

Score 10 Super Sunday Extra Points for Your Restaurant... and Profit from Super February

01/24/17

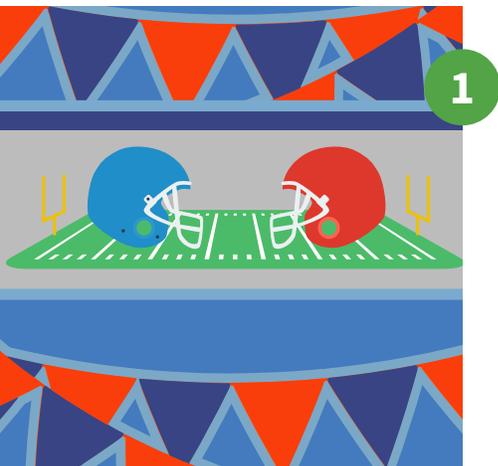
More than 110 million people will tune into the big game this year on February 5th. So what does that mean to you?

Super Sunday is the second largest food consumption day in the U.S. (after Thanksgiving). If you have televisions in your restaurant, put them to good use. We'll give you some creative tips for game day. If you offer catering or home delivery services, be sure to pump up the volume and let your community know you'll make their lives easier and tastier. More than half of all of your customers will be watching...and drinking. Get ready to serve them!

But that's not all...**You can win BIG throughout February!**

Smart restaurants turn the weeks before and after the big game into a traffic- and profit-building opportunity. Make the month "Super February!"

First...here are some unique Super Sunday tips.



1

Create unique and memorable experiences!

Research shows that people who spend money on experiences are happier and 55% of millennials say they spend more money on live events rather than "things," according to a recent study.

You want your customers to cheer about your cuisine.

Look beyond beer and wings. Make your place compelling to both sexes and diverse tastes. Engage your (or a) chef in coming up with Super Sunday treats – perhaps even creating apps and cocktails around the home states of the competing teams. Offer package pricing to boost revenue.



2

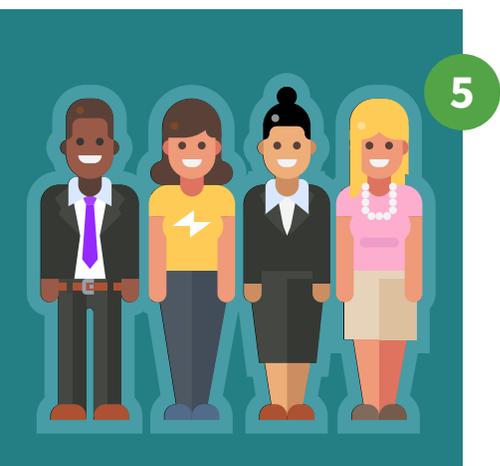


Every guest should feel like an MVP

In your marketing, emphasize the fact that guests will be “hosted and pampered” for the game...no crowded supermarkets...no beer cans to recycle the next day...no crushed chips in the rug at home. All fans have to do is show up, eat, drink, and cheer.

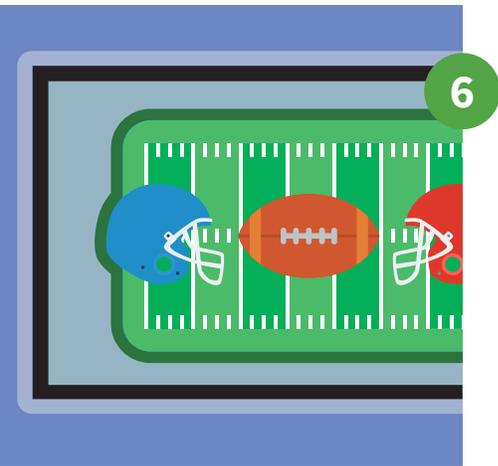
Before the big game, wave those digital pom-poms to old and new audiences...

and make sure prospective customers know that the party is at your “house.” Use social media, reach out to local news outlets (for listings and maybe even feature stories), and hand-out flyers.



Recruit the hottest “players.”

Connect with singles groups who can use it as opportunity to meet new dates, your local Chamber of Commerce, alumni associations, and other groups that want to cheer together – like the SPCA or dog lovers celebrating “Puppy Bowl,” and many other “communities.” Offer group pricing as an incentive.



