



# 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.

January	
04	National Spaghetti Day
15	National Bagel Day
19	National Popcorn Day
23	National Pie Day
30	National Croissant Day

February	
03	National Carrot Cake Day
09	National Pizza Day
18	National Drink Wine Day
20	National Muffin Day
22	National Chili Day

March	
09	National Meatball Day
12	National Baked Scallops Day
20	National Ravioli Day
24	National Cheesesteak Day
27	National Spanish Paella Day

April	
03	National Chocolate Mousse Day
04	National Burrito Day
05	National Deep Dish Pizza Day
07	National Beer Day
08	National Empanada Day
16	National Eggs Benedict Day
17	National Crawfish Day
27	National Prime Rib Day

May	
07	National Roast Leg of Lamb Day
10	National Shrimp Day
16	National BBQ Day
28	National Hamburger Day

June	
04	National Cheese Day
11	National Corn On The Cob Day
19	National Martini Day
21	National Wagyu Day
28	National Ceviche Day

July	
04	National Caesar Salad Day
06	National Fried Chicken Day
12	National French Fries Day
14	National Mac & Cheese Day
21	National Ice Cream Day
29	National Lasagna Day

August	
05	National Oyster Day
06	National Root Beer Float Day
13	National Filet Mignon Day
18	National Fajita Day
24	National Waffle Day

September	
16	National Guacamole Day
20	National Fried Rice Day
25	National Lobster Day
26	National Dumpling Day
29	National Coffee Day

October	
1	National Pumpkin Spice Day
4	National Taco Day
12	National Pulled Pork Day
15	National Shawarma Day
17	National Pasta Day
20	National Chicken & Waffles Day

November	
3	National Sandwich Day
6	National Nachos Day
14	National Pickle Day
26	National Cake Day
28	National French Toast Day

December	
4	National Cookie Day
9	National Pastry Day
24	National Eggnog Day
27	National Fruitcake Day
31	National Champagne Day

## 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.



### 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.



### 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.



### 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

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

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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

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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

# Looking for more holiday promotion ideas?



We've got you covered with marketing ideas for:



[The Super Bowl >](#)



[Mother's Day >](#)



[Halloween >](#)



[Valentine's Day >](#)



[Father's Day >](#)



[Thanksgiving >](#)



[St. Patrick's Day >](#)



[Pride Month >](#)



[Christmas >](#)



[Leap Year >](#)



[Canada Day >](#)



[New Year's Eve >](#)



[Cinco de Mayo >](#)



[Independence Day >](#)



[Easter >](#)



[Labor Day >](#)

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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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restaurants powered

 **100+**  
countries

 **\$14 BILLION**  
processed annually



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**Christopher Pittsley**

Owner, Salsa Salsa Smithtown  
Kings Park, NY

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