

Week	Day	Date	Format	Caption (copy)	Visual / Image prompt	CTA	EVENT	Anna comment
1	Mon	4 Nov	Feed carousel	"The embers are still glowing from opening weekend. Relive the spark – swipe to see the first flames."	3-slide: guests clinking / chef torching pineapple / empty wine glass w/ neon reflection	Reserve via link in bio		?
1	Wed	6 Nov	Feed Reel	"Meet the bite that's already IG-famous – Croquetas Gai Massaman. ครึ่งลูกโป่งโตเกียว/ไส้เบคอนรสเข้มข้น/เนื้อซี่โครงนุ่ม"	Gooey cross-section pull, slow-mo	Book table		Thai grammar incorrect
1	Thu	7 Nov	Feed photo	"Blind-taste bravery starts tonight. Can you spot the 3 000 THB bottle? Tickets still warm → link in bio."	6 black tasting glasses, back-light	Buy ticket	Mystery Wine	?
1	Fri	8 Nov	Feed Reel	"Friday plan: Wagyu. Wine. Win."	8 s: tableside carve → chimichurri pour → guest cheers	Reserve		
1	Sun	10 Nov	Feed	"Sunday spotlight goes to... YOU. Tag us this week for a feature & free dessert."	Repost UGC frame, gold "Thank you" sticker	Tag & book		
2	Mon	11 Nov	Feed	"Zero-proof never looked so sexy. Our lacto-fermented blueberry gel is the new cork-pop."	Macro Matcha-brûlée, pistachio dust mid-fall	Link in bio		?blue berry gel?
2	Wed	13 Nov	Feed	"3-glass flight, 890 THB, infinite stories. คืนให้ โลกมา แลเพื่อน." Tonight at a 10% off!	Overhead flight board w/ hand-written notes	Reserve	wine flight (10%)	thai- can drink, not drunk, but fin? (no alcohol or)
2	Thu	14 Nov	Feed	"Throw-back to last night's flambé – the smell of caramel still haunts our corridor."	5-frame burst Pineapple Express fire	Book now		not haunt but lingers or some other words?
2	Sat	16 Nov	Feed	"Saturday soundtrack: sizzle, clink, saxophone. Live Latin fusion from 8 pm."	Candle-lit table, trombone bokeh	RSVP	Live Latin Fusion	
2	Sun	17 Nov	Story	Poll: "Midnight snack – Patatas Bravas or Massaman croquetas?"	50/50 split image, flame behind	Vote & share		great
3	Mon	18 Nov	Feed	"Monday motivation: 45-day dry-age, 4 min flame-kiss, lifetime memory."	Carousel: raw → grill → plated slice	Reserve		
3	Wed	20 Nov	Feed	"Wine trivia: Syrah loves smoke. We love Syrah. Coincidence? Come taste tonight."	Glass on salt block, smoke curl	Book	Wine taste	
3	Fri	22 Nov	Feed	"Weekend forecast: 100 % Bubbles & Bravas pop-up 3 pm."	Terrace ice bucket, 5 rosés, palm shadow	Tickets	Event (ladies)	cute
3	Sat	23 Nov	Feed	"We saved the last salt block for you. รังนกนานก่อนเกลือ หมอบริการจริง."	Slow-mo butter melt on jumbo prawn	Reserve		weird Thai
3	Sun	24 Nov	Feed	"Swipe for the ultimate cheese pull – Hua Hin edition."	Reel: Thai cheese pull on toast → honeycomb drip	Link in bio		
4	Mon	25 Nov	Feed	"Chef's diary: 'If you can't stand the heat, get closer to the fire.' – Gop"	Portrait: chef, towel, flame reflection	Book		? chef joke?
4	Wed	27 Nov	Feed	"Mid-week escape: 1 glass, 5 global bites, 0 regrets."	Tasting paddle + world-map placemat	Reserve		
4	Thu	28 Nov	Feed	"Thank-you Thursday: service charge happily waived if we don't wow you. We dare you."	Black card gold-embossed on marble	Challenge	Challenge	use sentence like "take the challenge or take the dare instead of we dare you"
4	Fri	29 Nov	Feed	"Black-Friday but crimson: 15 % off by-the-bottle sales till midnight."	Bottle necks red ribbon, spotlight	Shop now	Discount	
4	Sun	1 Dec	Feed	"Month-one down, forever to go. Cheers to every tag, toast & tale."	Team toast behind pass	Book next month		
5	Mon	2 Dec	Feed	"December starts with a spark – new cocktail list drops Friday."	Shaker silhouette vs flame	Stay tuned	Need new post	
5	Wed	4 Dec	Feed	"12 wines, 12 nights, 1 advent calendar. First pour starts now."	Wooden wall hanger, 12 mini doors back-lit	Reserve		
5	Fri	6 Dec	Feed Reel	"Cocktail reveal #1: 'Tamarind Old-Fashioned' – smoked tamarind wood, pandan kiss."	Smoke cloche lift, slow pour	RSVP	Need Cocktail list	
5	Sat	7 Dec	Feed	"Saturday wine battle: Old-World vs New-World. Cast your vote, win a bottle."	Two projected maps, glasses in front	Tickets	Wine battle, need concept	
5	Sun	8 Dec	Feed	"Sunday recovery: zero-proof Tom-Kha colada & coconut ice-cream float."	Tall glass, mint crown, beach blur	Link in bio	Need Drink	
6	Mon	9 Dec	Feed	"Gift idea: Matt's Place locker allocation – give aged glory."	Golden key on velvet, back-lit fridge	Buy key	Need new post	?
