

Kick Off Game Day Sales

Tips to Help You Score Sales All Football Season Long



Autumn means cooler weather, but football season is heating things up.

Each week, millions of people gather at home, in restaurants, sports bars, and at tailgate parties to cheer on their favorite teams.

All that team spirit translates to hours of eating and drinking. Are your staff, operations and menu ready for a crowd? Here are a few plays to help you boost your brand and profits during football season.

Football Server Training Camp

Review last year's college and NFL schedules against game day sales and guest feedback. Identify trends to leverage again this year, or opportunities for team training.

The average table turn time is much longer on game day. Strengthen team spirit by encouraging staff to help each other watch the entire restaurant, not just their own tables. And schedule extra bar or takeout counter staff, especially on Super Bowl Sunday, to accommodate the game day rush.

Snacks and Shareables are Menu Must-Haves

Group sales mean platters, snacks, small plates and buckets, beer and cocktail options will be in high demand. Coach your staff to know game day LTOs inside and out. The more flavor, portion, combination and pricing options available, the more opportunity to upsell.

We've got you covered with exciting new [wing sauce recipes](#) made with the TABASCO® Family of Flavors®. From trending [Nashville Hot](#) to [Creamy Coconut Curry](#), our collection of easy recipes takes the average wing sampler platter or added side sauces to the next level.

Interactive Game Day Deals and Beyond

Fill the dining room and ramp up the excitement for the local team with deals based on the game's action. Try offering a free side or dessert if the defense scores on an interception, or discounted well drinks for the first five minutes after a field goal.

These types of deals give diners unexpected discounts and get everyone—from guests to servers—sharing in the lively team atmosphere. For bigger promotions, you could give away tickets to local games or offer discounts to guests who bring in ticket stubs from last week's game.

Get Social

Expand your online marketing by creating Facebook events for big games, college rivalries or even player meet-and-greets. Every RSVP automatically spreads the word to your guests' networks—helping your event go viral.

Set up a game day "selfie station" with a team backdrop and props like footballs, helmets and a stuffed mascot. Make sure your logo is visible! Invite guests to tag your restaurant in their pics with hashtags like #GameTime or #WingsForTheWin.

No matter your approach, anything you can do to create excitement around the Thursday-through-Monday football crowd is a great way to become known as the go-to spot for game day fun—while earning guest loyalty and boosting your bottom line.