

Trending:

The Mother of All Holidays for Restaurants



According to two decades of research from the National Restaurant Association (NRA), **Mother's Day is the top holiday for dining out**, followed by Valentine's Day, Father's Day, New Year's Eve, and Easter.*

As such, Mother's Day can be the busiest day of the year for many restaurants. If this isn't true for you, here are a few tips to capitalize on the mother of all holidays!

Marketing

- Offer gift card specials (Buy 3, get 1 free).
- Be Instagrammable: The spread should look as beautiful as it tastes.
- Holiday specialty classes during closed days/hours (i.e. colorful Indian dishes) prior to the holiday.

Menu

- If you're like most of us, on Mother's Day, dining out means BRUNCH!
- And with Brunch up 28% since 2016, it should remain the focus of your Mother's Day menu.
- Brunch beverages can also make a difference - consider offering your own signature drink.
- One of the biggest Brunch benefits is that it can be offered by places that are not typically open early - remember Brunch doesn't have to mean just breakfast. (see menu to the right)



3 ways to manage high traffic holidays with limited labor.

1. Set up a way for customers to book private events or catering.
2. Offer tickets that can be purchased for a specific time slot.
3. Offer desserts to-go. (i.e. chocolate strawberries, cupcakes) to keep traffic moving.

Mother's Day Brunch | May 8, 11am-2pm

Crab Cake Benedict - \$13.99
Poached egg, French bread, chipotle hollandaise, roasted potatoes w/onion & red bell pepper



Louisiana Style Pot Roast - \$13.99
Seasoned with our Cajun spices, slow cooked with onions & celery until tender. Served with new potatoes & carrots.



Cajun Scramble - \$9.99
Scrambled eggs with andouille sausage, red beans, toasted French bread



Chicken & Waffles - \$10.99
Cajun fried chicken tenders w/jalapeno & onion waffles, amaretto maple syrup



Chocolate & Cinnamon French Toast - \$9.99
With bourbon honey and powdered sugar, bacon and smoked gouda grits



Build Your Own Burger - \$8.99
Half pound burger with mayo, lettuce, tomato & onion on a white bun. Served with Cajun fries.



Fried Chicken Sandwich - \$8.99
With mayo, lettuce, tomato and red onions. Served with Cajun fries.



Chicken Fried Chicken & Scrambled Eggs - \$10.99
With jalapeno gravy and roasted potatoes O'Brien.



Sides - \$2.99
Roasted Potatoes + Grilled Sausage (2), Onion and Jalapeno Waffles (2), Applewood Smoked Bacon (4), Scrambled Eggs + Avocado

Beignets with powdered sugar - \$5.99
Mimosa, Bloody Mary, Tequila Sunrise - \$3