

# Spring Holiday MENU IDEAS

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## Mother's Day, Easter, and Cinco de Mayo are around the corner!

Consider these ideas to add to your menu offerings to boost sales during the holidays.

### • BLOODY MARY BAR OR MIMOSA BAR KITS

Enhance your Easter and Mother's Day brunch offerings by creating Bloody Mary and Mimosa bar kits. Include all the ingredients needed for a great brunch experience to make it affordable for your customers and eliminate the need for them to purchase everything separately. Using miniature bottles of liquor (50ml) make the kits affordable for customers and selling larger unopened bottles may get you around most liquor laws. TIP: Fresh squeezed orange juice commands a premium price and increases the value of Mimosa kits.

### • WINE AND LIQUOR TOGO

Make use of your wine and liquor menus to sell to go – try bottling cocktails or mocktails to increase order totals and make it convenient for customers to get the drink they want, without any of the preparation. You may not be able to get the same markup on wine and liquor as you normally would, but you can still move inventory and earn profit on each bottle.

### • EASTER BASKET MEALS

Place prepared meals in a festive, decorated Easter basket and add in candy, egg dye kits and other activities for kids. Think traditional Easter dinner items: ham, mashed potatoes, vegetables and a few cold salad options. For brunch, offer sliced smoked salmon with cream cheese and various toppings, and an assortment of bagels, breads and pastries. Some items will need to be prepared and packaged warm for same-day pickup, while others can be chilled ahead of time for easy take and bake meals.

### • JUST FOR MOM ON MOTHER'S DAY

Create Mother's Day snack packs that feature tapas and wine and other favorite small bites can be advertised as a family gift option – which makes it perfect for siblings and family members to each purchase a different item.

### • BOUQUET OF FLOWERS

Include a bouquet of flowers with all Mother's Day orders that total more than a set dollar amount, or with the purchase of a meal and bottle of wine (or alcohol). TIP: Partner with a local florist to extend their footprint and support neighboring businesses.

### • FUTURE DISCOUNTS

Offer discounts with future purchase dates to encourage repeat business. An example would be 25% off your next order or with purchase of Mother's Day or Easter meals, offer discount for 2021.

### • ROMANTIC DINNER FOR 2

Take the guesswork out of creating a romantic dinner by packaging together steak, salad, sides and a dessert for two. Be sure to include a bottle of wine to complete the perfect at-home date night.



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### • BRUNCH BUFFET AT HOME

Create a traditional brunch buffet for 4 to take home. Take reservations for curbside pickup and use barn boxes to caddy. As an example, for \$100 include:

- 4 Breakfast Pastries
- 1# Ham, 12 pc. Bacon, and 8 pc. Sausage
- 1# Scrambled Eggs
- Signature Chorizo- Kale and Cotija Hash for 4
- Side Salad for 4
- Assorted Desserts for 4 (additional at \$5 pp)
- 1 qt. Orange Juice
- 1 btl. Champagne

### • BUNDLED MEAL KITS

Sell bundled meal kits for customers to produce at home with the guide of an instructional video; think Mother's Day brunch or Father's Day breakfast in bed. As an added value, give customers a gift card towards a future purchase when they spend a certain dollar amount.

### • SUPPORT LOCAL

Form partnerships with community establishments such as beauty and wellness salons to offer value-packed Mother's Day combos any customer will love. As a bonus, you'll help promote local businesses.

### • BOGO MEAL DEAL

Run a buy one, get one special for Mother's Day and Easter meals. When customers order a dinner package, give them a breakfast meal for free so they have a hassle-free morning meal to look forward to. Items like pre-made omelets, scrambled eggs, cooked bacon, sausage, potatoes, pancakes or French toast are crowd favorites and can easily be prepared ahead of time.

### • BURGER NIGHT

Cater to the whole family with a classic offering of burgers, fries and shakes.

### • GIRL'S NIGHT

Pair your top appetizers with a selection of desserts and wine – or a pizza and wine combo – for the perfect take-home girl's night.

### • BUCKET OF BIRD

Combine fried chicken with beans, slaw, mashed potatoes & gravy, biscuits, and beverages for a quick and delicious family-style meal.

### • LIVE STREAM COOKING INSTRUCTION

One of the easiest ways to reach a newfound customer base is through social media. Engage users by offering a meal kit that comes with an invitation to a live stream cooking class for customers to follow along with while they cook. This engages customers and allows them to ask questions if needed.

### • BUILD YOUR OWN BUFFET

Give customers what they want by offering nontraditional takeout packages that allow the flexibility to choose precooked, prepackaged items that can easily be reheated at home for an easy, complete Mother's Day or Easter dinner.

### • GRAB AND GO FAVORITES

Assemble items that are traditionally served together to make it easy for customers to have everything they need. A breakfast kit might include: Bagels and Cream Cheese, Smoked Salmon, English Muffins, Sausage Patties, Cooked Eggs.

### • CHARCUTERIE

Offer an assortment of snack board favorites, packaged and ready for pickup: Smoked sausages, assorted cheeses, dried fruits, crackers, cutneys and jams.

### • CONTINENTAL

Pastry boxes and dried and fresh fruit trays can be enjoyed at any time of the day, making them perfect for any occasion.

### • MOVIE NIGHT PACKAGE

Create a movie night box for customers to purchase and enjoy during movie nights and Netflix binges. A variety of appetizers, small bites, drinks and sweet treats provide something for everyone.

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