

Community on the Menu: Common Restaurant Celebrates the Season with 24 Days of Local Giveaways

For most, an Advent calendar means a small piece of chocolate or a trinket hidden behind a cardboard door. But this past December, Common Restaurant on reimagined the holiday countdown as a month-long celebration of the downtown Savannah business community and brought a 1920s mailbox to life as an Advent Calendar.

From December 1st through Christmas Eve, the popular dining spot hosted its Inaugural Advent Calendar Give Away, a twenty-four-day event featuring daily drawings that turned a standard dinner service into a nightly event of anticipation and local pride.

While holiday giveaways are a staple of the retail season, Common's approach stood out for its collaborative spirit. Rather than strictly offering in-house rewards, the restaurant turned outward, partnering with a variety of neighboring downtown businesses to curate a diverse array of prizes. Highlights included dining experiences provided by Quinn's on Drayton, Ardsley Station, and Broken Keel; wine experiences at 208 Wine Bar and Common's retail wine cellar; retail therapy opportunities at Glory Day's Vintage, Morgan Rae's, and Avalon; and experiences like a Savannah Cruzers Bonaventure Tour, a Ghost Pirate's game, a Savannah Taste Experience Tour, and tickets to Common's Staglin Wine Dinner in January



"It was about more than just bringing people in for a meal; it was about highlighting the incredible network of businesses we have right here in our backyard. There's an old adage that says, 'familiarity breeds contempt,' and I think sometimes it's important that we remember all we have at our disposal in our own historic downtown and how truly special and unique that is," said owner and organizer Bee Vaudrin.

Each day brought a new surprise for patrons with a post on the restaurant's Instagram page, inviting guests to tag their friends, share their favorite memories, or answer a poll question. Guests participating were then assigned numbers and put into a random number generator. Prizes ranged from gift cards to fully curated days on the town.

The event culminated on December 24th, wrapping up nearly a month of engagement that did double duty: it rewarded loyal customers while driving traffic to the partnering boutiques and shops during the critical holiday shopping window.

In an era where digital marketing often dominates, the tactile, in-person nature of a physical drawing brought a sense of old-school charm to the holiday season. The Inaugural Advent Calendar lived up to the restaurant's name—finding "common" ground and shared joy during the busiest time of the year.