



## KEEP THE FIESTA GOING ALL MONTH LONG!

Many Cinco de Mayo festivals and events are canceled this year due to the coronavirus, making it a prime opportunity for restaurants to bring the festivities to those at home and encourage patrons to celebrate all of May — “**Todo Mayo**”! Traditionally, celebrating Cinco de Mayo can be a fun and valuable event for restaurants – bringing in new patrons, offering an opportunity to create new dishes, and boosting business. Drink deals and meal specials are commonplace for Cinco de Mayo, so operators should find a way to stand out from the pack.

## TIPS ON HOW TO CREATE A TODO MAYO AT-HOME CELEBRATION FOR YOUR PATRONS



**Promote Early** Let your patrons know that considering the COVID-19 stay-in-place regulations, there is still reason to celebrate and this year we are celebrating all of May with Todo Mayo to commemorate the Cinco de Mayo tradition. Develop a calendar to get your patrons excited for what’s ahead for the month of May.



**Plan Your Menu** Develop different ethnic-inspired menu items throughout the month of May. Add a selection of daily specials to include Mexican ingredients or do a full out Mexican-inspired prix-fixe and encourage your patrons to celebrate by trying something new. Feature a mixture of new and popular dishes to attract new patrons and satisfy the cravings of all.



**Post on Social Media** For Todo Mayo, make sure to utilize interactive and fun forms of marketing, especially on social media, like Facebook Live and Instagram Stories. Create a contest to share across your social media channels and ask followers to share your Facebook Todo Mayo, tag their friends in your Instagram post, or tweet using a special hashtag like #TodoMayoYourRestaurant.



**Create Promotions** Ideas include: Family Meal Deals, Takeout, Curbside and Delivery Specials, Take-home happy hour adult beverage recipes and ingredients, and offer freebies too (i.e. free Kids meal with purchase).



**Promote with Storytelling** Inform your consumers about the history behind Cinco de Mayo and why you are participating. Take time to build knowledge around your food and drink specials, educating staff and encouraging them to pass the info onto consumers by sharing your posts. List fun facts on your Cinco de Mayo menu, share info about ingredients, and note the region dishes originated from. That way, you’ll create great food with a story that elevates the consumer experience!



**Maximize Your Takeout/Delivery** Consider adding online ordering, post about your takeout services on social media with a link to order, construct your restaurant menu carefully to highlight the Todo Mayo specials, upgrade your packaging to containers that will keep food warm and presentable for delivery, and check for accuracy during and after order production to ensure the food is what the consumer wanted.



**Build Loyalty** Operators can also get in on the fun contests and trivia games online or via apps to help drive engagement with core consumers. To keep consumers coming back for more fun, offer repeat customers a free meal after the purchase of four meals in the month of May. Whatever you create, be sure to ask for lots of feedback.

## CONTACT US FOR HELP PLANNING YOUR TODO MAYO!



contactus@asmwaypoint.com  
www.asmwaypoint.com



## FUN FACTS ABOUT CINCO DE MAYO



Up to **349 million** servings of guacamole are eaten by Americans on the 5th of May – that’s more than one serving for every American!

The largest Cinco de Mayo party in the United States is in Los Angeles, with thousands of people attending annually.

In the United States, salsa has surpassed ketchup in popularity, making it the country’s favorite condiment.

Americans spend **\$2.9 billion** on margaritas per year. Making up about 14% of all cocktail sales.

The most popular Mexican beer is Corona®, which in the United States is served garnished with a lime. Interestingly in Mexico, Corona is not served with lime.

SOURCE: [www.touchbistro.com/blog/6-tips-to-celebrate-cinco-de-mayo-at-your-restaurant](http://www.touchbistro.com/blog/6-tips-to-celebrate-cinco-de-mayo-at-your-restaurant)