

# Foodservice Best Practices for the HOLIDAY SEASON!



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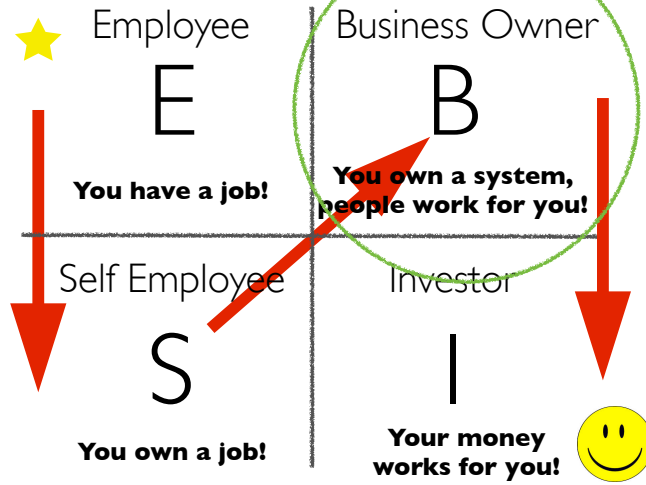
Turn any Good Restaurant into  
a...

GREAT BUSINESS!



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# Cash Flow Quadrant



So what does all that mean for your Restaurant?

*The the foundation to all restaurant success is:*

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“Your ability to  
Manage **SYSTEMS** &  
**DEVELOP** People!”



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# Foodservice Best Practices for the HOLIDAY SEASON!



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Foodservice  
Best Practices

for the  
HOLIDAY  
SEASON!

“Start with the end in Mind!”

Steven Covey

## **Holiday Season #1 Goal**

Get more Customers &  
Make More more MONEY  
in...

~~November & December~~

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## **Holiday Season #1 Goal**

Get more Customers &  
Make More more MONEY  
in...

*January & February*

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# How are you going to do that?

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**Starting  
with the end  
in mind ...**

1. Pre-Holiday Preparations
2. Holiday Execution
3. Post Holiday



# Pre-Holiday Preparations

Family  
Restaurant &  
Fine Dining

Banquet &  
Catering  
Operation

Hotel &  
Country Club

## Current Menu Trends...

- Stay away from the boring same things people can cook at home (people want shock value & over the top preparations)
- Comfort food DONE WELL and DIFFERENT
- Food Network Effect
- Get a subscription to Martha Stewart or Food Network Magazine
- Cook up some of your Favorite holiday items
- Offer Family Style service to take a load off the kitchen

# Pre-Holiday Preparations

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## Fast Food

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## Coffee Shop

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## Dinner

### Current Menu Trends...

- Exotic, Bold, Original & Authentic
- Less Pedestrian (everyday)
- Trends are always changing and your customer is more aware than ever before (Food Network Effect)
- Follow the chains on Social Media (see what they are doing)
- Incorporate things that should not be served in this style of a restaurant into your menu

# Pre-Holiday Preparations

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Have your Theme Menu's & Events Ready to go  
EARLY...with PRICES!

- Thanksgiving Brunch (modified brunch or family style)
- Christmas Eve (family style or prix-fixe)
- Christmas Brunch (modified brunch or family style)
- Private Office & Business Parties
  - 9 menus...
    - buffet, prix-fixe, limited menu
    - @ 3 price points (low, medium, high)

# Pre-Holiday Preparations

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Some Fun ideas...

- Ugly Sweater Party
- Breakfast with Santa
- Hosted Holiday Party

# Pre-Holiday Preparations

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## Marketing...Get great PR and FREE PRESS

- Holiday Fundraiser for your favorite local Charity
- Feed a Family Thanksgiving Basket Brigade
- FREE Holiday Cooking Class

What does this all lead to...  
EMAIL ADDRESS & LOYALTY

# Pre-Holiday Preparations

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## Marketing...Partnerships & Cross Promotions

- Work with a Local Retailer

# Pre-Holiday Preparations

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## Marketing...Direct Response

- Send a Staff Holiday Card
- Send an ACTUAL GIFT to your best Customers
- Social Media Contest and Surveys
  - What dish would you like us to cook so you don't have to this holiday?
  - Post a picture of the Best Holiday Lights!
  - Show us your worst Holiday Card!
  - What was the most useless gift you have gotten!
  - Strangest item you have seen shopping!
  - Where are the best deals???

