

2024 National Food Holidays Calendar



# 2024 National Food Days For Restaurants

National Food Days are a celebration of the culinary industry and our collective love of popular dishes. By having a dedicated day to celebrate a beloved ingredient, dish, or beverage throughout the year, restaurants, brands, and consumers alike get a chance to shine an extra spotlight on their favorite food and drinks.

It's time to take your marketing beyond promoting more traditionally celebrated holidays and dive straight into what seems like an endless number of potential food days that can be celebrated at your restaurant in 2024. Use this calendar as your ultimate guide to the biggest food holidays out there.





#### **TIPS AND TRICKS**

## How to Celebrate National Food Holidays at Your Restaurant

Celebrating one or more of these nationally recognized food days gives restaurant operators and owners a marketable opportunity to promote their own restaurant brand and menu. Here are some tips and tricks to help you take advantage of these annual branding opportunities by honoring the days celebrated by foodies everywhere:



#### **Offer a Special Promotion or Discount**

Honor a national food day by offering a special promotion for that day only, especially if a specific food item or beverage is already part of your regular menu. Use this time to get creative with your promotional offer. You can offer a buy one, get one deal on that signature dish, or offer a creative discount for a limited time. For example, why not offer 15 bagels for the price of a baker's dozen on January 15th, National Bagel Day.

#### **Make Noise on Social Media**

Launch a campaign on social media to generate engagement and excitement about what your restaurant is promoting for a specific food holiday. Remember to also use hashtags on social media to join the conversation trending online. For instance, let's say you're offering your signature spaghetti dish for 20% off and want to promote the special on social media. Adding hashtag #NationalSpaghettiDay will catch the eyes of those looking to celebrate National Spaghetti Day.



#### **Special Edition Menu**

To commemorate your chosen national food holiday, launch a special edition menu for a limited time. By doing this, you can generate excitement and fear of missing out on trying the specially crafted food and drinks menu you've created just for the occasion. For example, you can offer a special charcuterie menu featuring different types of cheese as the star ingredient for National Cheese Day on June 4th.



### Plan Early to Set Your Restaurant Up for Success

Plan your marketing promotions and get the word out to potential customers early. You're not only giving your customers plenty of notice to mark their calendars, but also giving you and your staff enough time to prepare for the big day ahead. For instance, start teasing your National Oyster Day celebrations as soon as the summer starts, so customers have something to look forward to and your team has enough notice to source plenty of high-quality oysters.



# 2024 American Holidays

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And of course, we can't forget the national holidays celebrated across the U.S. Here is the full list of federal and non-federal holidays you may want to mark at your restaurant:

#### **Federal Holidays**

January 1 New Year's Day

January 15 Martin Luther King Jr. Day

February 19 President's Day

May 27 Memorial Day

June 19 Juneteenth

July 4 Independence Day

September 2 Labor Day

October 14 Columbus Day/Indigenous People's Day

November 11 Veterans Day

November 28 Thanksgiving

December 25 Christmas Day

#### **Non-federal Holidays**

February 2 Groundhog Day

February 10 Chinese New Year

February 13 Mardi Gras

February 14 Valentine's Day, Ash Wednesday

Evening of March 10 - April 8 Ramadan

March 17 St. Patrick's Day

March 20 (varies depending on location) Nowruz

March 25 Holi

March 29 Good Friday

March 31 Easter Sunday

Evening of April 22 - 30 Passover May 5 Cinco de Mayo

May 12 Mother's Day

June 14 Flag Day

June 16 Father's Day

October 31 Halloween

Begins November 5 Diwali

December 24 Christmas Eve

Evening of December 25 Hanukkah

December 26 - January 2 Kwanzaa

December 31 New Year's Eve

# 2024 Canadian Holidays

For all the Canadian restaurateurs, here are the nationally recognized and celebrated holidays across Canada:

**Canadian Holidays** 

January 1 New Year's Day

February 19 Islander Day (PEI) Louis Riel Day (MB) Heritage Day (NS) Family Day (BC, AB, SK, ON, NB)

February 14 Valentine's Day

February 29 Leap Day

March 17 St. Patrick's Day

March 29 Good Friday (National except QC)

April 1 Easter Monday (QC) May 12 Mother's Day

May 20 Victoria Day

June 16 Father's Day (Except NS and NL)

June 21 Aboriginal Day (NWT)

June 24 St. Jean Baptiste Day (QC)

July 1 Canada Day

August 5 Civic Holiday (AB, BC, SK, ON, NB, NU)

September 2 Labour Day September 30 National Day for Truth and Reconciliation

October 14 Thanksgiving (National except NS and NL)

