



CINCO DE MAYO

70% of Americans plan to celebrate Cinco de Mayo in 2021¹. Cinco de Mayo is a commemoration of Mexican culture and heritage. This fun and exciting holiday often includes parades, parties, mariachi music, Mexican folk dancing and traditional foods such as tacos and mole poblano.

A GUIDE TO OFFERING SOLUTIONS FOR YOUR PATRONS TO ENJOY DURING CINCO DE MAYO CELEBRATIONS

PROMOTE EARLY



Let your patrons know about your Cinco de Mayo menu options and promotions ahead of time. It is a good idea to inform your customers about the overall cleanliness of your establishment and that you're following all current safety guidelines. This will assure consumers that you're committed to helping them celebrate as safely as possible.

PLAN YOUR CELEBRATION MENU



Your menu should include delicious Mexican favorites like queso, tacos, enchiladas, guacamole and quesadillas. Focus on promoting dishes that are as authentic as possible for Cinco de Mayo. Incorporate the theme of five into your Cinco de Mayo menu where possible. Offer a 5-course tasting menu, a nacho special with a choice of 5 toppings, discounts for parties of five and above, or a \$5 drink special. At Waypoint, we are experts at helping you create a menu that's perfect for any fiesta! [Reach out to us](#) for guidance and tips today.

MARKET YOUR TAKEOUT & CATERING



63% of consumers agree that it is more convenient to get delivery than dining out with a family.² Reach out to your Waypoint representative for help creating personal touches for catered orders, such as customized Cinco de Mayo stickers or napkins. We partner with Stouse and G.E.T. and can help you upgrade your packaging containers so that the food will stay warm and fresh for delivery.

CHANGE UP DESSERT



Many customers will see the same desserts offered at restaurants such as: flan, tres leches, churros, and sopapillas. While all those options are delicious, you can go a step further and design a truly unique Cinco de Mayo menu of desserts that feature indulgent flavors such as Mexican chocolate, Mexican cinnamon, or sweets from regions throughout the country.

Disclaimer: Operators should consult not only the considerations for restaurants and bars set out by guidance from the CDC, but also by their state and local municipalities.



OFFER CINCO DE MAYO MEAL KITS TO-GO

Taco, nacho and queso platters to-go are always a favorite! To help families throw the perfect fiesta, offer Cinco de Mayo themed meal kits that will satisfy cravings and can be easily assembled. Make it easy by including all the ingredients and recipe/heating instructions. These kits allow families to create and experience your signature dishes in the comfort of their own home.



CRAFT COCKTAILS & MOCKTAILS TO-GO

Appeal to those looking to enjoy a festive drink for Cinco de Mayo by creating some themed margaritas. Offer prepared cocktails and mocktails to-go for takeout and catering sales, as permitted by law in some states and cities. Rely on seasonal ingredients in your cocktails and mocktails to make them fresh, satisfying and perfect for celebrating Mexican culture.



OFFER CONTACTLESS EVERYTHING

As consumers look to restaurants to provide them menu options for Cinco de Mayo, they will still be seeking safe ways to order, receive and pay for their takeout/catered meals successfully. Consider adding online ordering for ease-of-use and always check for order accuracy. CDC guidelines encourage businesses to use touchless payment options, which prioritizes guest safety, provides faster checkouts, and increased customer satisfaction.



POST ON SOCIAL MEDIA

To encourage and promote your Cinco de Mayo specials and catered meal options, post on Facebook and Instagram Stories. Create a special event on Facebook and feature your Cinco de Mayo menu to drum up some excitement. Within the event page, ask followers to share what they love most about Cinco de Mayo. Have them tag your business in a post for a chance to win a gift card to your restaurant.

CONTACT US FOR HELP TODAY!



Fill out a form at [Ask Waypoint](#) or email us at contactus@asmwaypoint.com

Visit our website at www.aswaypoint.com



Trends and Insights:

- 37% of consumers said they'd like to see more ethnic and international food options on restaurant menus³
- 59% of Americans eat Mexican Food¹
- Americans consume more than 80 million avocados on Cinco de Mayo alone⁴
- Foods like Mexican hot chocolate and churro flavored donuts are becoming increasingly popular with Millennials⁵
- 30% of consumers are craving dishes that are hard to make at home⁶
- The #1 food from restaurants that consumers miss is Mexican food, which isn't surprising given that 52% of consumers love it⁶
- Americans spend \$2.9 billion on margaritas per year, making up approximately 14% of all cocktail sales⁷

Sources: ¹National Today, Cinco de Mayo | ²Upserve, 26 Online Ordering Statistics Every Restaurateur Should Know in 2020, 11-12-20 | ³Datassential Covid-19 Report 31: Staying Power 8-21-20 | ⁴NRF, Let's Taco 'bout Trade on Cinco de Mayo, 5-3-19 | ⁵Food Business News, Digging Deeper Into Global Flavors, 7-22-20 | ⁶Datassential, The Road to Recovery, 2021 | ⁷Touch Bistro, Tips to Celebrate Cinco de Mayo at Your Restaurant