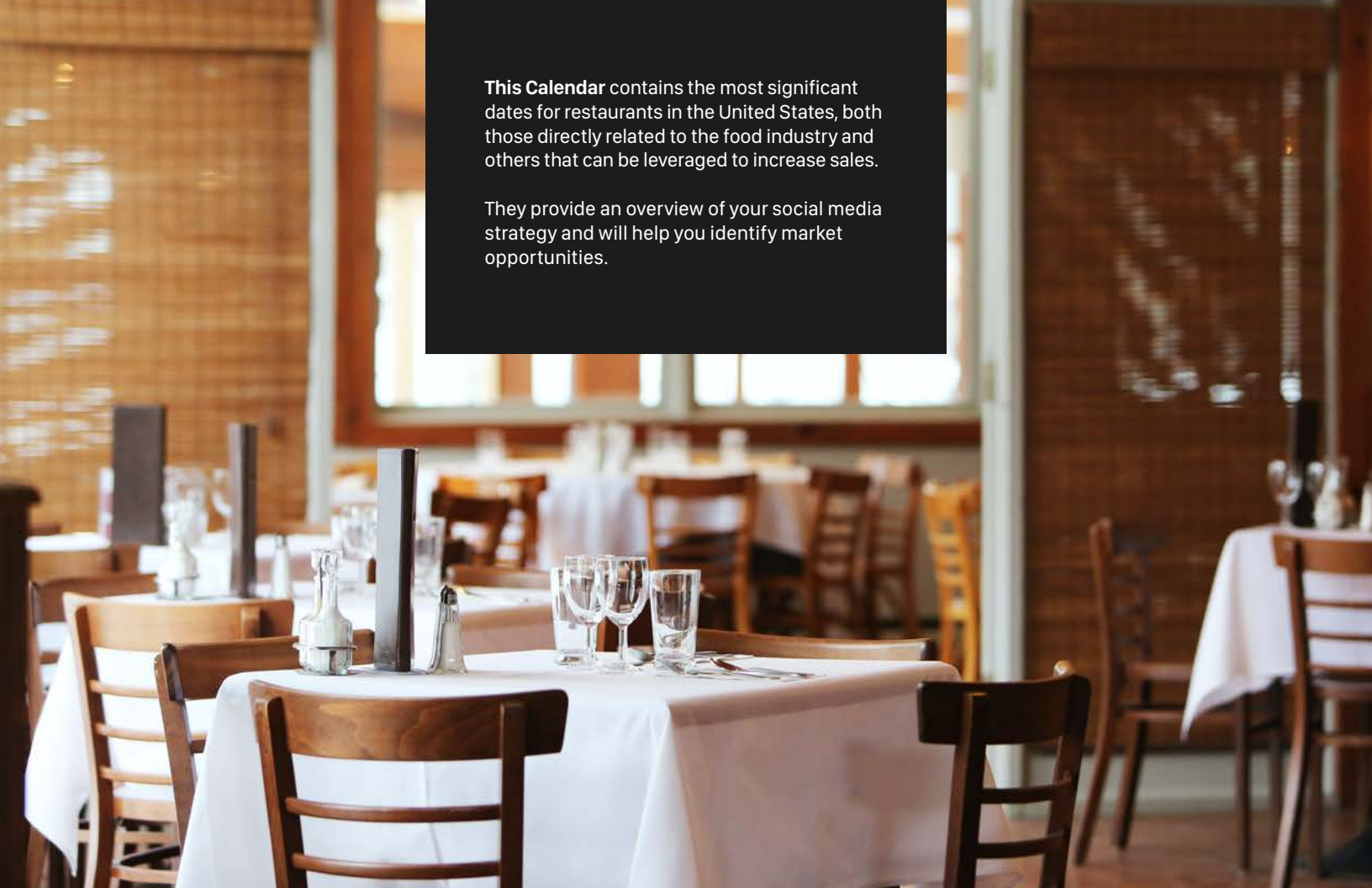




2024

Calendar for Dining Success



This Calendar contains the most significant dates for restaurants in the United States, both those directly related to the food industry and others that can be leveraged to increase sales.

They provide an overview of your social media strategy and will help you identify market opportunities.

