

Unwrap Holiday Profits



Special-occasion meals are a holiday indulgence. Whether treating guests in your dining space or providing an off-premise experience, it's time to get holiday-ready.

Plan for success

Set up a monthly/weekly timeline for marketing your menu offerings, catering and parties.

- **Black Friday**—Retail shopping will look different this year, but shoppers need to eat. Promote a holiday special or consumer-friendly meal deal.
- **Small Business Saturday**—Just after Black Friday, this day for local businesses to shine is a great day to feature local menu favorites for dine-in or takeout.
- **Warm up to weekends**—Celebrate family gatherings or intimate dining occasions with LTOs available only on weekends.
- **Make it portable**—Takeaway holiday meals and desserts are a must this year. Simple execution and pleasing off-premise presentation are keys.

Tap into seasonal flavors

Keep your main menu, but add a separate holiday or LTO menu with decadent choices.

- **Classic flavors**—Chocolate, pumpkin, cinnamon, cranberry and gingerbread are pleasing on every menu, from 4-star dining to innovative bar and grill programs.
- **Festive warmth**—Seasonal hot chocolates and ciders can be dressed up with holiday flair to encourage sales.
- **Traditional favorites**—Shrimp dishes are a holiday indulgence, sweet desserts are like a gift waiting to be unwrapped.
- **Cocktails to go**—If your laws allow, seasonal adult favorites are a profit builder.

TAKEOUT SURGE

33%



of consumers are getting more takeout than before the pandemic

Source: [Restaurant Business](#)

GIFTS WITH GREAT TASTE



47%

of consumers prefer a gift card over a traditional gift

Source: [FirstData](#)

'Tis the season for gift cards and promotions

Look for ways to build additional sales or attract holiday guests.

- **The gift of food**—Gift cards make an easy stocking stuffer or present.
- **Add a bonus**—Offer a free app or dessert with a \$25 gift card purchase.
- **Share your message**—Use social media, signs and table tents to feature specials.
- **Think outside the restaurant**—Promote catering for at-home or office events.



Staff to impress

Customers expect great service, especially during the holidays.

- **Plan your needs**—Set the schedule early and get people committed to it.
- **Train your team**—Push your LTOs, seasonal specials and desserts to go.
- **Plan for portability**—Train for efficiency with curbside pickup and delivery.
- **Don't get caught short**—Have an on-call staffing list to fill gaps.

Make spirits bright

Get guests excited about things you're doing and planning.

- **Spotlight charities**—Let customers know you're donating some proceeds to charity.
- **Encourage giving**—Give a discount to customers who donate a canned good.
- **Ease the stress**—Suggest post-holiday parties for those too busy in December.
- **Add reminders**—Promote 2021 LTOs and plans for Lent, Valentine's Day, etc.

More holiday help

Visit gfs.com/ideas and search "holiday" for more great holiday planning tips and recipes.

TAKEAWAY SUCCESS

Four keys to customer satisfaction:

1. Short wait time
2. Easy order process
3. Customer service
4. Quality/accuracy of order



Source: rakutenready.com

APP-ORTUNITY KNOCKS



51%

of consumers downloaded at least one new app to buy food since COVID-19

Source: [Bluedot](https://bluedot.com)

HOLIDAY LTO CHECKLIST

- Choose.** Decide what holiday creations you'll offer as LTOs.
- Test.** Make each item to confirm kitchen capability.
- Price.** Do a cost analysis to determine your margin and set a price.
- Date.** Select the dates to feature your LTO.
- Communicate.** Promote four weeks before the LTO is featured.
- Train.** Coach your front-of-house staff on how to talk about your LTO..