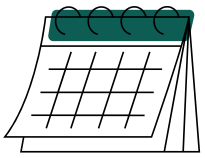
ROSLYNS GROUP

Dates for the diary



Planning is of vital importance for hospitality businesses. There are a range of opportunities throughout the year to maximise sales and attract new customers to your business.

Below are the 'big ones' go here for a list of dozens of dates that could work for you!

January

- New Year's Day (1st January): Celebrate the start of the year with special menus and themed parties.
- Burns Night (25th January): Scottish-themed food and drink specials, like haggis, whisky tastings, and live music.

February

- Valentine's Day (14th February): Special romantic dinners, themed cocktails, and live music to attract couples.
- Six Nations Rugby Championship (Starts in February): Host rugby viewing events with food and drink deals.

March

- St. Patrick's Day (17th March): Irish-themed parties, green beer, and traditional Irish food specials.
- Mother's Day (Date varies, usually in March): Offer special brunches or dinners, and promotions for families.

April

- Easter Weekend (Dates vary): Host Easter egg hunts, special Sunday roasts, and family-friendly activities.
- St. George's Day (23rd April): Celebrate England's patron saint with traditional English dishes and ales.

May

- May Day (Early May Bank Holiday): Outdoor events, BBQs, and garden parties if the weather permits.
- Spring Bank Holiday (Late May): Promote outdoor seating, live music, and seasonal menus.

June

- Father's Day (Third Sunday in June): Special menus, beer tastings, and promotions targeting families.
- Summer Solstice (21st June): Celebrate the longest day of the year with outdoor events and late-night specials.

July

- Independence Day (4th July): American-themed food and drink specials to attract customers looking to celebrate.
- Wimbledon (Late June to early July): Serve strawberries and cream, Pimm's, and other tennis-themed specials during match screenings.

August

- August Bank Holiday (Last Monday in August): Host summer parties, BBQs, and live music events.

September

- Back to School (Early September): Promote relaxing evenings for parents, special deals, and adult-only events.

October

- Oktoberfest (Throughout October): German beer and food specials, themed decorations, and live music.
- Halloween (31st October): Host costume parties, themed drinks, and spooky decorations.

November

- Guy Fawkes Night (5th November): Bonfire night events, hot drinks, and outdoor food specials like toffee apples and sausages.
- Remembrance Day (11th November): Special menus or discounts for veterans and themed decorations.
- Black Friday (Day after Thanksgiving in the USA): Special deals and promotions to attract shoppers.

December

- Christmas Season (Throughout December): Festive decorations, Christmas menus, and themed events.