January



MON	TUE	WED	THU	FRI	SAT	SUN
1 New Year's Day	2	3	4 National Spaghetti Day	5	6 Three Kings' Day	7
8	9	10	11	12	13	14
15 Blue Monday, National Bagel Day	16 International Croquette Day	17	18	19 National Popcorn Day	20	21
22	23 National Pie Day	24	25	26	27 National Fast Food Day	28
29	30	31 National Hot Chocolate Day				

Pro tips:

- Restaurants could partner with local bakeries / dairy producers around National Spaghetti Day on **January 4th** (pasta, tomato sauce), National Popcorn Day on **January 19th**, and National Hot Chocolate Day on **January 31st** (chocolate, whipped cream). Cross-promoting each other would boost both businesses.
- National Pie Day on **January 23rd** also presents an opportunity, as over \$280 million is spent annually on pie in the US. Restaurants could create pie-making or pie-eating fun promotions on social media to draw people in.
- General January promotions could also highlight comfort foods and drinks to ward off the winter blues. Partnering with related wellness or self care brands could spread the reach, like a spa providing a massage package to enjoy with a hot chocolate from the restaurant.



February

MON TUE WED THU FRI SAT SUN

1 2 3 4

5 6 7 8 9 10 11

World
Nutella Day

International
Pizza Day

Super
Bowl

12 13 14 15 16 17 18

Valentine's
Day

National Drink
Wine Day

19 20 21 22 23 24 25

Washington's Birthday
(President's Day)

26 27 28 29

Relevant dates to enhance sales:

February 14th Americans spend approximately \$20.7 billion on Valentine's Day gifts.

Offer romantic themed promotions, such as a "Sweetheart Dinner" or a cocktail package.

February 19th: Washington's Birthday is ideal for patriotic promotions.

March

• Beginning of Spring •

MON	TUE	WED	THU	FRI	SAT	SUN
				1 National Peanut Butter Lover's Day	2	3
4	5	6	7	8 International women's day	9	10
11	12	13	14	15	16	17 St. Patrick's Day
18	19	20 World Happiness Day	21	22	23	24
25	26	27	28	29	30	31 Taco's Day



Pro tips:

- St. Patrick's Day on the 17th typically generates the highest sales as Americans spend over \$5 billion on corned beef and cabbage or Irish inspired foods and drinks.
- Restaurants could create a multi-course menu featuring traditional dishes.
- Partnering with local breweries and distilleries would create opportunities to cross-promote specialty beers / cocktails with appropriate names tied to the holiday.
- Around International Women's Day on March 8th, restaurants may collaborate with women run food/beverage brands. Ideas include a night where partial proceeds support charities advocating for women or female entrepreneurs can space share at a special market event.



For the month of April, some key dates that present opportunities include:

- Earth Day on **April 22nd** is ideal for highlighting sustainable practices and eco-friendly dishes ingredients.
- National Empanada Day on **April 8th** allows partnering with international markets grocers. Promote filling or dipping sauce samples alongside empanada meal deals.
- Get creative with pranks or jokes for April Fool's Day promotions teasing new menu options that don't really exist. Could go viral on social media.

April

MON	TUE	WED	THU	FRI	SAT	SUN
1 April Fools' Day	2	3	4	5	6	7
8 National Empanada Day	9	10	11	12 Ice Cream Day	13	14
15	16	17	18	19 World Simpsons Day	20	21
22 Earth Day	23 International Book Day	24 Stop Food Waste Day	25	26	27	28
29	30					

May

MON	TUE	WED	THU	FRI	SAT	SUN
		1 International Workers' Day	2	3	4 World Star Wars Day	5 Showcase Mexican cuisine
6	7	8	9	10	11	12 Mother's Day
13	14	15 World Families Day	16	17 Internet Day	18	19
20	21 National Pie Day	22	23	24	25 World Red Wine Day	26
27	28 National Hamburger Day	29	30	31		



Mother's Day (second Sunday in May): Americans spend approximately \$25 billion celebrating moms. Promote deals thanking moms with free dessert or bubbly.

May 25th Is also World Geek Pride Day May.

Last week: National Hamburger Week.



June

• Beginning of Summer •

MON	TUE	WED	THU	FRI	SAT	SUN
					1	2
3	4 National Cheese Day	5 World Donut Day Environment Day	6	7	8	9 Children's Day
10	11	12	13	14 National Burrito Day	15	16 Father's Day
17	18 International Sushi Day	19	20	21	22	23
24	25	26	27	28 International LGTBIQA+ Pride Day	29	30

Father's Day (third Sunday in June):

Approximately \$15 billion is spent each year to honor fathers. Highlight dishes that fathers like the most, such as steaks or barbecue.

