

## EAT OUTSIDE DAY AUGUST 30



Every year we celebrate Eat Outside Day on 30<sup>th</sup> of August. It is an important event because many people consider the last day of August the end of summer. For this reason it's a good time to plan one more cookout, picnic or just to eat out on the back step. So encourage your customers to their daily fare under the sun and have a great time.

### Promoting Eat outside Day

- Prepare pre-packaged picnic lunches for your customers to pick up and take outside
- Offer a pre-order picnic menu for your customers so that they can customize their meal for outside dining
- Plan one last BBQ outside. Decorate tables with red check tablecloths, and play music to get everyone in the BBQ mood. Offer a wide selection of BBQ items and seasonal summer BBQ appropriate fruits and veggies like watermelon and corn on the cob