

The Ultimate 2023 Restaurant Calendar: Dates, Ideas and Tips





Major cultural moments and special holidays happen all throughout the year, and whether it's New Year's, Labor Day or Super Bowl Sunday, each occasion is a reason to gather and celebrate. When you own or operate a restaurant, it's also a time to drive additional revenue. Restaurants looking for fresh content or new ideas for their promotions will find them in this holiday calendar. Acknowledging holidays, big and small, can be a simple way to build community around your restaurant, remind people of your signature offerings and get new customers in the door.

The days you observe don't even have to be national holidays. There are countless food days for almost every dish you can imagine from National Pizza Day to National French Toast Day. No matter if you're preparing for Valentine's Day, Christmas or even National Margarita Day, stay on top of your planning with this handy restaurant calendar.



A Calendar for National Holidays and Food Days

January 2023

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

1

- Bloody Mary Day
- New Year's Day

2

New Year's Day (Observed)

3

4

National Spaghetti Day

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16

Martin Luther King Jr. Day

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19

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National Cheese Lover's Day

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National Pie Day

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31

National Hot Chocolate Day

February 2023

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

1

2

3

National Carrot Cake Day

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6

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National Pizza Day

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11

12

Super Bowl

13

14

Valentine's Day

15

16

17

18

19

20

- National Muffin Day
- Presidents' Day

21

National Sticky Bun Day

22

National Margarita Day

23

24

National Tortilla Chip Day

25

26

27

28

March 2023

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

1

2

3

National Cold Cuts Day

4

5

6

7

8

9

National Meatball Day

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11

12

13

14

National Potato Chip Day

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16

17

St. Patrick's Day

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April 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6 National Burrito Day	7 National Beer Day	8
9 Easter	10	11 National Cheese Fondue Day	12 National Grilled Cheese Sandwich Day	13	14 National Pecan Day	15
16 National Eggs Benedict Day	17	18	19	20	21	22
23	24	25	26 National Pretzel Day	27 National Prime Rib Day	28	29
30						

May 2023

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

1

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National Shrimp Day

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11

12

13

National Apple Pie Day

14

Mother's Day

15

National Chocolate Chip Day

16

National Barbecue Day

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26

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28

National Hamburger Day

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Memorial Day

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31

June 2023

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

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7

8

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11

12

13

National Cupcake Lovers Day

14

15

National Lobster Day

16

17

18

Father's Day

19

Juneteenth

20

National Vanilla Milkshake Day

21

22

National Onion Ring Day

23

24

25

26

27

28

29

30

July 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4 Fourth of July	5	6	7	8
9	10 National Pina Colada Day	11	12	13 National French Fry Day	14	15
16 National Ice Cream Day	17	18	19	20	21	22
23	24	25	26	27	28	29
30 National Cheesecake Day	31					

August 2023

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

1

2

3

National Watermelon Day

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5

National Oyster Day

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7

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10

National S'mores Day

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13

14

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National Rum Day

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19

20

National Bacon Lovers Day

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22

23

24

25

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27

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31

September 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 Labor Day	5 National Cheese Pizza Day	6	7 National Beer Lover's Day	8	9
10	11	12	13	14	15	16 National Guacamole Day
17	18	19	20	21	22	23
24	25	26 National Pancake Day	27	28	29	30

October 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4 National Taco Day	5	6	7
8	9 Columbus Day/Indigenous Peoples' Day	10	11	12	13	14
15	16	17 National Pasta Day	18	19	20	21
22	23	24	25	26 National Pumpkin Day	27	28
29	30	31 Halloween				

November 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3 National Sandwich Day	4
5	6	7	8	9	10 Veterans Day (Observed)	11 Veterans Day
12	13	14 National Pickle Day	15	16	17	18
19	20	21	22	23 • National Espresso Day • Thanksgiving	24	25
26 National Cake Day	27	28 National French Toast Day	29	30		

December 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 National Cookie Day	5	6	7	8 National Brownie Day	9
10	11	12	13	14	15	16
17	18	19	20 National Sangria Day	21	22	23
24 Christmas Eve	25 Christmas	26 National Candy Cane Day	27	28	29	30
31 New Year's Eve						

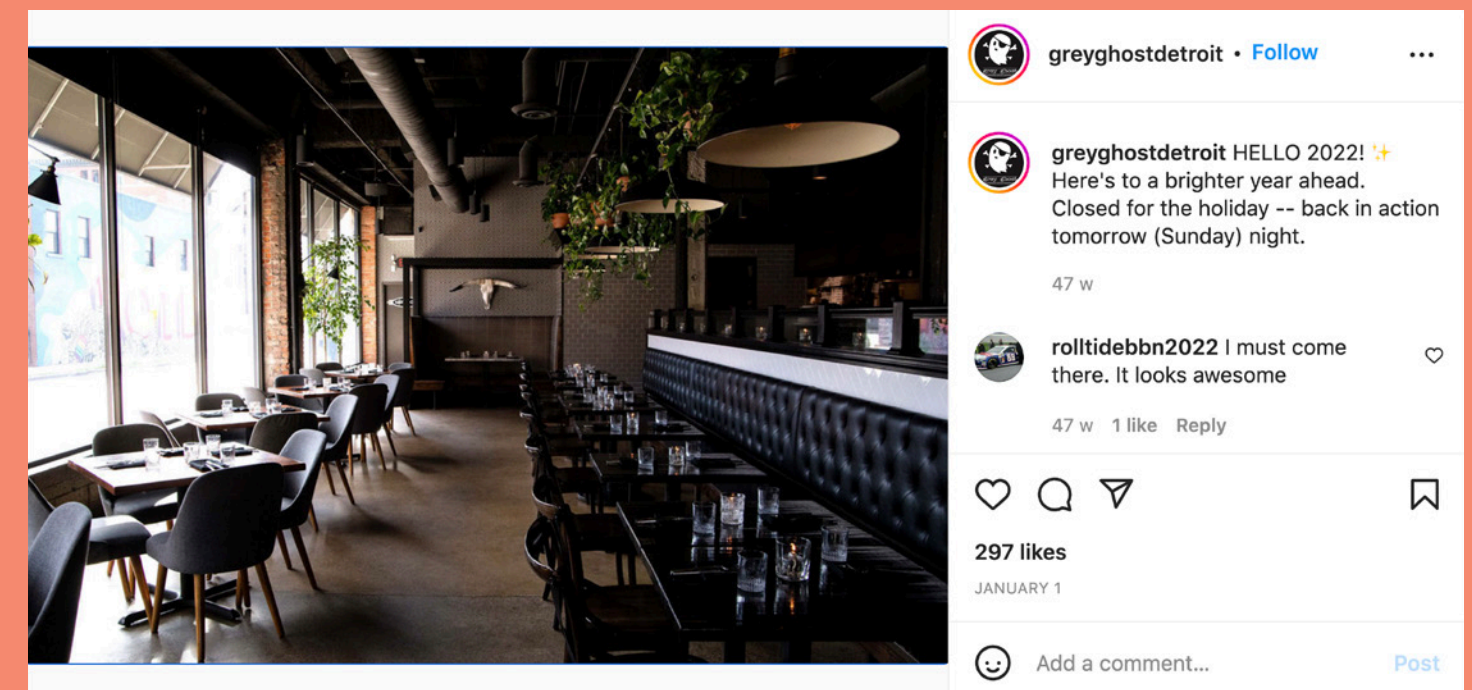


2023 Promotional Ideas

New Year's Day

New year, new customers, right? On January 1, people might be recovering from the revelry of the night before or they might be hoping to start the year on a high note by going to that fun restaurant down the block they haven't tried before. That restaurant could be yours. Use New Year's Day to promote dining specials or to just wish folks a happy start of their year.