Second Sunday of June: Children's Day

Special promotions for children and families.

July

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4 Independence Day	5	6	7
8	9	10	11	12	13 World Rock Day	14
15	16	17 Emoji Day	18	19	20	21 World Dog Day
22	23	24	25	26 Grandparents' Day	27	28
29 Wings Day	30 International Friendship Day	31				



July 4th: Independence Day sees \$6.8 billion spent on food for cookouts and celebrations. Promote festive takeout bundles with burgers, hot dogs and classic sides.

July 13th: Is also National Refried Bean Day



August

Pro tips:

- International Beer Day on **August 4th** pairs well with local breweries. Promote beer pairing dinners or happy hour discount packages.
- International Filet Mignon Day on **August 13th** allows partnering with butchers meat suppliers. Highlight premium cuts of steak in special multi-course meals.
- Leverage World Photography Day on **August 19th** with camera stores. Offer a free photographer or photo booth rental incentive with food packages purchased.

MON	TUE	WED	THU	FRI	SAT	SUN
			1 World Day of Joy	2	3	4 International Beer Day
5	6	7	8 International Cat Day	9	10	11
12 International Youth Day	13 International Filet Mignon Day	14	15	16	17	18
19 World Photography Day	20	21	22	23	24 National Waffle Day	25
26	27	28	29	30	31	

September

• Beginning of Autumn •

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6	7	8 Grandparents Day
9	10	11	12	13	14	15
16	17	18 National Cheeseburger Day	19	20	21	22
23	24	25	26	27	28	29 National Coffee Day
30						



Pro tips:

- With the beginning of autumn, partner with orchards and farms. Promote family-friendly activities like pumpkin patches, cider/donut weekends alongside tailgate-style grub including stews, chili, or apple baked goods.
- National Cheeseburger Day on **September 18th** sees Americans spending \$1 billion on burgers. Highlight new signature burger creations through partnering with butchers/food brands to sample matched sides or beer. Bonus points for catering discounts with burger packages.
- National Coffee Day on **September 29th** is a big opportunity as 60% of Americans drink coffee daily. Team with local coffee shops to promote special drink pairings or combos. Align cafes to offer food discounts for customers who purchase coffee beans through your pairing promotion.



October

Pro tips:

- National Chocolate Day on **October 28th** sees heightened sales as Americans consume 12 billion pounds annually. Partner with candy confection brands to sample seasonal chocolate flavors or promotions.
- Halloween on **October 31** is a \$3 billion holiday kids start planning costumes/parties early. Partner with costume stores promoting Family Halloween Packages complete with costume accessories, glow sticks, popcorn buckets etc.
- Halloween provides cross promotional potential with pumpkin patches farms well into November for pies and other fall recipes.
- Orchards make for seasonal partnerships too as apples come into season.

MON	TUE	WED	THU	FRI	SAT	SUN
	1	2	3	4	5	6
7	8	9	10	11	12 <small>National Farmer's Day</small>	13
14	15	16	17	18	19	20 <small>International Chef's Day</small>
21	22	23	24 <small>National "I Love Food" Day</small>	25	26	27
28 <small>National Chocolate Day</small>	29	30	31 <small>Halloween</small>			

November

MON TUE WED THU FRI SAT SUN

1 2 3

4 5 6 7 8 9 10

National Fried
Chicken Sandwich Day

11 12 13 14 15 16 17

National
Sundae Day

18 19 20 21 22 23 24

International
Music Day

25 26 27 28 29 30

International Day
for the Elimination of
Violence against Women

Thanksgiving
Day

Black Friday



Black Friday and Cyber Monday (last Friday and Monday): Takeout deals boost restaurant sales 138% on these shopping holidays. Offer discounts on future event catering orders.

Last Thursday: **Thanksgiving Day**: Special offers and festive menus.



Christmas Eve and Christmas Day (**December 24-25th**): \$34.4 billion is expected to be spent each year on holiday dinners and banquets. Create family "banquet packages" with all the trimmings.

New Year's Eve (**December 31**): From champagne to late dinners out, \$14.8 billion fuels the celebrations. Highlight New Year's brunch or early bird dinner specials.

December

• Beginning of Winter •

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24 Christmas Eve	25 Christmas	26	27	28 April Fool's Day (International)	29
30	31 New Year's Eve					