# Pre-Holiday Preparations


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## Marketing...Direct Response

- 12 nights of Christmas (email auto-responder)
- or just simply EMAIL your list and invite them in...

**OK we have to talk about EMAIL for a second!**



Fwd: What are you doing on Saturday?  Family x

Aug 7   

to me 

----- Forwarded message -----  
From: **Barack Obama** <[info@barackobama.com](mailto:info@barackobama.com)>  
Date: Tue, Jan 15, 2013 at 8:54 AM  
Subject: What are you doing on Saturday?

Adam --

This Saturday, Michelle and I are heading out to events as part of the National Day of Service -- and I hope you'll join us.

It's a day to put politics aside, give back to our communities, and honor Dr. Martin Luther King Jr. by following his example. If we want to bring about change, it has to start with us, person by person and block by block.

[Volunteers have organized thousands of events in all 50 states -- look up one in or around Orange, RSVP, and we'll see you out there this Saturday.](#)

I wanted service to be a big part of my inauguration because it's played a huge role in my life.

As a young community organizer starting out in Chicago, I learned that the best ideas, the ones that succeed, take hold at the grassroots. No one needs to wait on politicians or Washington: Change happens when individuals take responsibility for one another and their communities.

At the Day of Service in 2009, I visited with military families and wounded service members at the Walter Reed Medical Center and painted walls at a homeless shelter. Joe packed his toolbox and helped Habitat for Humanity hang drywall in new housing in D.C., while my girls, Michelle, and Dr. Jill Biden filled USO care packages for our troops overseas.

See what's going on near you, and be part of the inauguration by joining your neighbors on Saturday:

<http://action.2013pic.org/National-Day-of-Service>

I'll see you out there on the 19th.

Thanks,

Barack



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# Holiday Execution

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## Show a little holiday cheer...

- Be more gracious than usual
- Give a little gift to everybody (this could be your favorite family recipe on nice printed card)
- Take care of the kids...give them a nice little toy
- Offer a small complementary champagne or punch to all your guest

# Holiday Execution

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## Show a little holiday cheer...and build your list!

- Take your Guests Photo and email it to them
- Set up a back drop with your logo next to a tree
- Use software like SparkBooth to automate the process
- Capture their email to send them the photo
- Automatically post to your Facebook Page
- In the email ask them to use your Instagram #Hashtags
- Post the photos to your Pinterest page

# Holiday Execution

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## Holiday Decorations...

- Less is more!
- A simply decorated Tree goes a long way
- Some mistletoe under the door
- Simple, neutral colored lights
- Address all 5 senses...

# Holiday Execution

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Appreciate and prepare your staff...

Service can suffer during the Holidays, here are some tips so it doesn't!

1. Run a survey on-line and reward your best rated server with a gift.
2. Relax the Holiday dress code...they will have more fun.
3. Expect Higher volumes at odd times...turn up the music have fun.
4. Give your staff more power to satisfy the guest!
5. Make sure servers are trained to say Happy Holidays (keep it neutral).

# Holiday Execution

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Most importantly with all this good cheer and extra business get their Information...

- Enroll them in your Loyalty Program
- Get them to Follow you on Facebook
- **Add them to your Email List**

# Post Holiday (this is the Magic)

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Get them back in your restaurant when you are slow...

4. Offer January Holiday Parties at a discounted rate.
3. Customer Bounce Back January Specials.
2. Special Party for Loyalty Members that joined during the season (Summer in the Snow BBQ)

# Post Holiday

Get them back in your restaurant...

## 1. Introduce a lighter, healthier menu in January

- Work with a local nutritionist
- Have them conduct a Training “Eat with us, LOSE with us”
- Have your chef cook 1 or 2 of the new items for them to taste
- Create a private Facebook group (only for attendees)
- Then in your first post, ask them to invite a buddy to the group
- Offer loyalty points or rewards for weight loss



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# Let's Stay in Touch...

more Tips, Training and Strategy...

## **Come see me in the back of the room and receive...**

5. My VIDEO training series,  
"Foundation for a Lifetime of Restaurant Success!"
4. My "Kick-Start your Catering Tool Kit" Video and Worksheets!
3. The slides and Video from this presentation!
2. A FREE 1-on-1 Strategy Session for your Restaurant or Foodservice Business with me!



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# Let's Stay in Touch...

so I can give you more Tips, Training and Strategy...

**Come see me in the back of the room and receive...**

1. Admission to my Weekly Online group coaching and consulting program for you and a Guest for FREE!



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