Commercial breaks are not just restroom breaks.

Those of us who work in the advertising/marketing world are as excited about the ads as we are about the game itself. Ask your guests to vote for their favorites and then post results on social media.

During your game day festivities (and the day after), post pictures on Facebook, and Twitter.

Create a unique hashtag for your event and post it prominently so people will know to use it. If you ran a promotion or contest, publicly announce and tag the winners on social media. Ask your followers to chat about their favorite commercials. Be sure to promote your upcoming events!



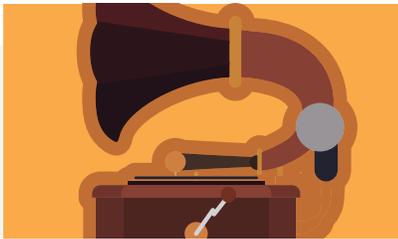
Have a winning service team on the field.

Make sure you have enough staff in the front and back of the house to deliver fantastic customer service. Events and specials will bring in people who've never been to your restaurant before, so you'll need to deliver a quality and memorable experience for every guest.



Now what about the other 27 days of the month?

Although February is a short month, it is packed with events. Local and national news media will be writing stories about them. If you're doing something fun and creative, you'll not only draw new guests, you might even be able to capture the attention of reporters! Here are just a few thought-starters:



FEBRUARY 12th

The Grammy's

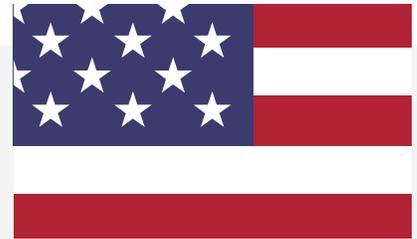
- Play nominated artists' music instead of your usual tunes
- Watch party or trivia contest in your bar
- Musically-themed specials



FEBRUARY 14th

Valentine's Day

- Singles party for people hoping to meet their true love that night
- Breakfast in bed (If you serve breakfast, create a romantic home-delivery option)
- Package deals with champagne and roses



FEBRUARY 20th

President's Day

- Family specials on Sunday night (no school or work the next day!)
- President-themed meal specials and cocktails



FEBRUARY 26th

The Oscars

- "Hollywood style" cocktail party or dinner
- Home delivery or take-out specials with movie-themed titles



FEBRUARY 28th

Mardi Gras

- New Orleans Jazz and food specials
- Beads and masks for every diner

Is your establishment a little quirky and trendy?

You can also celebrate some of the more obscure “holidays” like White Tee Shirt Day or Plum Pudding Day.

10



No matter who walks away with the Big Ring this year, you’ll emerge a February winner – and be carried away by a throng of cheering and delighted guests...all month long!

SOURCES

Food consumption statistics:

<http://www.foxsports.com/nfl/laces-out/super-bowl-2015-patriots-seahawks-food-consumed-sunday-012815>

Spending on experiences:

<http://www.forbes.com/sites/ilyapozin/2016/03/03/the-secret-to-happiness-spend-money-on-experiences-not-things/#5e9893f03ba9>
https://eventbrite-s3.s3.amazonaws.com/marketing/Millennials_Research/Gen_PR_Final.pdf

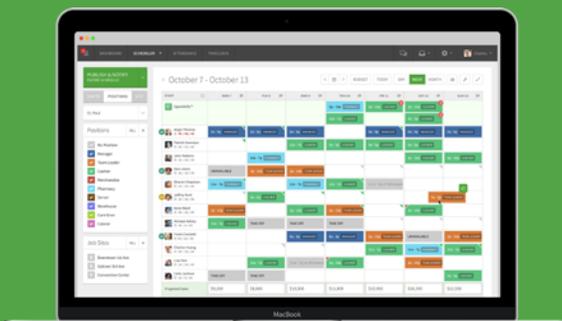
This year’s commercial advertisers:

<http://www.superbowlcommercials.co/best-commercials/2017-super-bowl-commercials-we-cant-wait-to-see/>

A list of obscure holidays:

<http://www.holidayinsights.com/moreholidays/february.htm>

NOTE: A version of this article was previously published on the [Nightclub & Bar](#) website.



And here’s another great tip!

You can save 8+ hours managing schedules in February and EVERY month...just sign-up with When I Work today.

START SCHEDULING

 When I Work®