

## Great Bar Promotional Ideas

### Fine Dining

- ½ price wine night loses money BUT gets your money back because the food sales are so good. Advertise with table tents.
- ½ price Margarita or Martini – brings in the ladies which in turn brings in the guys.

### Premium Import Taps

- gets repeats in. Match different foods to selected beer tasting – do every 3 months
- Price fixed menu – dessert free.

### Picture Fixed Menu

- Before & after theatre menu – themed
- Entrees are the key - ½ bottle of wine

### Visit Vintner

- Fixed menu – sells out every day

### Lunch

- 3 oz. glass of wine for lunch

### Steakhouse

- Bring more women
- Photo of restaurant - plastic gift promotion – give to popular spa & fine dress shops to attract more women – replaces gift certificates  
Example: 5 to the owner of the Salon and five to a Fine Dress Shop and ask them to give away to the pretty people.

### Questionnaire

- Insert into one zip code area, if they reply, they get one free dinner entree.

### Increase Sales

- Beer Stein Club for happy hour, engraved – keep at restaurant – any size is filled!

### Beer around the world

- 50 drafts – card punches, Hundred Mug or plaque up on wall – great for Sports Clubs

### High End Tequila / Scotch

- pre-pay \$20.00 Clubs – once a week

### Stockyards (Bar)

- Burt Reynolds 1<sup>st</sup> owner
- Brought a fleet of vans – goes around town to pick everyone up at hotels – shuttle people where they want to go – do not charge for that

### Few Bars Collaborated

- Sponsored shuttle between two happening spots in town.

### Jeweler Donate Diamond

- Have one real diamond, 100 cubic Zirconia's, have a diamond pull, have jeweler determine the real diamond and offer to have it set. Bar packed.

### Grease the wheels

- Grease the hands of all the local Concierge to recommend your Restaurant/Bar

### Fine Dining

- Need Good Sales Person – calling Corporations to get repeat customers

### Many Coupons

- Send out many coupons / cards in mail to discount

### Casual Restaurants / Sports Bar

- Drink your Dad's beer night – old beer (s) on special cheap

### Car Shows

- Invite car clubs to bring old cars to your parking lot once a month
- Also works for bikers or Seniors Harley Club (People love outdoor activities)

### Shit Beer Night

- \$1.00 per can

### Budget Beer Night

- Cans of Schafer – drink each one card – had patio night cheap foof like macaroni & cheese

### Bean Bag Games

- Wooden Board with holes and values = 1 toss
- Make a weekly 2 person team outdoor elimination contest
- 50 teams equals 100 people
- Make \$4,000.00 night
- Appeals to everyone

### Poker Night

- Poker nights have replaced Trivia – no gambling – State laws prevent gambling

### March Madness

- for domestic draft beer, what ever Sports game is being televised \$1.25 during the game 16 oz. glasses
- Sweet Sixteen – every time a runner is out – beer is 2 for 1 or every time the ref blows his whistle, next run in etc.
- These promos work because a lot of women will still drink liquor at full price plus the volume of beer sold.
- For bars next to railway tracks - \$1.00 per shot every time a train goes by.

### All you can drink beer night

- make sure you have enough staff and beer on hand to handle
- might team up with a local designated driver/taxi group.

### Converted Casino Chips

- \$10 off coupon chips with the name of the Restaurant – give them out at the Chamber of Commerce

### Canned Beer

- 55 different varieties in a drum floating shiny end up, so that you can not see into the drum to see which kind of can you're pulling out (Drinker's version of bobbing for apples).
- Premium to shit beers.

### NASCAR Race

- 1<sup>st</sup> 43 people to arrive pull a driver's number from a hat – Race winner wins something.

### Low-End Beer

- All can drink for \$5.00 until 3 people go to the bathroom OR leave. Have staff stationed at washrooms and exit.

### Happy Hour of Domestic Beer/Wine/Liquor until someone pees.

### Amusement Park/Fun Fair type games

- Every day between 4 & 5 p.m. get rings for patrons to toss.
- Ring a shot glass or beer bottle
- Get the winner's name & email address for your newsletter and email blast and award them money, \$1 drinks etc.
- Draw, sell tickets between 4 & 5 p.m., winner must be there when name drawn and winner gets proceeds.

### Beat The Clock

- Build up Happy Hour – clock, when alarm goes off – get a free drink for everyone in the house – encourages people to stay.

### State Laws

- Most State Laws state that the Bar can not buy a drink for someone. Get a sponsor – and award the drink from “The Bikers Association”.

### Afraid of liquor Liability?

- Do hungry hours – give away free food – people will buy their own drinks.

### Have a Social Night

- Do they like to talk? Charge them \$20.00 as a cover for Social Night. (Treat some appetizers)

### Find some great Regulars

- Cute girls – either buy them drinks all night or pay them.

### Chicks & Salsa

- Advertise on local station live remote
- Target women only
- guys will come – also offer dancing lessons

### Bar Event Calendar

- Print on place mats
- Have your Hostess/waitresses promote

### Collect email addresses

- send promo calendar, coupons, Newsletter name drop the regulars, everyone will want to be one.
- Email them a secret sentence to say to the Bar Tender for a prize or discount.

### Video actors

- Movie buffs will enjoy
- Get a DVD from local video store
- Patrons can play the parts and either know the real lines and re-enact or improvise.

### Create Bar \$'s

- Very similar to Canadian Tire Dollars 5 cents on the dollar.

### On-Line To Go Food Orders

- Order by Fax or On-Line process – Pick up only – Have food prepared to go.

### Speed Dating

- Set up tables – need timer ladies – seat 1 to a table
- Men change tables every 7 minutes

### Nuts & Bolts

- Great crowd mixer
- Hand out different sized nuts and bolts – nuts to the guys, bolts to the girls
- Find your match

### Beer Pong (similar to Ping Pong)

- Bounce a Ping Pong Ball into a picture of Beer – wins something

### Quarter Night

- Place quarter between butt cheeks – quarter relay.

### Monday Night Football

- Every time the referee calls a flag, spin the wheel – free drink until next flag change

### Chihuahua Races

- Bring your dog night (outdoor bar area)
- Have a course set up.

### 3 Hole Challenge

- mini putt – 3 hole in 1's and get a free drink/pint

### Sponsor adult baseball/sports teams

- offer them 10% off food during the season for their team