

## Harvest & Flame – 3-Part Welcome Email Series

- **Objective:**

To convert new subscribers into first-time diners by creating an emotional connection, highlighting signature dishes, and offering an exclusive first-visit discount.

- **Tone & Strategy:**

Luxurious, inviting, and flavour-rich — positioning Harvest & Flame as a destination where casual dining meets fine taste and modern comfort.

### Email 1 – A Warm Welcome to Harvest & Flame



Subject line options:

1. Welcome to Harvest & Flame — where flavour meets fire
2. Your seat at the table awaits
3. A warm welcome + 10% off your first dining experience

Preview text options:

1. Enjoy 10% off your first meal — our little way of saying thank you.
2. Freshly fired flavours, locally inspired, beautifully served.

From name: Harvest & Flame Team

Hi [First Name],

Welcome to Harvest & Flame, where every dish is a moment of warmth, crafted from the freshest ingredients and fired with flavour.

Here, fine dining meets comfort — think flame-seared salmon, wood-roasted vegetables, and artisan sauces that taste like home with a hint of indulgence.

To say thank you for joining our table, enjoy 10% off your first meal. It's our way of welcoming you to the family.

Because dining should be more than eating — it should be an experience to savour.

Reserve Your Table

## Email 2 – Crafted Dishes. Honest Flavours.



### Subject line options:

1. The dishes our guests can't stop talking about
2. Crafted by fire, served with passion
3. Discover what's sizzling at Harvest & Flame

### Preview text options:

1. Meet the flavours that define our kitchen.
2. From wood-fired classics to modern comfort — taste the difference.

From name: Harvest & Flame Team

Hi [First Name],

At Harvest & Flame, we believe true taste begins with care — every ingredient chosen for freshness, every dish finished over open fire for that unforgettable touch.

Here are a few of our guests' favourites:

Fire-Grilled Ribeye Steak — Juicy, flame-seared, perfectly seasoned.

Garden Ember Salad — Crisp greens, charred cherry tomatoes, citrus dressing.

Molten Honey Cake — Warm, golden, and simply irresistible.

Each dish is designed to bring warmth to your table — simple, elegant, and full of life.

Your 10% welcome gift still awaits — the perfect reason to indulge.

[Explore the Menu](#)

**Email 3 – Stories from Our Table**



Subject line options:

1. Why our guests fall in love with Harvest & Flame
2. Real stories. Real flavours.
3. Your welcome gift is waiting — taste what everyone's talking about

Preview text options:

1. See why guests are calling us their new favourite place to dine.
2. Your first dining experience awaits — with 10% off.

From name: Harvest & Flame Team

Hi [First Name],

Every evening at Harvest & Flame, something special happens — laughter over shared plates, stories over a glass of wine,

flavours that linger long after the meal.

Here's what our guests are saying:

"The flavours felt familiar yet elevated — comfort food with class."

"Harvest & Flame has become our weekly ritual — every bite tells a story."

"That honey cake... I still dream about it."

We're honoured to be part of moments like these — and we'd love for your story to be next.

Your 10% welcome offer is still active — come experience dining that feels like coming home.

**Book Your Experience**