

Foodservice Solutions with a Local Flavor

Monthly Marketing Insights

December Diversions

With all of the in-your-face promos going on to attract shoppers' attention for holiday sales, it's tough to compete with all of the hubbub! Here are a couple of ways you can distance yourself from traditional December promos. Bring in people for a new reason. Try this approach:

* **Pearl Harbor Remembrance Day.** December 7 is a special day in all of our hearts. Even more so since September 11, 2001. Hold a Remembrance Day for those who served our country and those who serve today. Anyone wearing red, white and blue gets a discount on their meal.

* **Humbug Day.** Not everyone relishes the thought of Christmas! We live among people who prefer to show the Scrooge side of themselves every once in a while. Have fun with it! On the 21st, invite everyone to be a grouch for a day! Give them all a break from the hectic crowds and cheer that overwhelms many of us during the holiday season.

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