



Profit by Making Obscure Holidays Your Own

In October there's World Egg Day, National Dessert Day, and Wear Something Gaudy Day. Moving into November, you've got Sandwich Day, World Kindness Day and Button Day.

These are all whacky, to be sure, but they're something else, too—they're a chance to have some fun with your guests and your staff, to break up the same-old and create excitement, offer up some challenges, and perhaps do a little good in the world.

They're also a chance to boost your bottom line, incidentally, and who wants to turn that down?

"Obscure and strange holidays are the perfect time to stand out from the crowd," says Arlene Spiegel, a restaurant consultant in New York City. "Most operators and their

social media reps work with traditional calendars—both food related and national holidays—so they are already out there in a very crowded field. By being bold and standing out, the restaurant or bar who celebrates unknown and uncelebrated holidays and events has the field to themselves. It's a great chance to express your 'personality' and forward-thinking brand."

Today's 'experience-seeking' consumers are always looking for the next best thing to share with their friends, Spiegel says. "These customers will proactively and aggressively want to be the leaders in their group to discover and broadcast the event. Of course, it's also great for employees who may get new guests, as well as challenge the culinary team to develop special menus and drinks to complement the theme." ■