

Foodservice Solutions with a Local Flavor

Monthly Marketing Insights

February Favorites

February has long been associated with love because of the overwhelming influence of the Valentine's holiday. But truth be told, this month is full of great opportunities for you to boost sales and build a spot for yourself in the community. Follow some of these tips to promote and publicize the success of your place of business, and you'll find your bank account growing and your building overflowing:

* **Sign on for the Special Olympics.** February is the time of the Special Olympics Winter Games. Why not hold a local Special Olympics in your town for the local participants? Give customers an incentive to eat at your place: \$0.15 on the dollar benefits the Special Olympics fund.

* **International Friendship Month.** Host a local celebration that encompasses all of the citizens in your city who make up the great melting pot of America. People love to promote the fact that they come from Irish, African or Hispanic backgrounds. A festival with fare from all around the world would go over great!

* **Celebration of Love Week.** The traditional February 14th. holiday just isn't enough! Invite loving couples to join you in a week long celebration from the 9th - 15th.

* **Second Honeymoon Week.** When romance dies, you can help retrieve it by inviting couples, during the week of the 25th, to renew their love and maybe win a second honeymoon package!

* **Groundhog Day.** Did the little guy see his shadow on the 2nd. or not? Be ready to launch an end-of-winter or not-yet-spring celebration when the weatherman announces the superstitious fate of our weather.

* **Pay a Compliment Day.** Instruct your staff that on the 6th, every single customer is to receive a compliment. Customers won't even know it's a holiday, and they'll leave with a boost of self confidence.

* **President's Day.** With a renewed sense of patriotism, you can honor the president on his special day, February 16. Have a contest where the best presidential look-a-like wins a prize!

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