

Soft Opening Checklist

6 WEEKS BEFORE

Establish your budget

Marketing budget _____

Food budget _____

Event budget _____

Decor budget _____

4 WEEKS BEFORE

Finalize menus for soft opening

Food Menu

Drink Menu

Confirm needed ingredients

Trial run with back of house team

Invitations

Confirm guest list

Design invites

Send out invites

2 WEEKS BEFORE

Follow up with guests

Finalize staffing needs

Back of House (Chef, prep cooks, etc.)

Front of House (Servers, host, etc.)

1 WEEK BEFORE

Finalize your guest count

Finalize feedback method

Via follow-up email, paper survey at end of event, etc.

Dry run with full team

Set goals for day-of event

THE DAY OF

Send day-of reminder to confirmed guest list

Arrive early at space

Review schedule with staff

Greet guests & media

Check in with team throughout

Enjoy!

POST-EVENT

Share soft opening success on social media

Send thank you's to attendees

Review soft opening feedback & event goals

Do a post-event evaluation with full team

Start preparation for grand opening