

10 WAYS TO INCREASE HOLIDAY TRAFFIC

The holiday season offers big opportunity for foodservice—not only does it hold huge revenue potential, but it also serves up a way to build customer loyalty. The challenge is choosing smart strategies that give you a larger piece of the holiday pie.



ADD A SEASONAL MENU

Make sure you menu items with holiday flavours, like gingerbread, pumpkin and eggnog. Also, market them well so they entice potential customers. Make sure your servers know how to talk them up, too.



PROMOTE GIFT CERTIFICATES

'Tis the season! Gift cards and certificates bring in new customers, and they can help increase spend during the dinner transaction. Consider offering purchasers a free gift card when they buy a certain number.



ADD SEASONAL DRINKS

Look to holiday-spiced coffees, pumpkin lattes and peppermint hot chocolates to help convey the season and add menu interest.



INCENTIVIZE THE UP-SELL

The holiday season offers a perfect time of year for cocktails, shareables and desserts. Get your waitstaff on board with up-selling by running a contest to push those menu items.

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ACCOMMODATE LARGE PARTIES

From office parties to family get-togethers, group dining is a cherished part of the season.

Simplify it for guests by eliminating minimum requirements and offering attractive menu packages served family style.



TAKE RESERVATIONS

Although a lot of restaurants don't take reservations, consider adding them during the holiday months. Anything you can do to make it easier and hassle-free for diners will give you a competitive advantage.



OFFER CARRY-OUT PARTY PLATTERS

Many consumers are looking for a little help in bringing home the holidays. Offer holiday meals with all the trimmings. And consider adding a holiday party platter menu with comfort-food favourites for those in-between days during this busy time of year.



ADD A PRIX-FIXE HOLIDAY MENU

Capitalize on the celebratory mood that permeates the season by menuing more extravagant offerings. Build the up-sell into a prix-fixe, which offers value for guests while packaging appetizers, cocktails and desserts for higher check averages.



DON'T FORGET NEW YEAR'S DAY

Entice guests with a New Year's all-day brunch menu. Make it festive with bottomless mimosas, a Bloody Mary bar with fun garnishes, house punch bowls and shareable dishes.



GIVE AWAY A COOKIE

Order holiday cookies, package them in plastic wrap tied with a holiday ribbon and present them to kids on their way out. Parents will appreciate the gesture, and kids will ask for a repeat visit.



Pumpkin Mousse Tarts with Praline Crunch



Crostini with Cranberry-Raspberry Compote & Cambozola



Lemony Gingerbread Mini Mousse Cakes