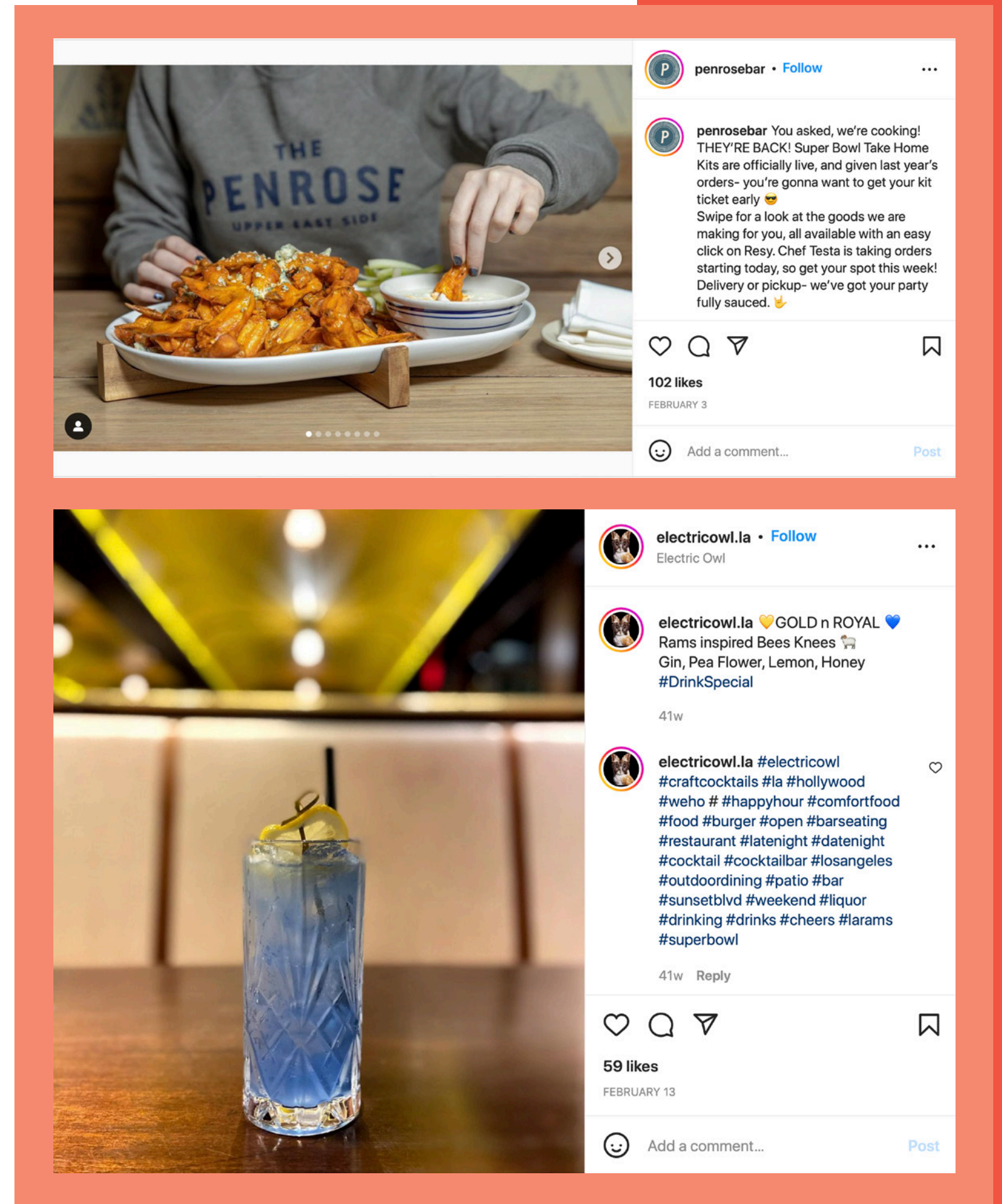
These two example restaurants did just that. **Alta**, a modern Mexican restaurant in New York City, took the opportunity to [promote its New Year's Brunch](#), highlighting its fresh ceviche, oysters and mezcal. Meanwhile, the owners of **Grey Ghost** in Detroit kept it simple and classy with [a social media post showing an empty restaurant](#), in which they wished their followers a happy 2022 and reminded them of the holiday closure.



Super Bowl

The big game could be your restaurant's chance to gain new customers. Customers might want to pop in to catch the kickoff on your big screen or they might just want to get a few dozen of your buffalo wings to go. Restaurants can [jump on the chance](#) to host giveaways, offer game-day catering packages or target people who could care less about the game. (Puppy Bowl, anyone?) According to research from the National Retail Federation, food and beverages costs [make up 80%](#) of the \$17 billion Americans spend on the Super Bowl. Make sure your concept is getting a tiny slice of that pie.

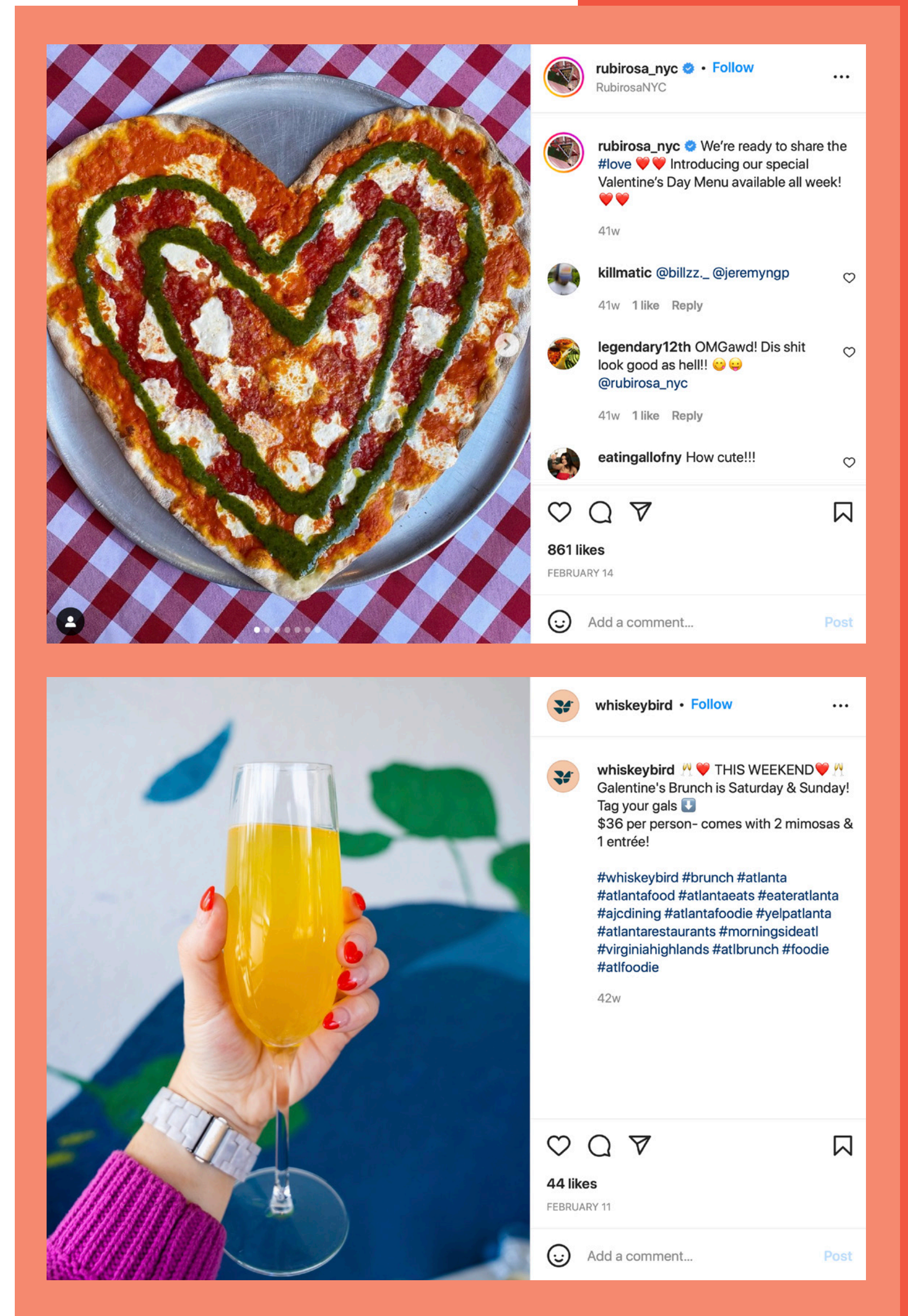
Penrose Bar in New York City [announced the return](#) of its Super Bowl take-home kits with a triumphant Instagram post. They come with all the saucy wings you need to get you through the final quarter of the game along with a cocktail mix of your choice. **Electric Owl**, a sports bar in Los Angeles, [reminded its followers](#) that their place is the place to catch the game by sharing its new “gold and royal” cocktail inspired by the Los Angeles Rams football team that played (and won) in the Super Bowl that year.



