

**AMERICAN EXPRESS**  
**delicious.**  
**MONTHOUT**

## **Frequently asked questions (FAQs)**

American Express *delicious.* Month Out will kick off in May 2021 across Sydney, Melbourne and Brisbane.

### **What type of businesses can be involved in the American Express *delicious.* Month Out campaign?**

A wide variety of hospitality venues, from fine-dining restaurants, to casual eateries, bars and local gems. We encourage butchers, patisseries and local delis to also be involved. We are passionate about supporting businesses both big and small.

### **What kind of offers are the most effective?**

It is totally up to you as retailers what you offer. This is a great opportunity to develop a new and exclusive offer or experience for May. Some ideas of the most successful offers from the 2020 campaign were special discounts, exclusive menu items, reviving an old favourite, gift with purchase, in-store entertainment or bespoke consumer experiences.

### **How much does it cost to be involved in the American Express *delicious.* Month Out campaign?**

Involvement is completely free.

This is an INCLUSIVE campaign, registration is FREE and we want ALL of you to be part of it!

### **What Covid-19 precautions should be considered?**

The safety and wellbeing of our guests, staff, partners, suppliers and community is of the utmost importance to us. It is the responsibility of every business to continue to adhere to recommendations from State and Federal Governments and ensure a CovidSafety plan is developed and implemented accordingly.

### **Can I host an event for American Express *delicious.* Month Out that is not open to the public during AEDMO hours?**

You are fine to offer any incentives you like, however, the focus of this initiative is to welcome the public and celebrate food, so we encourage you to make your event open to the public. If you decide otherwise, and your event is not open to the public, you may

not name it an American Express *delicious*. Month Out event, and *delicious*. will not be able to promote your event on our website or in our marketing campaign.

**Does my business need to accept American Express in order to participate in American Express *delicious*. Month Out?**

No, you do not need to be an American Express merchant. This is an inclusive campaign and any hospitality business can be involved.

**If I am not an American Express Warmly Welcoming merchant, how do I become one?**

Warmly Welcoming means you accept American Express with no surcharge or apply an equal surcharge to all Cards. If you aren't an American Express Customer, but interested in becoming one, call the team at 1300 363 614 or learn more [here](#).

**How do I get my event promoted on [delicious.com.au](https://delicious.com.au)?**

Here are a few tips to secure coverage:

- Register your offer well in advance. The sooner we know what you are doing, the easier it is for us to work into our AEDMO marketing plans and communications.
- Make sure to clearly describe what you are planning for your event in the space provided on the Retailer Registration page, and to check all the tags that apply. You'll want consumers to know all that is going on at your store.
- Be as creative as possible! The most creative and engaging events are those that consumers are most interested in.
- The more interactive your event, the better. Get customers involved! Let them design a product at your store or customise their own dessert.

Use the hashtags *#amexdeliciousmonthout* across social.

Invite your audience to attend to get the word out!

**If you have any other questions that are not listed above, please email us directly at [dmo@delicious.com.au](mailto:dmo@delicious.com.au)**