

**DATE** : 30 JANUARY 2024  
**TO** : THE ABACA GROUP EMPLOYEES  
**FROM** : BUSINESS DEVELOPMENT DEPARTMENT  
**SUBJECT** : PROMOS FOR FEBRUARY AND MARCH 2024

RN1-BDEV-2024-001

Please be informed that all Abaca Group brands will be running a 100% merchant-funded promo on GrabFood and the AbacaEats website for the months of February and March. Promo coverage dates and mechanics are outlined below.

❖ **GrabFood – ABC, TAV, RED, MAYA, PHT, ABACAEATS**

➤ **10 % off, minimum order value PHP 550, discount capped at PHP 100**

- *For purchases from PHP 550 to PHP 999, apply 10% discount (percent discount)*
- *For purchases PHP 1,000 and up, apply PHP 100 discount (price discount)*

Participating Brands	ABC, TAV, RED, MAYA, PHT, ABACAEATS
Discount Value	10% off
Min. Order Value	PHP 550
Max. Discount Amount	PHP 100
Validity	16-29 February 2024 18-31 March 2024
Allocation	Limited quantity per outlet per day
Promo Code	<i>No promo code needed</i>

❖ **AbacaEats.com website**

➤ **15% off, min. order value PHP 499, no discount cap**

Participating Brands	AbacaEats Brands
Discount Value	15% off
Min. Order Value	PHP 499
Max. Discount Amount	No cap

**THIS MEMO AND ITS ATTACHMENTS ARE FOR THE EYES OF  
THE ABACA GROUP EMPLOYEES ONLY**



**THE ABACÁ GROUP**

<b>Validity</b>	24 January to 30 June 30
<b>Allocation</b>	N/A
<b>Promo Code</b>	<i>No promo code needed</i>

**OPS:** Please ensure proper tagging of discounts. Kindly include this memo in your DAILY briefing to ensure appropriate dissemination of information.

**MKTG:** Kindly requesting assistance to create social media posts and approval to promote.

**FINANCE:** Please take note of promo mechanics and duration.

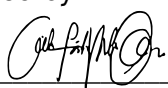
Thank you.

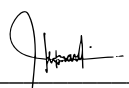
Prepared by:


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