Valentine's Day

Whether your guests are part of a couple or not, give them something to fall in love with for Valentine's Day. In a 2022 survey, 43% of respondents [planned to celebrate](#) the special day by going out for a meal, and you can capture some of that revenue by promoting your Valentine's Day fare.

Rubirosa, a pizza joint in New York City, gave its guests heart-eyes with their heart-shaped pizzas and raviolis. [They created an entire love-themed menu](#) only available for that week. And **Whiskey Bird**, an Asian-American restaurant in Atlanta, [took a slightly different route](#), deciding that the holiday shouldn't just be for romantic love but love of all kinds. The owners promoted their weekend Galentine's Brunch.



St. Patrick's Day

St. Patrick's Day can be a huge marketing opportunity for bars and restaurants. It doesn't matter whether you're a traditional Irish pub or not. People observe the special day in a ton of different ways, from sipping on emerald beer to wearing the requisite green to avoid a pinch.

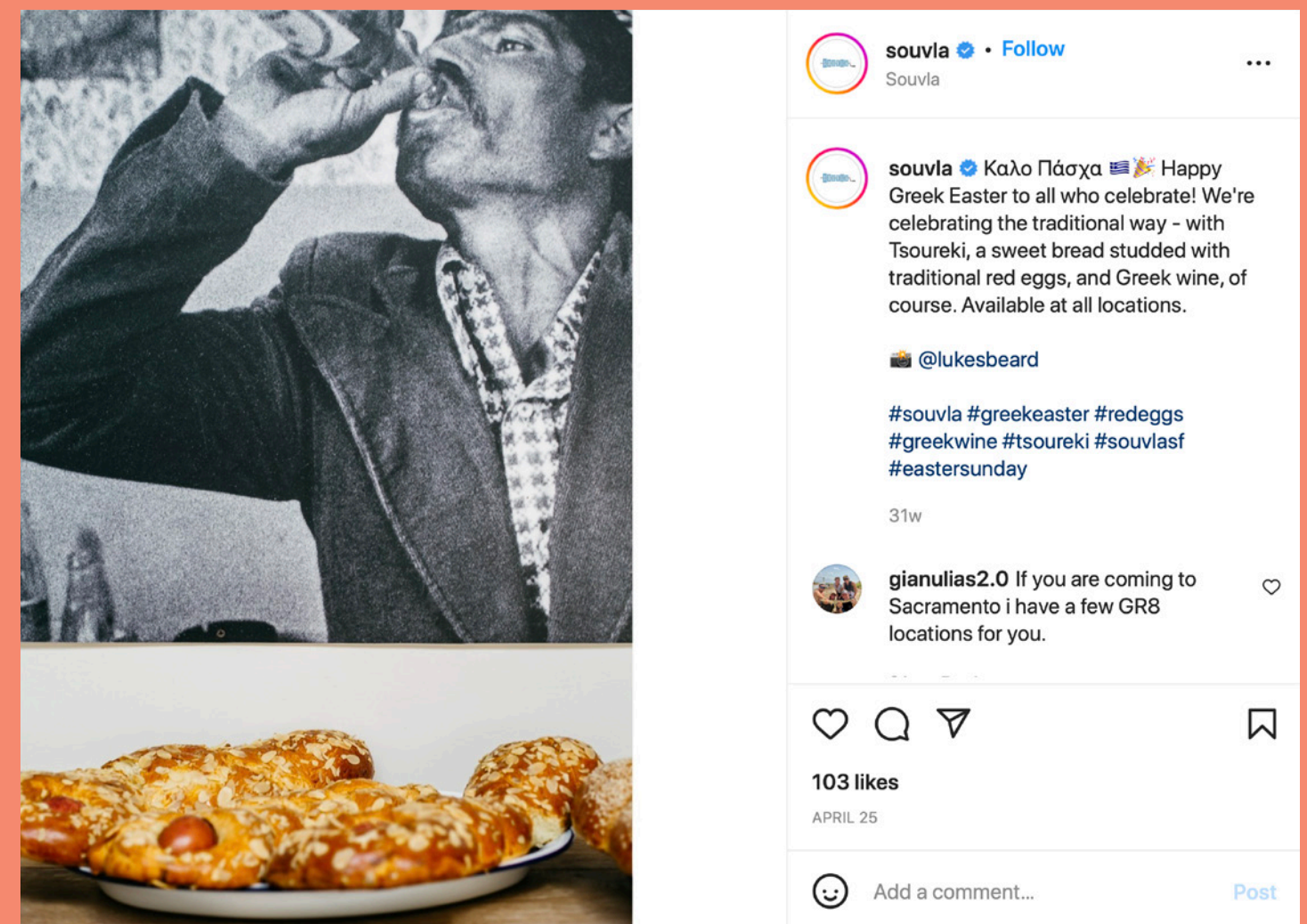
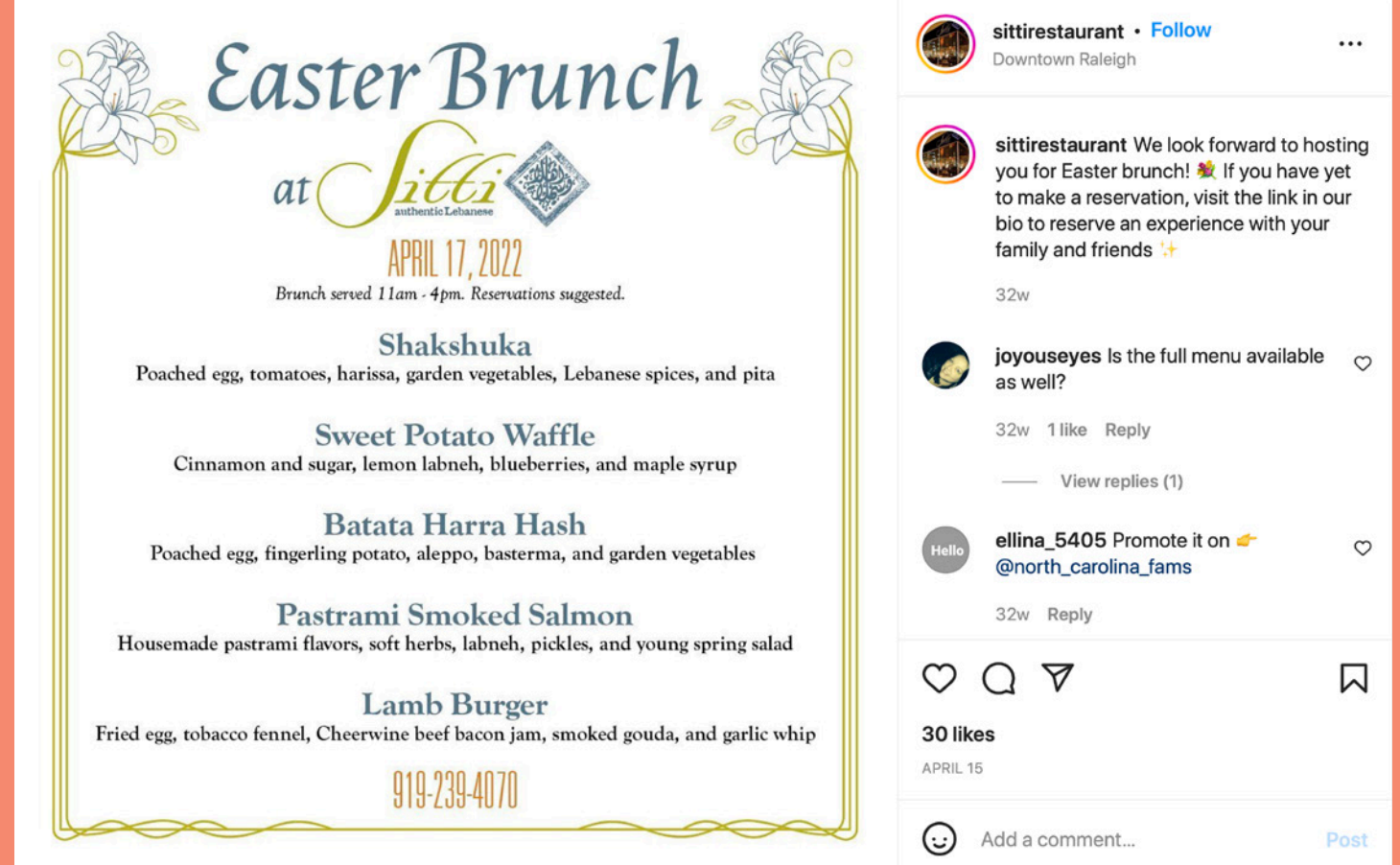
At **Broken Shaker**, which has locations around the country, the bartenders [celebrated by slinging their \\$12 Irish iced coffees](#) (whiskey, coconut milk and coffee) all night long to a DJ set. Over at **Bleacher Bar** in Boston, the owners announced their [St. Patty's Day special](#): a "brew and dew," or a pint of Guinness with a shot of Tullamore Dew Irish whiskey.



