

SLINFOLD CLUB

SUNDAY ROAST CAMPAIGN V1.0 / 2026

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BRAND & DIGITAL

Slinfold Club — Sunday Roast Campaign

Channels: Facebook & Instagram

Cadence: Every 2 days from Wed 19 Aug through end of August (hype/countdown phase), then weekly on Thursdays through September and October (reminder phase, timed ahead of each Sunday)

Key details:

- Roasts return **Sunday 6th September**
- Adult £19.95 | Children's £13.95 | Veggie £18.95
- Cauliflower cheese and large Yorkshire puddings included
- Served 12pm–5pm
- Booking not essential but recommended, especially when busy
- Desserts available (no unlimited discount); wine available from the usual wine list
- No mention of meat/ingredient sourcing or "local" claims

I've used generic phrasing like "book a table" / "give us a call" for the CTA since I don't have a specific booking number or link

Posting Schedule

Date	Phase	Post
Wed 19 Aug	Countdown	Post 1 — Announcement
Fri 21 Aug	Countdown	Post 2 — What to Expect
Sun 23 Aug	Countdown	Post 3 — Yorkshire Puds Spotlight
Tue 25 Aug	Countdown	Post 4 — Veggie Option
Thu 27 Aug	Countdown	Post 5 — Family Friendly
Sat 29 Aug	Countdown	Post 6 — Wine & Dessert
Mon 31 Aug	Countdown	Post 7 — One Week to Go
Thu 3 Sep	Reminder	Post 8 — This Sunday It Begins
Thu 10 Sep	Reminder	Post 9 — Cauliflower Cheese Spotlight
Thu 17 Sep	Reminder	Post 10 — Booking Reminder
Thu 24 Sep	Reminder	Post 11 — Sunday Ritual
Thu 1 Oct	Reminder	Post 12 — Autumn Sundays
Thu 8 Oct	Reminder	Post 13 — Bring the Family
Thu 15 Oct	Reminder	Post 14 — Wine List Spotlight
Thu 22 Oct	Reminder	Post 15 — Half Term Roast

Post 1 — Announcement (Wed 19 Aug)

 **THE SLINFOLD CLUB SUNDAY ROAST IS BACK** 

Our famous Sunday Roasts return on **Sunday 6th September** — and we can't wait to welcome you back to the table.

Served 12pm–5pm, every Sunday.

Watch this space for all the details over the coming weeks!

#SlinfoldClub #SundayRoast #ComingSoon #Horsham

Post 2 — What to Expect (Fri 21 Aug)

What makes our Sunday Roast so popular? 🤔

- ✅ Generous cauliflower cheese
- ✅ Large, golden Yorkshire puddings
- ✅ A relaxed atmosphere to enjoy with family and friends

Back from **Sunday 6th September**, 12pm–5pm.

#SlinfoldClub #SundayRoast #Horsham #SundayLunch

Post 3 — Yorkshire Puds Spotlight (Sun 23 Aug)

Is it really a Sunday Roast without a giant Yorkshire pudding? 🥰

Our large Yorkshire puds are back on the plate from **Sunday 6th September**.

12pm–5pm | £19.95 adults | £13.95 children | £18.95 vegetarian

#SlinfoldClub #YorkshirePudding #SundayRoast #Horsham

Post 4 — Vegetarian Option (Tue 25 Aug)

Not everyone's after the meat and two veg — and we've got you covered. 🌱

Our **vegetarian roast (£18.95)** comes with all the trimmings, including cauliflower cheese and a large Yorkshire pudding.

Starting **Sunday 6th September**, 12pm–5pm.

#SlinfoldClub #VegetarianRoast #SundayRoast #Horsham

Post 5 — Family Friendly (Thu 27 Aug)

Sunday lunch, sorted for the whole family. 👨‍👩‍👧‍👦

Our Sunday Roast returns on **6th September** with a children's menu at **£13.95**, alongside the full roast for the grown-ups.

