

Fill My Bar Monthly Blow-Out Kit

JULY 2026

Red, White & Brew Bash

Turn Independence Day Into Your Biggest Weekend of the Summer

Overview

The Fourth of July is more than a holiday—it's one of the best opportunities of the year to create a destination event that brings together families, friends, neighbors, and visitors.

The **Red, White & Brew Bash** is designed to transform your venue into the local headquarters for patriotic fun, great food, cold drinks, and unforgettable memories.

Whether your celebration is on July 3rd, July 4th, or stretches all weekend long, this toolkit gives you everything you need to make it a success.

Event Objectives

- Increase holiday weekend traffic
 - Boost food and beverage sales
 - Encourage larger group visits
 - Grow your VIP Club email list
 - Generate social media engagement
 - Create repeat customers
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Event Timeline

3 Weeks Before

- Launch Facebook Event
- Announce entertainment
- Decorate the venue
- Order promotional materials

2 Weeks Before

- Begin daily social media countdown
- Email VIP Club members
- Hang posters and table tents

1 Week Before

- Promote featured cocktails and food specials
- Encourage advance reservations
- Start staff reminders

Event Day

- Welcome guests
 - Run contests
 - Capture photos and videos
 - Collect VIP Club signups
 - Announce winners throughout the day
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Featured Food Specials

Freedom Burger Basket

½-pound burger

French fries

Patriotic toothpick flag

Stars & Stripes Loaded Nachos

Perfect for sharing.

Backyard BBQ Sampler

Pulled pork

Brisket

Cornbread

Coleslaw

Firecracker Wings

Choose your heat level:

★ Sparkler

★★ Roman Candle

★★★ Firecracker

★★★★ Bottle Rocket

★★★★★ Nuclear Explosion



Featured Drinks

Red, White & Brew Flight

Three 5-ounce pours

One light beer

One amber

One IPA

Guests vote for their favorite.

Signature Cocktail

Liberty Lemonade

Vodka

Blue Curaçao

Lemonade

Fresh berries

Garnish with patriotic paper straw.

Frozen Freedom Margarita

Red, white and blue layered frozen margarita.



Main Promotions



Best Dressed Patriot Contest

Categories:

Most Patriotic

Best Couple

Best Group

Best Hat

Best Shirt

Winner every hour.



Backyard Games Tournament

Cornhole

Giant Jenga

Connect Four

Ladder Toss

Champion receives:

Gift Card

VIP Mug

Free Appetizer



Red, White & Brew Flight Challenge

Customers vote for:

Favorite beer

Favorite cocktail

Favorite food item

Winning selections return next month.

Selfie Station

Backdrop

American flags

Beer barrels

Patriotic props

Sign:

"Celebrate America One Pint At A Time"

Door Prize Drawing

Receive one entry for:

Every entrée

Every cocktail

Every pitcher

Every VIP Club signup

Grand Prize:

\$100 Gift Card

Community Wall

Large poster board

Prompt:

"What do you love most about America?"

Customers sign throughout the day.



Social Media Package

Facebook Post #1


 The biggest party of the summer is almost here!

Join us for our **Red, White & Brew Bash** featuring patriotic drink specials, delicious food, games, prizes, and plenty of reasons to celebrate.

Grab your friends and make plans now!

Facebook Post #2

 Firecracker Wings.

 Cold Beer.

 Backyard Games.

 Hourly Giveaways.

The Red, White & Brew Bash is happening this weekend—and you won't want to miss it!

Instagram Caption

Stars.

Stripes.

Cold drinks.

Great friends.


Let's celebrate Independence Day together!



#RedWhiteAndBrew #FillMyBar #SupportLocal #CheersToFreedom

Instagram Story Poll

Which are you trying first?

 Beer Flight

Story Question

Who are you bringing to the party?

Reel Idea #1

Slow-motion beer pour.

Fireworks.

Customers cheering.

Backyard games.

Overlay:

"Summer Starts Here."

Reel Idea #2

Bartender creating Liberty Lemonade.

Staff Script

"Welcome to our Red, White & Brew Bash!

Be sure to check out our holiday drink specials, vote for your favorite beer flight, and don't forget to enter today's prize drawing.


If you're not already in our VIP Club, today is the perfect time to sign up!"

VIP Club Builder Offer

Join today and receive:

 Birthday Reward


 Surprise Offers

 VIP Happy Hour Invitations

Exclusive events

Email Blast

Subject

 Celebrate Independence Day With Us!

Come celebrate with great food, cold drinks, contests, giveaways, and patriotic fun during our Red, White & Brew Bash!

Bring your family.

Bring your friends.

We'll provide the celebration.

Contest Announcements

Every Hour

Best Patriotic Outfit

Random Door Prize

Beer Flight Winner

Selfie Contest

Graphic Concepts

- Facebook Event Cover
- Instagram Square Post
- Story Template
- Printable Poster (11×17)
- Table Tent
- TV Screen Slides
- Menu Insert
- Drink Feature Graphic

- Selfie Station Sign
 - VIP Club QR Code Display
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Signature Cocktail Recipe

Liberty Lemonade

Ingredients

- 1½ oz Vodka
- ½ oz Blue Curaçao
- 4 oz Lemonade
- Splash of Grenadine
- Fresh strawberries
- Fresh blueberries
- Lemon wheel

Instructions

1. Fill a tall glass with ice.
 2. Add vodka and lemonade.
 3. Slowly pour Blue Curaçao for a vibrant layered effect.
 4. Add a small splash of grenadine.
 5. Garnish with berries and a lemon wheel.
 6. Serve with a festive red, white, and blue straw.
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Fill My Bar Pro Tip

Don't market this as "**a Fourth of July party.**"

Market it as **the place your community celebrates together.**

People don't just come for burgers, beer, or fireworks—they come to share an experience with friends and family. Build your promotion around creating memories, encourage group participation, and capture those moments on social media. That's how one successful holiday weekend turns into repeat visits all summer long.