Easter

Serve a classic Easter brunch at your restaurant for diners to enjoy post-church or after an epic Easter egg hunt. Or, offer pre-order takeout for folks to eat at home.

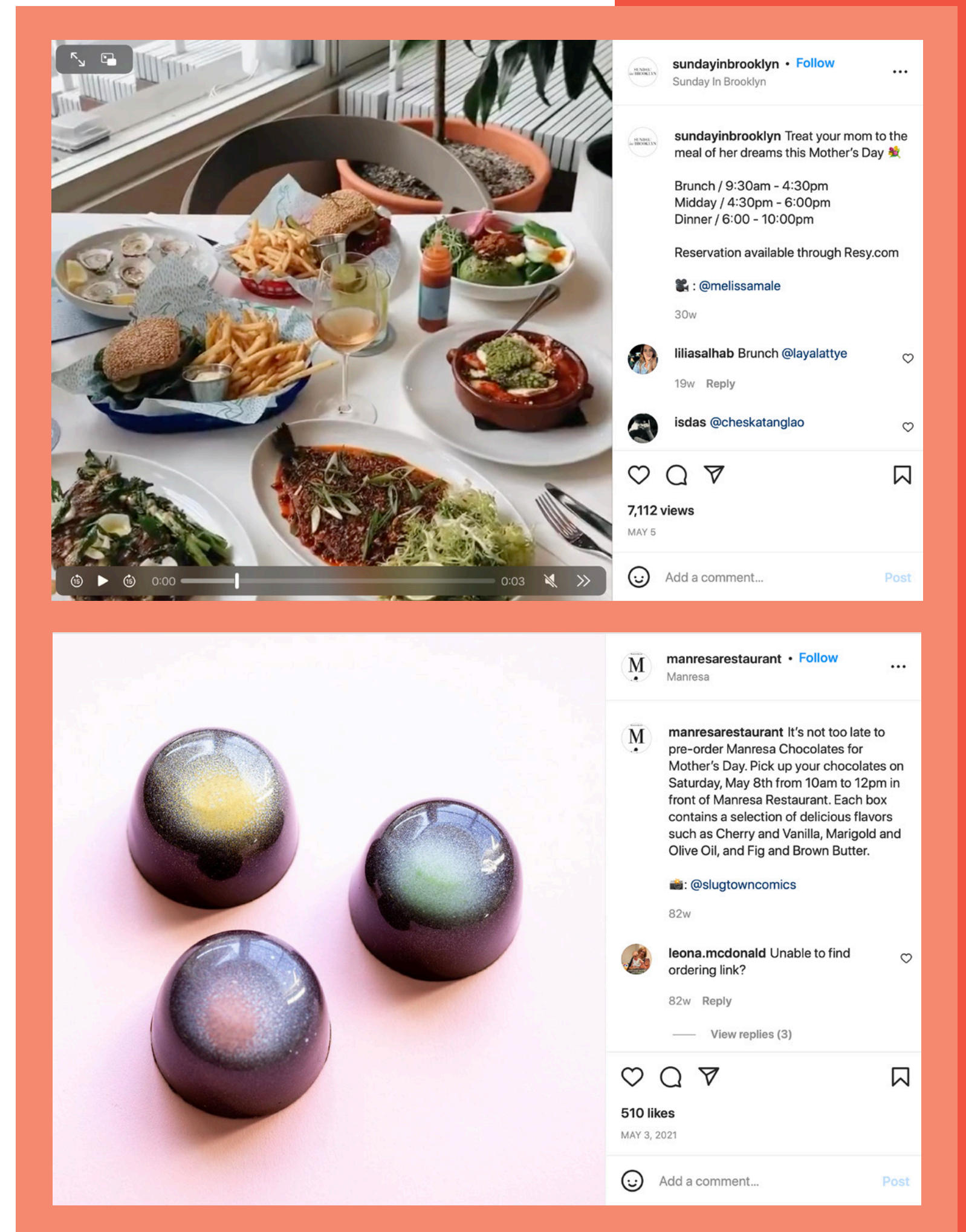
At **Sitti**, a Lebanese restaurant in Raleigh, North Carolina, the owners [posted their Easter brunch offerings](#) that included smoked salmon and sweet potato waffles with a caption that encouraged followers to make a reservation. **Souvla**, a Greek diner in San Francisco, shared [a cultural post](#), wishing happy Greek Easter to those who celebrate and explaining a bit about Greek Easter traditions alongside a shot of their tsoureki sweet bread.



