



Join the Club Willies V.I.P. Loyalty Program and Get Rewarded

Presently we have nine bonus plans operating concurrently to reward our loyal customers in a big way. There will also be time limited specials and promotions offered throughout the year. IMPORTANT: You need to register your account profile online to be eligible to earn rewards. To register your card, click on "Club Willies V.I.P." and select "My Account". The 14-digit account number is on the back of your card. Although there is a \$5.00 fee to join the Club Willies V.I.P. Loyalty Program, regular customers will quickly receive benefits that far exceed the modest sign-up cost. As a welcome bonus, new members automatically receive 50 reward points valued at ten times the fee paid when they register their Club Willies V.I.P. card online. You can also purchase additional cards for family members under the same account and get rewarded even faster. Ask for a Club Willies V.I.P. card the next time you visit Roadside Willies and start getting rewarded!

Discount Bonus

Every time you collect 250 points, you will earn a \$10 voucher to spend at Roadside Willies. Earn double points between 2:00pm and 4:00pm. You must start your dining experience after 2:00pm and pay your bill no later than 4:00pm to collect double points. Maximum of 250 points per day.

Gold Patron Bonus

Collecting 1000 points within the sign-up anniversary year earns the member a 5-course Surf & Turf dinner for two people. Maximum of 250 points per day.

Appetizer Bonus

Buy 10 meals and earn a free appetizer of your choice. Eligible meals include any regularly priced entrée. Maximum of two credits per day.

Birthday Bonus

Visit Roadside Willies on your birthday and get any entrée, gourmet pizza or sandwich for half price AND a free dessert. You need to enter your birth date in your account profile to be eligible for this bonus.

Pizza Bonus

Buy 10 regularly priced pizzas of any size and earn a free 9" pizza of your choice. Maximum of two credits per day.

Dessert Bonus

Earn a free dessert every 5th time you make any purchase at Roadside Willies. Only one purchase credit is recorded per day.

Lunch Bonus

Buy 10 lunch specials and earn a free soup and sandwich (11:30am to 1:30pm, Monday to Friday). Maximum of two credits per day.

Dinner Bonus

Members will have a 1 in a 100 chance of winning a Steak & Stein dinner every time they purchase a regularly priced entrée.

Labatt Bonus

Diners purchasing a draught beer with their meal will have a 1 in 5 chance of receiving a ballot with their guest check for the Labatt quarterly draw featuring the prize on display.

Great people. Great atmosphere. Great food. Period.