



The Ultimate Email Subject Line Playbook for Restaurants



Introduction



Struggling to create emails that get opened and drive guests to your restaurant? This guide covers 5 essential email marketing campaigns every restaurant needs, complete with ready-to-use subject lines and preview texts to help you hit “send” with confidence.

5 Essential Restaurant Email Marketing Campaigns



Welcome Emails for New Customers



Product Launches



Discounts



Win-back Emails for Inactive Customers



Newsletters

WELCOME EMAILS FOR NEW CUSTOMERS

First impressions matter—even online. A welcome email after ordering, booking or signing up for your restaurant’s mailing list makes guests feel valued. It’s the perfect chance to share your story and what makes your restaurant special.

SUBJECT LINES	PREVIEW TEXT
 Hi, [Name]! Welcome to [Restaurant Name].	Let’s raise a toast to delicious food and making memories.
Welcome to the [Restaurant Name] Family!	We’re thrilled to have you here—get ready for amazing food and memories ❤️
 Your Next Great Meal Starts Here!	Check out our menu and get ready for a feast.
Cheers to Good Food & Great Experiences!	We’re all about making every meal unforgettable. Here’s how we’ll do it ✨
 Welcome! We’ve Saved You a Seat.	Take a peek at our menu and get excited for what’s to come.
Your Order Is Just The Beginning—Welcome to [Restaurant Name]!	We hope to serve you next time 🎉
❤️ Welcome to Your New Favorite Spot!	We can’t wait to serve you delicious food and unforgettable moments.
You’ve Made a Great Choice...	Your taste buds are in for a treat at [Restaurant Name] 😊
 Hi [Name], Let’s Eat!	You’re part of the [Restaurant Name] family now!
Your Order Is In...	Now’s the perfect time to join our loyalty program and earn rewards ❤️

PRODUCT LAUNCHES

Whether it's a new menu item or a seasonal special, this is your chance to get your guests excited and through your doors. Highlight what's new or upcoming, why it's unique, and why they won't want to miss out!

SUBJECT LINES	PREVIEW TEXT
👁️ New on the Menu—Catch It While You Can!	Try our latest creation, [Dish Name], available for a limited time only.
The Dish Everyone's Talking About...	Taste what everyone's raving about—our new must-try menu addition 🔥
🍹 Happy Hour Just Got Happier!	New sips and bites added to Happy Hour at [Restaurant Name]. Cheers!
Ready for Something New?	Our chefs have been busy at [Restaurant Name] 👁️
🍴 Take a Bite of Our New Special!	Our [Dish Name] is here for the [Season].
Something New is Cooking...	Be the first to try [Dish Name], made with love ❤️
😊 You're Invited: VIP Tasting Event	Be the first to try our newest menu creations!
A New Twist on Your Favorite Dish!	We've reimagined a classic. Try it and fall in love all over again 😊
👩 Be the First to Try Our Newest Specials!	Hurry—our latest menu additions are only here for the [Season].
A Peek Inside the [Restaurant Name] Kitchen...	Introducing our [Dish Name] 👁️

DISCOUNTS

Stay connected with your guests through discount emails, especially those who don't visit often. A great deal or special offer can keep your restaurant top-of-mind and bring them back for their next meal.

SUBJECT LINES	PREVIEW TEXT
💰 Hungry for Savings?	Here's [Discount]... treat yourself today!
Dine for Less: Enjoy [X]% Off This [Day or Time Period]!	Don't wait to dig in 😊
🍰 Every Meal Should End Sweet...	Indulge in a sweet treat on us when you [Action].
Dinner Plans? Here's [Discount] to Get Started!	Your next meal at [Restaurant Name] just got better 🎉
🎂 Your Birthday, Our Treat!	Celebrate your day with [Discount]—enjoy!
A Special Thank You, Just For You.	You've earned it! Claim your [Discount] ❤️
A 🍷 On Us!	Enjoy your favourite meal with a little something extra—our treat!
Share The Love...	This BOGO offer is too good to miss ❤️
🌟 Only VIPs Get This Special Treatment...	Here's \$[X] off your next visit.
Midweek Magic at [Restaurant Name]!	Make your [Day] special with this dinner deal 📅

WIN-BACK EMAILS FOR INACTIVE CUSTOMERS

Reignite their interest with win-back emails that remind inactive customers of what they're missing. Heartfelt messages, exclusive perks, or a sneak peek at something new can spark their excitement and make them eager to return.

SUBJECT LINES	PREVIEW TEXT
It's Been A While... Let's Catch Up!	We've got something special waiting for you 🍷
💔 We Miss You...	It's been too long! Come back and enjoy a little treat on us.
Where Have You Been?	Swing by and try some of our new dishes, we're ready when you are 👁️
📞 Something Delicious is Calling...	That [Dish Name] you love? It's waiting!
We Want You Back...	Enjoy [X]% Off Your Next Visit 🔥
👁️ It's Been Too Long—Let's Do Lunch?	New dishes and old favorites are waiting for you.
It's Time for a Comeback!	We know life gets busy, but great food is always worth it 🍷
👋 Ready to Give Us Another Try?	We've made some exciting changes at [Restaurant Name].
Your Seat's Still Waiting!	The perfect table and a sweet treat are ready, just for you ❤️
💔 Don't Be a Stranger...	Your next meal at [Restaurant Name] is ready and waiting!

NEWSLETTERS

Keep customers engaged with regular newsletters featuring updates, exclusive offers, and behind-the-scenes news. Newsletters build loyalty, create anticipation, and help keep your restaurant top-of-mind.

SUBJECT LINES	PREVIEW TEXT
✨ What's New This Month at [Restaurant Name]?	Fresh specials, exciting events, and more —take a look!
Your [Restaurant Name] Insider...	Be the first to know about new specials, events and cheeky deals 🙄
🔥 What's New at [Restaurant Name]?	New dishes and events—find out more inside!
All the Buzz at [Restaurant Name] this Month!	From menu updates to upcoming events, we've got lots to share with you ❤️
🙄 A Little Something New from [Restaurant Name].	Check out our latest updates, menu additions and happenings.
Your [Month] Update from [Restaurant Name]!	A new month brings a new special—come check it out 🙌
😄 We've Got Big News!	Here's the latest scoop at [Restaurant Name].
All The Hottest Happenings at [Restaurant Name].	We've had a makeover, come and see it for yourself 😄
🔥 Something Exciting is Cooking...	Don't miss out on the latest updates at [Restaurant Name]!
Here's the Latest at [Restaurant Name]...	Join us for [Events or Promotions] ✨