Mother's Day

Mother's Day is one of the [busiest days of the year](#) for most restaurants, according to surveys from the National Restaurant Association. Nearly half of respondents in their survey said they planned to take mom out for a meal or order delivery, with many of them hunting for Mother's Day menus or Mother's Day freebies and discounts.

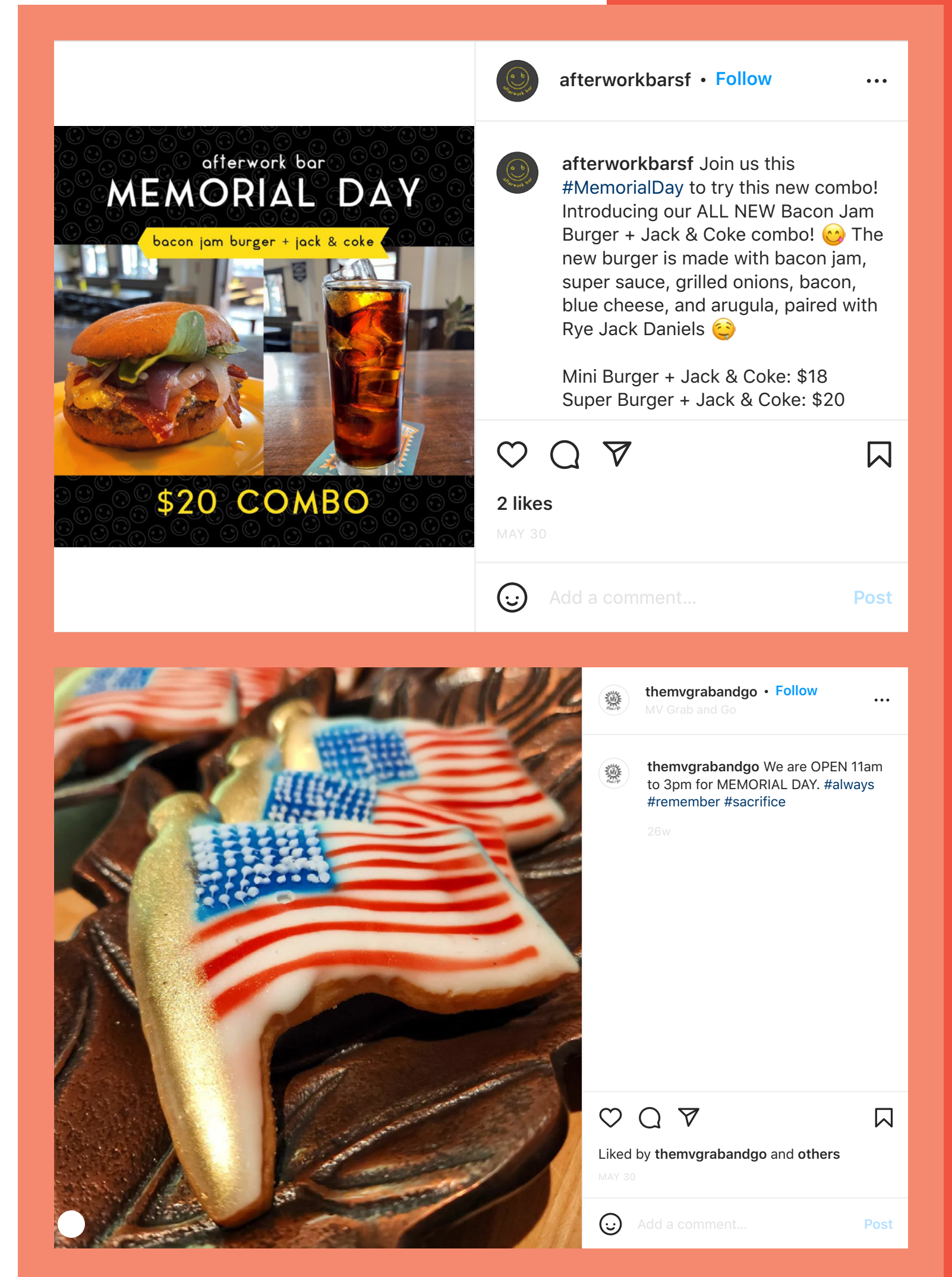
At **Sunday in Brooklyn**, a neighborhood spot offering American fare, the owners got creative by [producing a short video](#) that highlighted the Mother's Day spread on a dining table. **Manresa**, a fine dining establishment in Los Gatos, California, [promoted its hand-crafted chocolates](#) as the perfect Mother's Day gift.



Memorial Day

You can use the long Memorial Day weekend to engage customers on social media and even offer a discount to those who have served in the military along with their families. As it's the start of summer, this might be when your restaurant is switching up your seasonal offerings, so you can make an announcement of new fare that weekend. The main goal is to keep your restaurant top of mind.

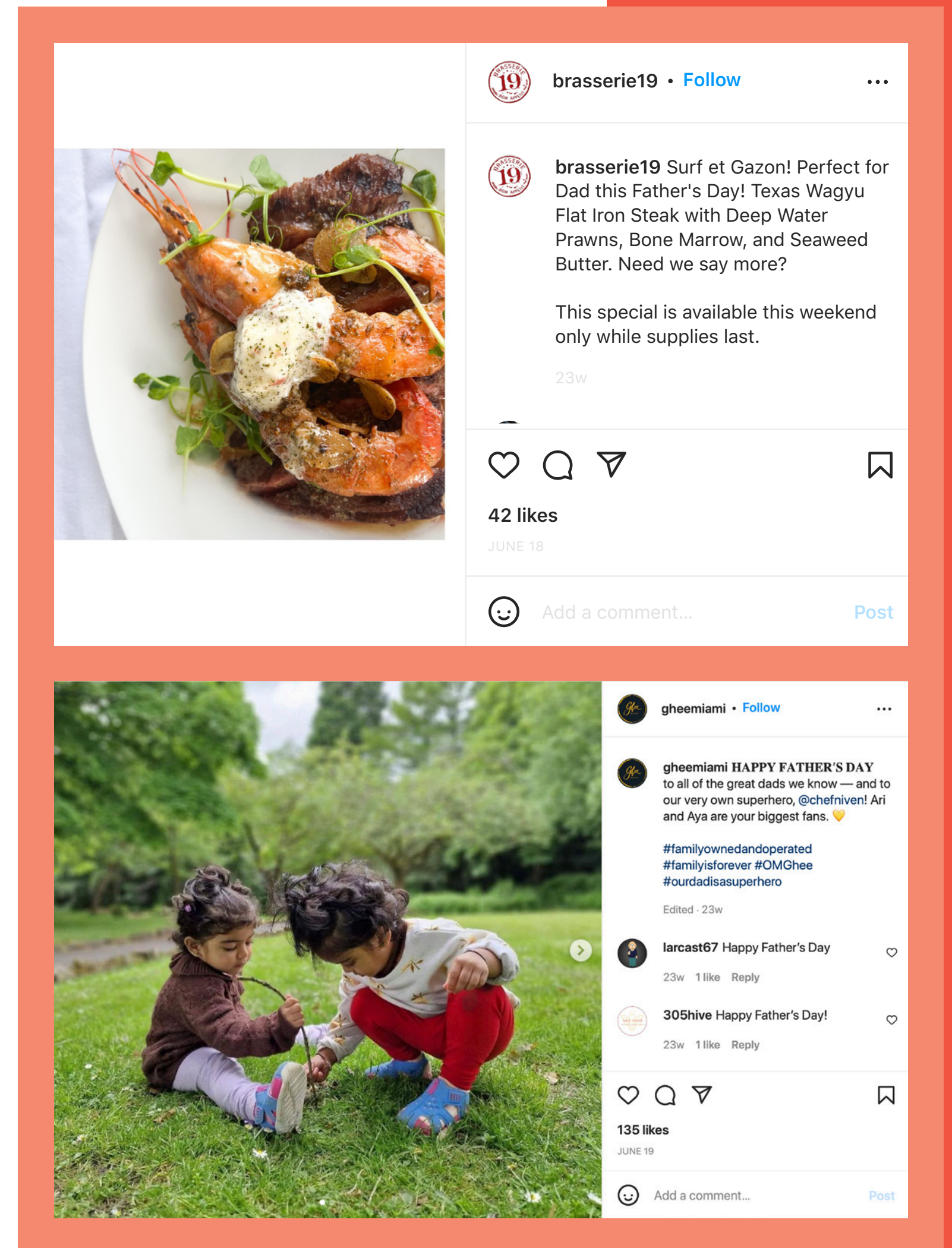
At **Afterwork Bar** in San Francisco, the owners used Memorial Day to promote their brand new [\\$20 combo meal](#) of a bacon-jam burger and a whiskey coke. They strategically chose to do it when it would generate the most buzz. And **MV Grab and Go**, a neighborhood taco counter in Los Angeles, [showed off its handmade American flag sugar cookies](#) and shared the shortened Memorial Day hours.



