

Plan ahead to maximize one of the busiest days of the year

63% of people prefer a set menu on Valentine's Day¹

Set menus do more than meet guests' expectations for their night out. They help you:

- Control turn times

Reduce food waste

Know your price per cover





55% of millennials say their ideal gift for Valentine's Day is an experience²

Consider adding unique touches to wow guests and up the experience factor of their meal:

- Live music
- Ticketed events such as special pairings
- A glass of bubbles upon arrival

83% of bookings (on average) are for parties of two on Valentine's Day³

Leverage your space to accommodate more two-tops:

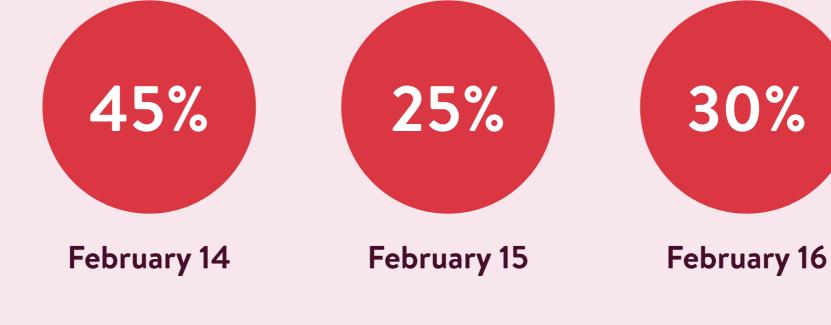
- Break up bigger tables when possible
- Get creative with communal tables
- Open bar seating and private rooms for booking

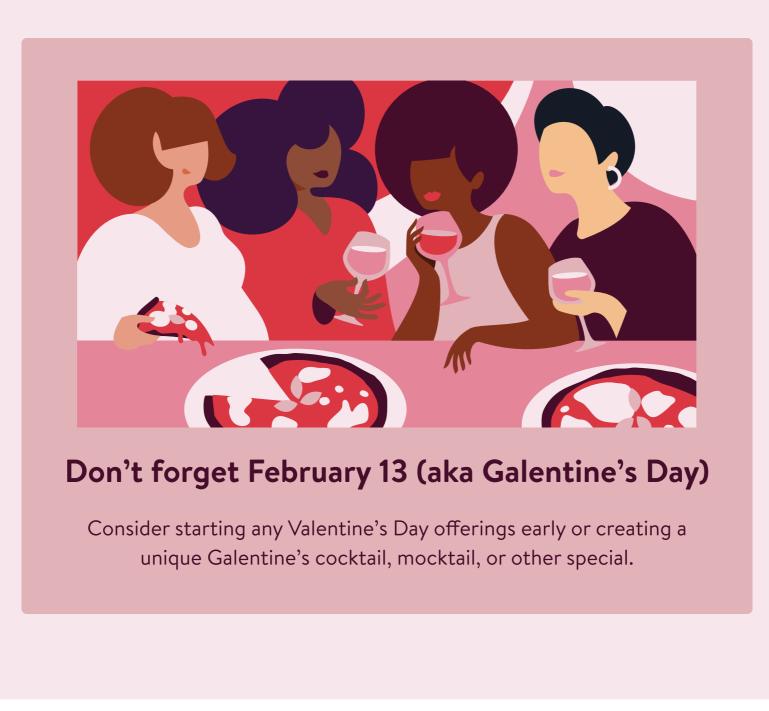


Think beyond Valentine's Day

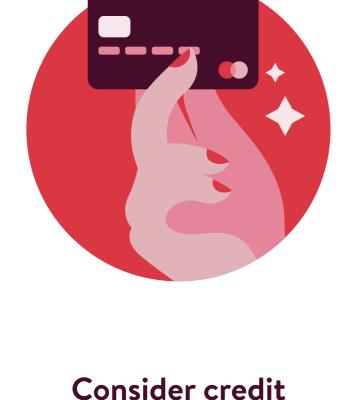
The days around the 14th are also popular with guests, so keep the love and any specials going all weekend long.

Online reservations by day¹:





Fill every seat in the house



card deposits They can reduce cancellations, and

11% of online reservations made for

Valentine's Day last year were cancelled day of ⁴.



Get your waitlist ready

people feel taken care of and think of you for a future date.

Having a waitlist option can make



Keep an eye

the 14th⁴—you'll want to find ways to work in last-minute parties if you can.

on your book

Most people book 10 days in

advance, but 17% of guests book on