6	Wed	11 Dec	Feed	"หริ่งมาสด้า! ไหม้เกรงๆ – ผัดหัวโขนนานก่อนเกลือ."	Jumbo prawn w/ edible gold leaf	Reserve		grammar incorrect
6	Thu	12 Dec	Feed	"TBT: last year's pineapple flambé set off alarms. Worth it."	Slow-mo fire jet, chef laugh	Book		
6	Fri	13 Dec	Feed	"Friday 13th – lucky for your palate. Black-velvet flight."	Layered Champagne-stout pour	Tickets	F&B themed event	
6	Sun	15 Dec	Feed	"Rosé pop-up just went pink – drone view."	Drone top-shot terrace, 50 pink glasses	RSVP	Rose wine	
7	Mon	16 Dec	Feed	"5 days to Christmas – reserve your fireside seat."	Menu on red velvet, candle, ornament	Book now		
7	Wed	18 Dec	Feed	"Chef's 6-course Christmas Eve menu – turkey gets tamarind."	Turkey slice, tamarind glaze, micro-herbs	Reserve	Special Menu / New Post	
7	Thu	19 Dec	Feed	"Wine ornament workshop – 490 THB, first glass included."	Empty bottles, fairy lights, craft table	Tickets	Interesting? Wine event better	
7	Sat	21 Dec	Feed Reel	"Winter solstice – 60-second pineapple burn. Timer overlay."	Single-take 60 s flambé	RSVP		
7	Sun	22 Dec	Feed	"500 reviews, 4.9 stars – you did that."	Screenshot on black iPhone, team sign	Leave review	?	
8	Mon	23 Dec	Feed	"Christmas Eve Eve – bubbles at 9 pm, 2 tables left."	3 bottles sabered, confetti	Book	Event / Champagne	
8	Tue	24 Dec	Feed	"Merry Christmas from our fire to your feed. 2 tables still open tonight."	Table setting, flaming pineapple center	Reserve	xmass	
8	Wed	25 Dec	Story	Poll: "Xmas dessert – Pineapple Express or Matcha brûlée?"	50/50 dish split	Vote		
8	Thu	26 Dec	Feed	"Boxing Day recovery: hair-of-the-dog Sangria + bottomless Bravas."	Sangria jug, tropical fruit, red backdrop	Walk-ins	F&B themed event	
8	Sat	28 Dec	Feed	"Almost 2025 – swipe to see the year that flamed by."	10-slide best guest photos	Tag yourself		
8	Sun	29 Dec	Feed	"Last Sunday of the decade – reservations > resolutions."	Wine glass filled, calendar flip	Book	need event	
9	Tue	31 Dec	Feed	"NYE: 8-course, 5-wine, midnight toast on us."	Gold foil menu, champagne tower	Last seats	nye	
9	Wed	1 Jan	Feed	"First sunrise, first sip – mimosa on terrace 7 am."	Orange sky, mimosa glass foreground	RSVP	CLOSED	
9	Thu	2 Jan	Feed	"New year, new lockers – 12 spots left. Key ceremony tonight."	12 golden keys on rustic board	Buy key	need new post	
9	Sat	4 Jan	Feed	"Zero-proof January? Fermented tea that drinks like Pet-Nat."	Kombucha bottle pop, fizz close-up	Try today		
9	Sun	5 Jan	Feed	"40k flames, 9k glasses – bring on 2025."	Empty grill, single spotlight	Book next		
10	Mon	6 Jan	Feed	"Monday: dry-age cam – 60 days never looked so good."	Time-lapse meat shrink, date overlay	Reserve steak	?	
10	Wed	8 Jan	Feed	"Wine 101 class – 890 THB, keep the Riedel glass."	Glass on notebook, candle	Tickets	wine event	
10	Fri	10 Jan	Feed Reel	"Friday flame therapy – chef's counter POV."	POV flames, guest wow face	Book counter		
10	Sun	12 Jan	Feed	"Guest review: 'came for wine, stayed for fire, left with friends.' Tag yours."	Long table handshake	Tag & share		
11	Mon	13 Jan	Feed	"Mystery wax-sealed cocktail – first 30 crack it free."	Red wax bottle, hammer	Come tonight	cocktail event	
11	Wed	15 Jan	Feed	"Members-only Monsoon Valley vertical – 3 vintages."	3 bottles side, black bg	Join locker	wine event (Monsoon Valley)	
11	Fri	17 Jan	Feed	"Lunar-New-Year warm-up: lobster & Gewürztraminer."	Wok hei lobster mid-air	Reserve	?	
11	Sun	19 Jan	Feed	"Sunday slow-down: jazz trio, low lights, high tannins."	B&W sax, wine glass bokeh	RSVP	event	
12	Mon	20 Jan	Feed	"3 months young – birthday brûlée not cake."	Matcha brûlée sparkler, pistachio 3	Celebrate	Food (10%)	
12	Wed	22 Jan	Feed	"Teaser: Indian BBQ collab dinner March 7 – save the mental date."	Indian flag / Thai flag, flame middle	Notify me	Food collab (Mukhti)	
12	Fri	24 Jan	Feed	"Friday freestyle: tell us your mood, get a custom pour."	Bartender + 5 colour-coded shakers	Order freestyle	cocktails	
12	Sun	26 Jan	Feed	"Month-three wrap: 61k flames, 14k glasses – see you next chapter."	Team stairs, torches form "MP"	Book ahead		