



Restaurant
Christmas and
New Year's
Checklist

Keep customers coming with **marketing**

ONLINE

- Host giveaways
- Multi-channel promotion
- Retarget and reward past customers
- Plan ads and copy
- Offers, deals, BOGO, tiered discounts
- Upsell and Cross-sell with smart menu add-ons

OFFLINE

- Refresh your menu with seasonal specials
- Decorate, decorate, decorate
- Highlight special items through standees

Special efforts for special occasions

EVENTS

- Participate in Christmas markets and pop-ups
- Host a Christmas Feast. Remember to advertise
- Prepare for a New Year's Night
- Fresh idea: Go big on the "Secret Santa" trend

PACKAGING

- Make your packaging festive
- Include a 'happy wish' note

ANALYTICS

- Track sales, inventory, and staff across outlets
- Use reports for a complete view of your business

Simplify your operational tasks

- Keep your inventory updated
- Double check everything with your chefs
- Train your staff for all possible circumstances.
- Be ready for a demand uptick
- Make a prep list of all the big tasks
- Plan and communicate the server shifts well
- Use your POS as a central unit for everything

POST THE RUSH

- Turn your seasonal visitors into lifelong customers
- Gather feedback
- Send “Thank You” emails and SMSs
- Compensate your staff for their extra (hard) work