October 31 Halloween

November 11 Remembrance Day

December 25 Christmas Day

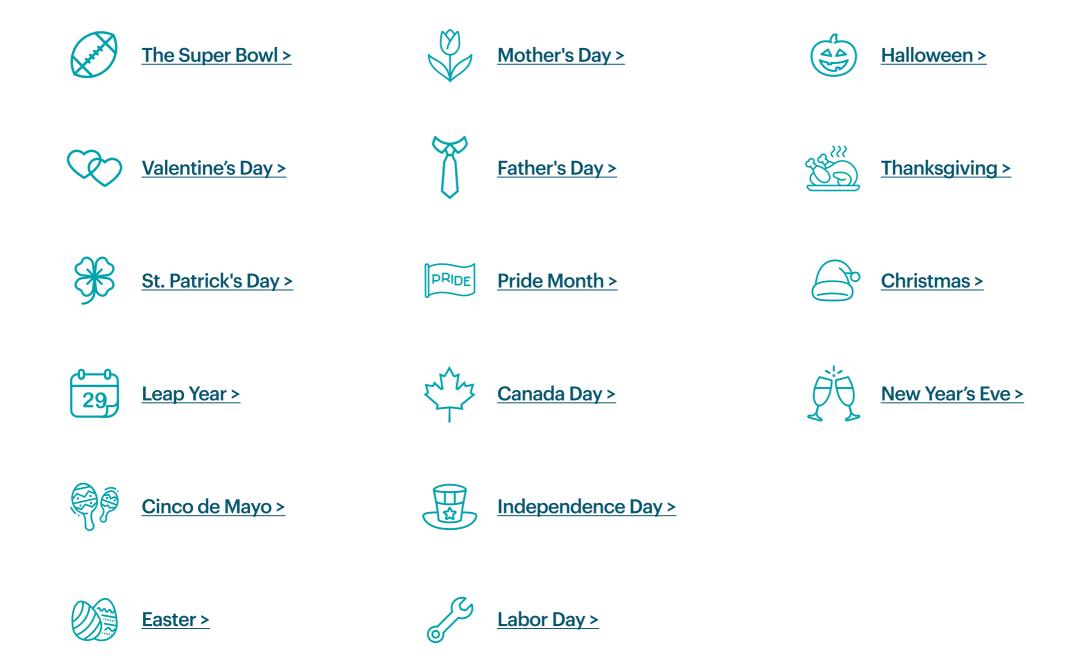
December 26 Boxing Day

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# Looking for more holiday promotion ideas?



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Designed exclusively with restaurant and hospitality businesses in mind, TouchBistro provides the most essential front of house, back of house, and guest engagement solutions on one easy-to-use platform.

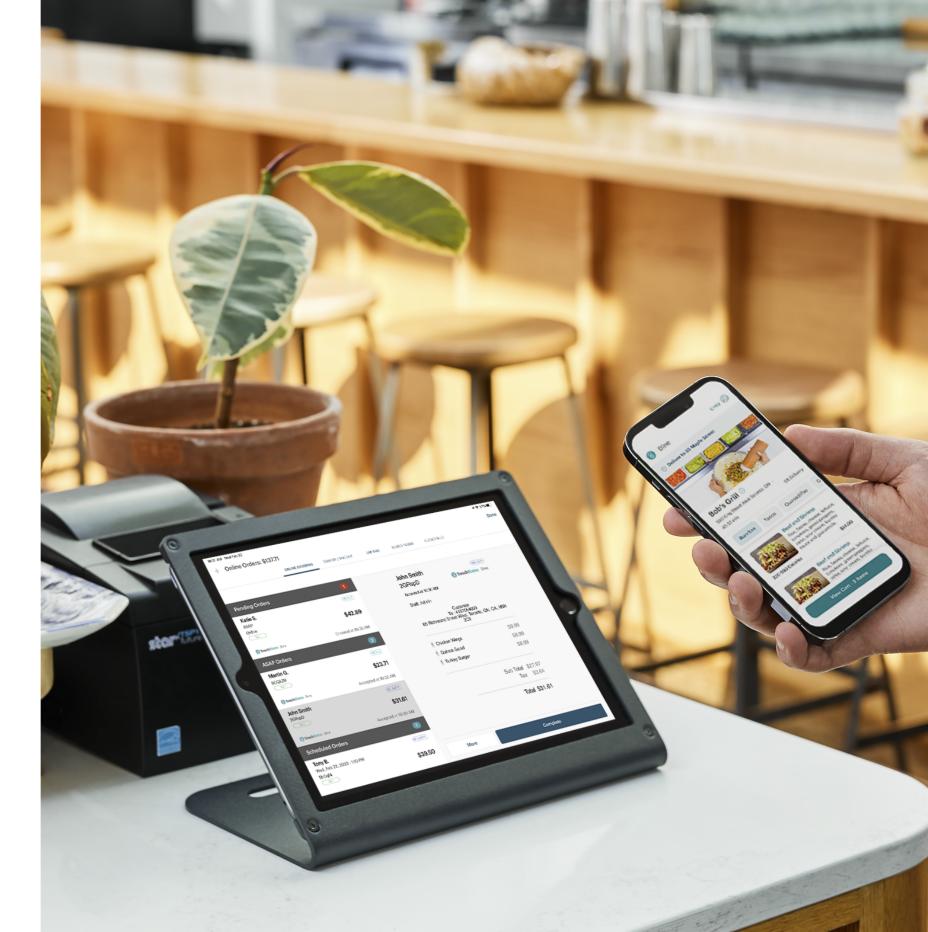


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## Why Restaurants Love TouchBistro

#### **EXPERT AND PEER-RECOMMENDED**

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Get up and running quickly with our one-box POS solution, and enjoy the peace of mind of 24/7 locally-based support, available 365 days of the year.



"I've worked in the industry for many years, with countless other POS systems, but TouchBistro beats them all. The constant improvements and great customer support make them come out on top."

**Christopher Pittsley** Owner, Salsa Salsa Smithtown Kings Park, NY

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