Father's Day

Mother's Day usually gets the lion's share of the glory, but Father's Day can be a time to get new people in the door as well. Families are looking for a special spot to take Pops out to brunch or dinner, and your Father's Day weekend promotions could remind them of your great menu.

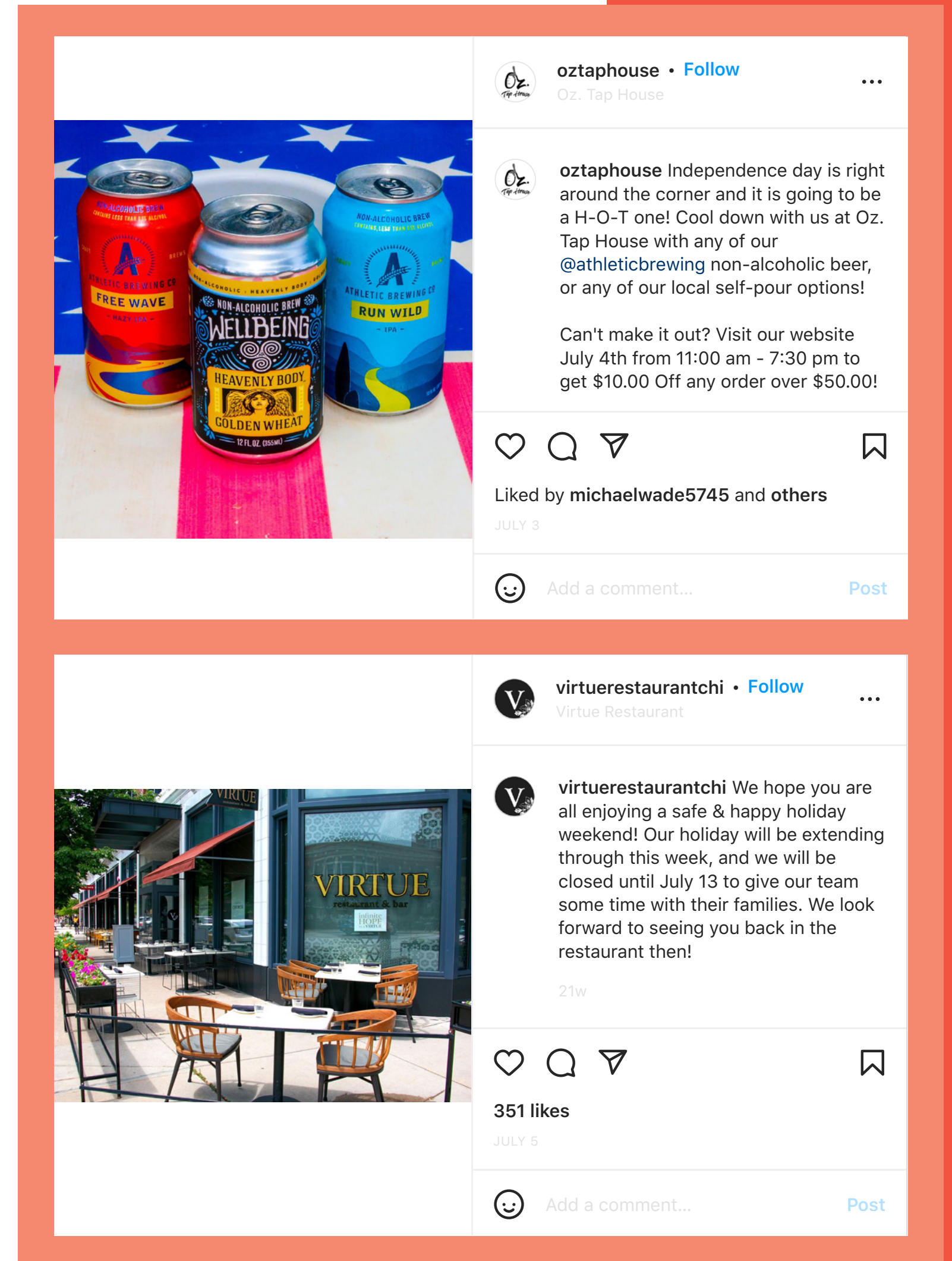
Brasserie 19 in Houston [serves up a mean-looking surf and turf](#) and the caption on its Instagram post tells followers the wagyu steak and deep-water prawn special is only available that weekend. And Indian restaurant **Ghee** in Miami [takes a sentimental approach](#), wishing a happy Father's Day to their chef and owner, Niven Patel.



Fourth of July

Independence Day is about more than fireworks and donning red, white and blue. While people are showing off their patriotism or just looking for a reason to enjoy a stiff drink, you can earn extra revenue with this fun summer holiday. And if you're planning to give your staff the day off, it's a good idea to do a post reminding followings of your opening times.

