



**The Cheesecake Shop to attract over 100,000 new customers to their stores for Free Cup Day 2018**

*The Cheesecake Shop is celebrating its inaugural National Cheesecake Month by giving away over 100,000 cheesecake dessert cups on 23 June between 2-5pm at all their bakeries in Australia and New Zealand.*

Following the resounding success of Free Slice Day in 2017, The Cheesecake Shop has upped the ante this year with its own version of a deconstructed Cheesecake Dessert Cup and is also extending the promotion to its New Zealand bakeries.

"We believe that Free Cup Day will be an extremely strong event this year, having tried and tested the event last year both in the WA market and then nationally. The events had an undeniably powerful effect on driving foot traffic into our stores and increasing customer numbers," says Peter Dable, General Manager of Marketing and Operations.

"We have applied the key learnings from last year's event to create an even better experience for both our customers and franchisees. One of the components of the promotion that has changed significantly for this year's event is the product itself. Our Cheesecake Dessert Cups are easier to make, store and hand out which reduces the prep time for our franchisees and makes the event run smoother in store for customers as well," says Peter.

"Another key thing we are doing differently this year is that we are targeting the event exclusively to non-customers. We are strategically speaking to people who aren't following us on social media, are not a part of our loyalty program and are likely to have never walked into one of our stores. Even the promo page we have set up on the website is somewhat 'secret' so that the page is only accessible to the specific group of people we are targeting."

The event was received extremely positively by The Cheesecake Shop's franchisees, who witnessed first-hand the power of having 500 customers, many of which who may have never visited The Cheesecake Shop before, walk through the door of their bakery in a two hour period.

Last year there was a real buzz about the event created on social media and franchisees are excited about going the extra mile to make this a really fun day for customers visiting their store this year. "It should be a really good turn out this year and I'm really looking forward to the event," says Alpesh Kerai, franchisee from East Victoria Park in WA.

Each person who walks through the doors of The Cheesecake Shop's 212 bakeries for the event will also receive a \$5 off card to encourage them to visit again before the end of July.