxing Day Sale
- ✅ Use a Promotional Code to allow your Platinum guests early access to the offers

Step 10

Bonus zen: January bounce-back

Bonus zen: January bounce-back

The festive frenzy is over but your sales don't have to be. Not just yet!

Plan a January bounce-back campaign to keep those venues busy



**LAST CHANCE TO ENJOY 20% OFF GIFT VOUCHERS
WITH OUR JANUARY SALE!**

Give the gift of some of the best food & drink in Edinburgh. Send a gift experience within minutes with our digital gift vouchers, delivered straight to your inbox.

Offer ends midnight on 7th January

USE CODE:

JANSALE20

WHAT WILL YOU USE YOUR VOUCHER ON?



How to create a January Bounce Back

Step 10: Bonus zen: January bounce-back Checklist

- 📝 Create a January bounce back gift card or experience
- 📝 Ensure the validity is set from the 1st of January 2025 and will expire at the end of January
- 📝 Create an email promoting your January bounce back
- 📝 Schedule a social post centered around your campaign

Q & A

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