

Let's Celebrate to Snap-Back

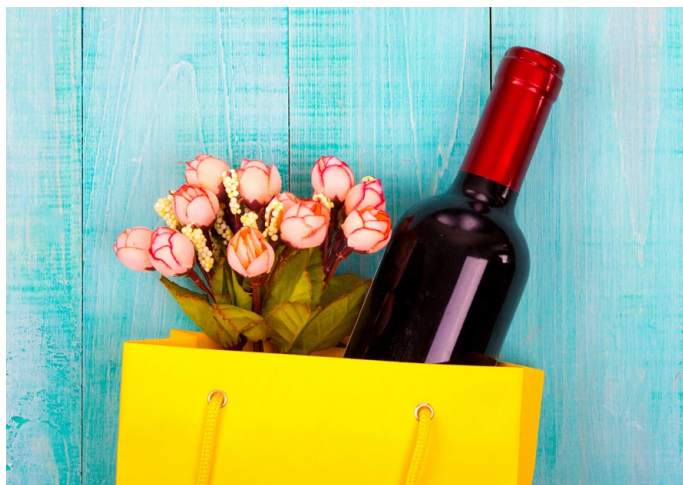


HOST VIRTUAL CELEBRATIONS FOR YOUR CUSTOMERS

Restaurants are a place to celebrate and dining out is not just an ordinary occasion. Now more than ever, diners want to experience the good times at the dining table and celebrate special occasions with their loved ones at home. Offer your customers the opportunity to celebrate, even while at home, just as they would at your establishment. This is a great opportunity to show them that you care and miss them at your restaurant.

WHAT TO CELEBRATE?

- **Birthdays** – offer a special birthday dessert in your menu. Prepare a special video from your staff with your signature “happy birthday” song.
- **Kid’s Birthdays** – offer a free kid’s menu for the birthday girl or boy, make your own pizza kit, cookies, cake or cupcake baking kit.
- **Graduations** – many graduates are missing out on a live graduation. A kit to celebrate at home and a video from your staff will make them feel extra special.
- **Anniversaries** – dinner for two with wine pairings.



HOW TO IMPLEMENT?

- **Offer special items or even a meal kit in your menu for celebrations.** This can include — “Make-Your-Own” kits for pizza, tacos, sushi, special desserts or ready-made special meals. Don’t forget to include drink and wine pairings so your customers can cheer to the occasion.
- **Include candles and a signed card in birthday orders.**
- **Have your staff record a video with your signature “happy birthday” song,** just like they would in-person, congratulating graduates or sending well wishes on an anniversary.
- **Offer live streams of a birthday song once or twice per week for people celebrating to join the fun live.** Offer parents birthday bundles to place orders for their child’s friends and celebrate together virtually.
- **Incorporate your loyalty program.** If you have a loyalty program already established, send birthday reminders and coupons to make sure your customers plan an order.



#foodservicestrong

For more ideas visit us at
foodie.sysco.com/snapback