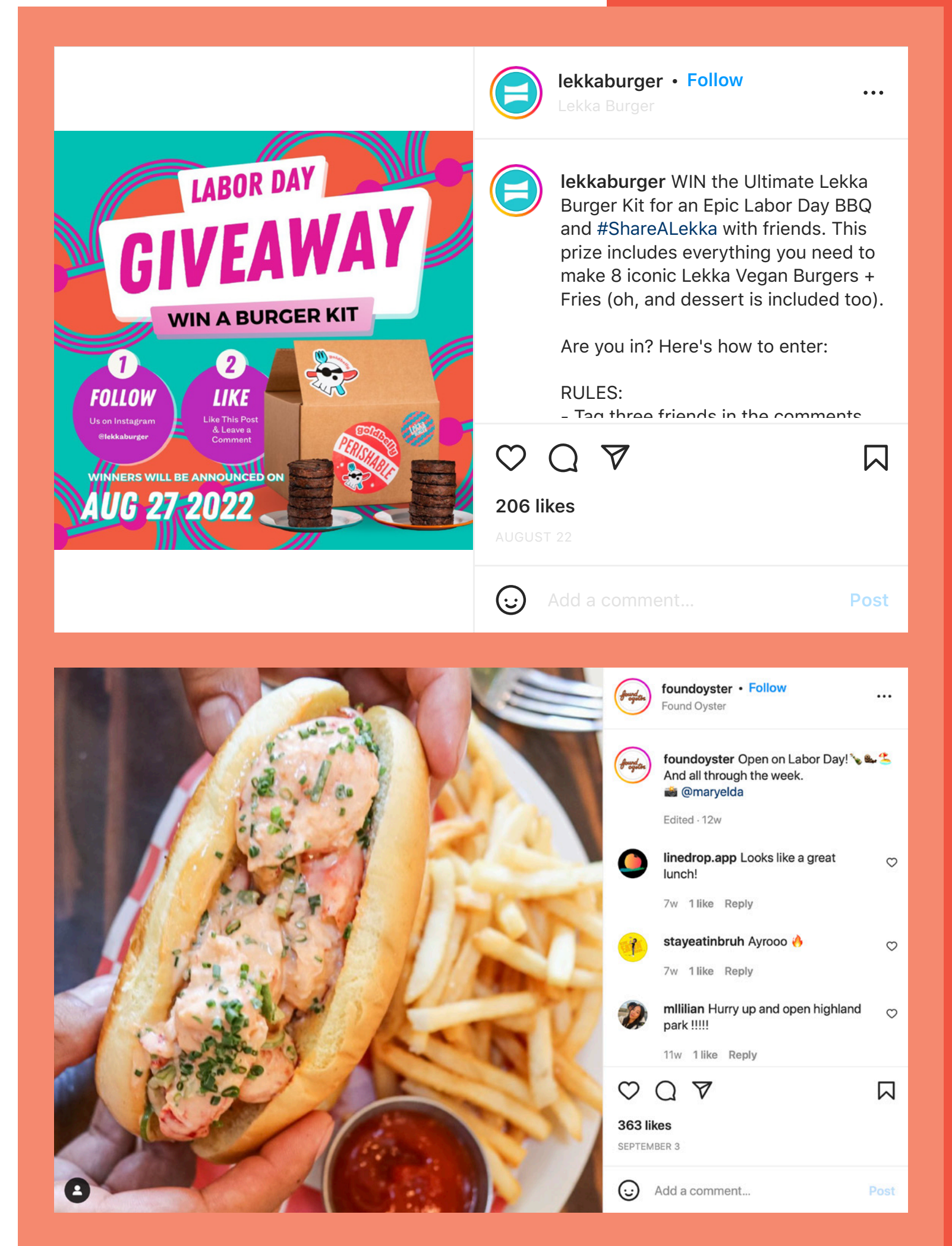
Oz Tap House in Austin [decided to target those hoping to celebrate](#) while still staying sober and promoted their discounted offering of non-alcoholic beers for Fourth of July. Virtue, a Southern kitchen in Chicago, [announced they were all taking the holiday off](#), but that they couldn't wait to welcome patrons back later that week.



Labor Day

Coming in hot at the start of September, Labor Day is a time when people enjoy the long weekend and soak up the final days of summer. With the seasons about to change, folks will be looking for reasons to go outside and enjoy new experiences. So now's the time to promote your patio or offer a live music event or even schedule a happy hour. (Here's a [great list](#) of promotion ideas.)

It can also be a smart time to host a giveaway. **Lekka**, a plant-based burger joint, [encouraged its followers](#) to enter a Labor Day contest where winners would get a take-home kit that makes eight burgers. The post netted nearly 200 comments compared to their typical handful, and all the comments were tagging other friends to view the post. Meanwhile, **Found Oyster**, a seafood spot in Los Angeles, [used an Instagram post](#) to confirm that it would be keeping its regular hours during the holiday weekend and that folks should come on down.



Halloween

Themed pastries, seasonal cocktails and pumpkin-carving parties are just a few ideas of Halloween food and drink specials to offer. [Here are 18 more](#), if you're curious. Halloween promotions can run throughout the entire month of October, giving you ample time to drive revenue for this spooky holiday.

These two spots found inventive ways to partake in the spooky season. **Copita**, a Mexican restaurant in Sausalito, California, [spotlighted its smoky "cauldron cocktail"](#), with charcoal-infused tequila and black volcanic salt. **Bottiglia Cucina Enoteca** in Las Vegas used a photo of a carved pumpkin and candied apples to [announce its Halloween date night special](#), a \$50 prix fixe menu and 50% off a bottle of wine.



Thanksgiving

Whether you're prepping for [Thanksgiving Eve](#), fulfilling pre-orders for [Thanksgiving catering](#) to-go or staying open on Thanksgiving Day for dinner service, there are a lot of moving parts to this November holiday. No matter how your restaurant chooses to celebrate the occasion, making sure diners know your offerings is imperative.

Hill Country BBQ, which has locations in D.C. and New York, [took to Instagram](#) to remind followers to order the juicy smoked turkey and brisket, while **Delilah** in Los Angeles used a flat-lay [photo to promote the pre-order Thanksgiving to-go menu](#), replete with roasted turkey and mushroom stuffing.



hillcountrybbq • Follow

hillcountrybbq THANKSGIVING 📍 LAST CHANCE TO ORDER/BOOK!

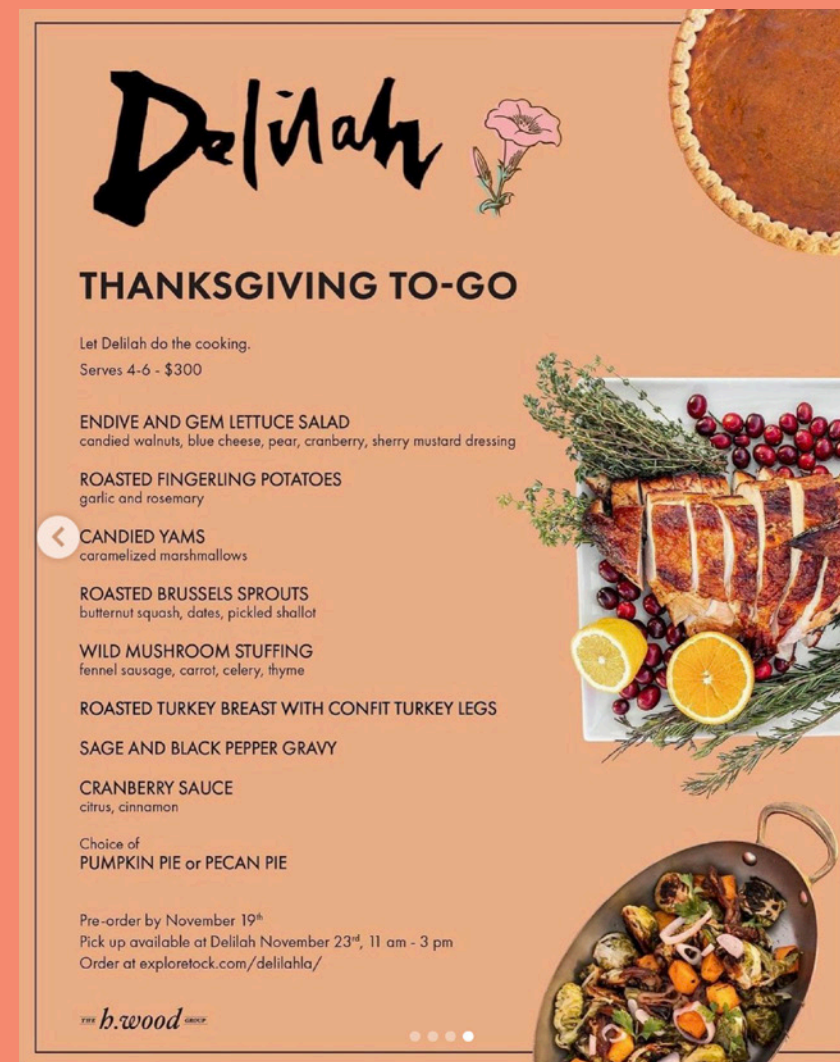
📍 NYC – Book your table NOW for a Texas-sized meal, including house-smoked turkey & brisket, traditional fixins, and fresh-baked pies. Dining at home? Order pick-up catering before time runs out!