12pm–5pm | Booking recommended, especially if you're bringing the whole gang!

#SlinfoldClub #FamilyLunch #SundayRoast #Horsham

Post 6 — Wine & Dessert (Sat 29 Aug)

Save room for pudding. 🍰

Alongside our famous roasts, you'll find a full dessert menu and wines from our usual wine list to round off your Sunday perfectly.

Back from **Sunday 6th September**, 12pm–5pm.

#SlinfoldClub #SundayRoast #Dessert #Horsham

Post 7 — One Week to Go (Mon 31 Aug)



One week to go until our Sunday Roasts are back!

Sunday 6th September | 12pm–5pm



Adults £19.95



Vegetarian £18.95



Children £13.95

Booking isn't essential, but it's recommended if you'd like to guarantee your table — give us a call!

#SlinfoldClub #SundayRoast #Horsham #ThisWeek

Post 8 — This Sunday It Begins (Thu 3 Sep)



THIS SUNDAY — our famous Sunday Roast is officially back!

Join us on **Sunday 6th September**, 12pm–5pm.



Adults £19.95 |



Veggie £18.95 |



Children £13.95

Booking recommended — give us a call to reserve your table.

#SlinfoldClub #SundayRoast #Horsham

Post 9 — Cauliflower Cheese Spotlight (Thu 10 Sep)

Some things are non-negotiable on a Sunday Roast. Cauliflower cheese is one of them. 🧀

Every Sunday, 12pm–5pm.



£19.95 adults |



£18.95 veggie |



£13.95 children

Book a table with us — recommended if you'd like to guarantee your spot.

#SlinfoldClub #SundayRoast #CauliflowerCheese #Horsham

Post 10 — Booking Reminder (Thu 17 Sep)

Sundays are busy at Slinfold Club — and we love it that way! 😊

Booking isn't essential for our Sunday Roast, but it's recommended if you want to make sure there's a table waiting for you.

12pm–5pm every Sunday.

Give us a call to book yours.

#SlinfoldClub #SundayRoast #Horsham #BookAhead

Post 11 — Sunday Ritual (Thu 24 Sep)

There's nothing quite like a proper Sunday Roast to round off the weekend. 🍴

Join us every Sunday, 12pm–5pm, for all the trimmings — including our famous cauliflower cheese and large Yorkshire puddings.

🍗 £19.95 | 🌱 £18.95 | 👧 £13.95

#SlinfoldClub #SundayRoast #Horsham #SundayFunday

Post 12 — Autumn Sundays (Thu 1 Oct)

As the evenings draw in, there's no better excuse for a Sunday Roast. 🍂

Join us every Sunday, 12pm–5pm, and warm up with all the trimmings.

🍗 Adults £19.95 | 🌱 Veggie £18.95 | 👧 Children £13.95

Booking recommended — give us a call.

#SlinfoldClub #SundayRoast #Autumn #Horsham

Post 13 — Bring the Family (Thu 8 Oct)

Gather the family for a proper Sunday Roast. 👨👩👧

Every Sunday, 12pm–5pm, with a children's menu at £13.95 alongside the full roast experience for adults.

Booking recommended, especially for larger groups — give us a call to reserve your table.

#SlinfoldClub #SundayRoast #FamilyTime #Horsham

Post 14 — Wine List Spotlight (Thu 15 Oct)

The perfect Sunday Roast deserves the perfect glass of wine. 🍷

Choose from our usual wine list to accompany your roast, every Sunday, 12pm–5pm.

🍷 £19.95 adults | 🌱 £18.95 veggie | 👧 £13.95 children

#SlinfoldClub #SundayRoast #WineAndDine #Horsham

Post 15 — Half Term Roast (Thu 22 Oct)

Half term Sunday, sorted. 🍂

Bring the whole family for a Sunday Roast this weekend — full menu for adults, vegetarian option, and a children's menu at £13.95.

12pm–5pm | Booking recommended — give us a call.

#SlinfoldClub #SundayRoast #HalfTerm #Horsham