📍 DC – Don't miss out on the juiciest smoked turkey! Whole turkeys, turkey breast – and brisket, mac & cheese, mashed potatoes, stuffing, gravy, pies, and more are selling out fast!

ORDER NOW or MAKE A RESERVATION links in the bio

392 views
NOVEMBER 18

Add a comment... Post



delilah • Follow
Delilah Los Angeles

delilah Thanksgiving a la Delilah. 🍁🦃

Pre-order through the link in our bio by November 19th for pick up on the 23rd between 11am-3pm.

Edited - 2w

nindyninz Shout out to the only person in the media who uses her platform to unite, inspire, and build with each other. But it makes me crazy when she plays cover songs and not the original artists.

2w Reply

john.beach.353250 Hope that you and your family have a great

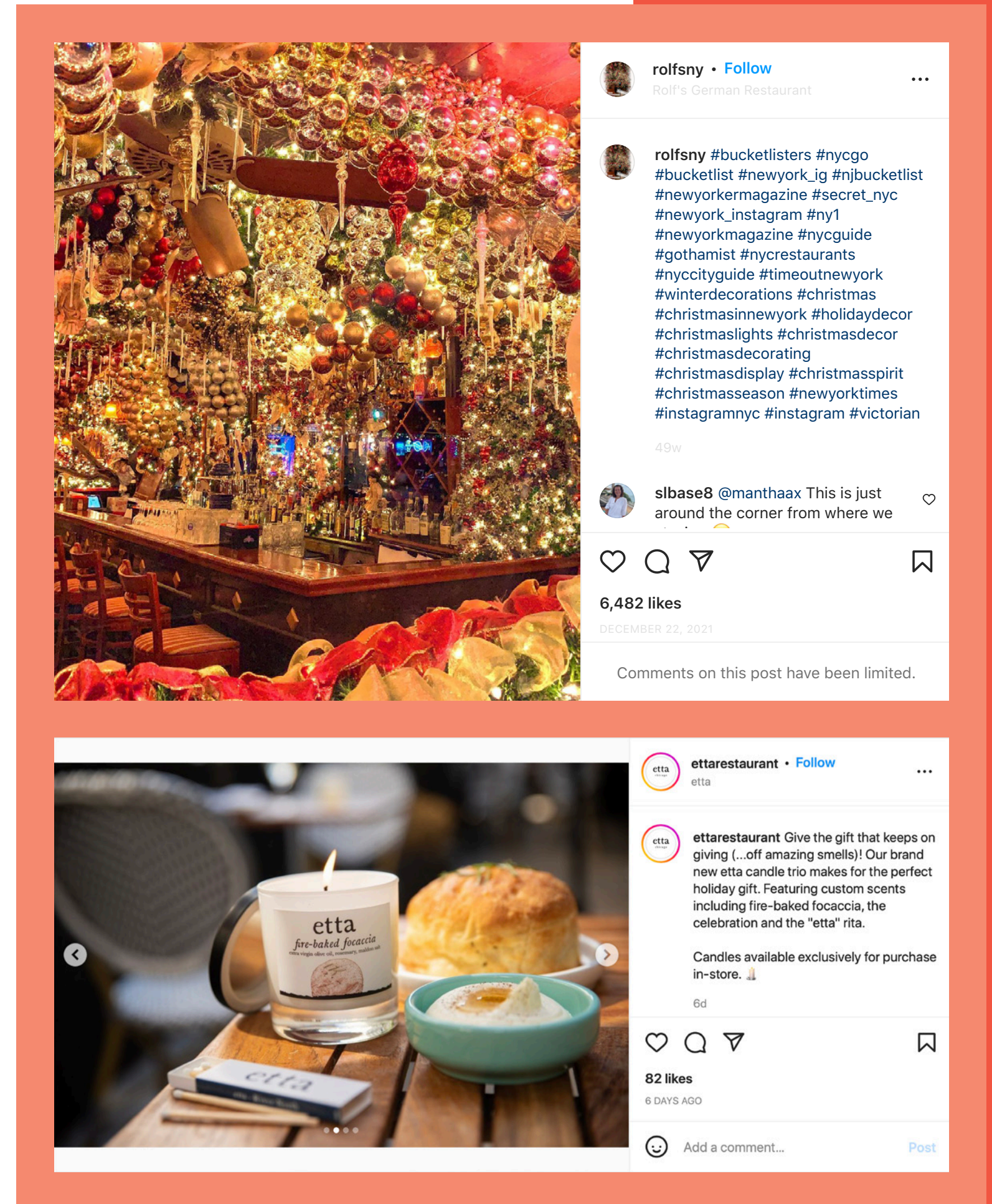
173 likes
NOVEMBER 16

Add a comment... Post

Christmas

The entire month of December is filled with opportunities to show why your restaurant concept makes the perfect place to celebrate the season. You can promote your [gift cards](#), your holiday to-go menus, your [decor prowess](#) or even just wish your followers a simple, happy holiday. Express your Christmas spirit on social media to connect with your guests and attract new ones that are hoping to indulge in the season's festivities.

Rolf's, a German bar and restaurant in New York City, [has reached bucket-list](#) status for New Yorkers due to its extremely elaborate Christmas decor. Their entire Instagram feed is breathtaking shots of the baubles, fake snow and twinkly lights that have people lining up for hours for a seat each holiday season. **Etta** in Chicago [took the chance to promote its custom candles](#) – all in the scent of its menu mainstays – as the perfect stocking stuffer for those who love the smell of fresh-baked focaccia bread without any of the dirty work.



New Year's Eve

It's the end of another year, and whether patrons are looking for a high-key rager or wanting to have a cozy and tame celebration at home with loved ones, your restaurant can give them a way to mark the occasion. This is the time to point out your NYE parties if you're having them – here's a [handy checklist](#). Or you can just remind guests of how they can recreate the magic of your concept at home with to-go items.

At **APT 115** in Austin, the owners [highlighted their heated patio](#) as a great place to start or end the night with their generous champagne pours, duck prosciutto and homemade pastries. Meanwhile, at **Quince** in San Francisco, the chefs [posted a delectable shot](#) of their caviar potatoes as part of their NYE boxed dinner.



apartmentonefifteen • Follow
APT 115

apartmentonefifteen Despite Austin's new NYE curfew and a rainy forecast, we are offering several different ways to safely give 2020 the boot... and indulge in some well-earned delicacies while doing so!

There are still a few remaining 5pm reservations (and later slots on our heated patio) left for our socially distanced New Year's Eve celebration, so snag one of those so you can start the night with us and then take home a bottle or two to ring in the new year at home!

If you'd rather stay in this year, you can still order the same NYE special to-go for pickup tonight or tomorrow! For

66 likes
DECEMBER 31, 2020

Add a comment... Post



quince_sf • Follow

quince_sf Take us into the New Year. It's a Quince celebration at home featuring double stuffed potato with a tin of Tsar Nicoulai caviar and traditional accoutrements to top.

NYE Dinner box for two available for preorder until Wednesday, December 30 12pm pst - order.cotognasf.com

100w

chef_xavi_montano #presentationgoals

100w Reply

maggiefspicer So elegant

513 likes
DECEMBER 30, 2020

Add a comment... Post

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