

## Bone Appetit!

Submitted by mvanassendelft@... on Wed, 10/11/2023 - 14:22



Halloween is an exciting time of year for foodservice operators. According to the National Retail Federation, Americans spent a whopping \$10.6 billion in 2022 on Halloween-related items, such as candy, decorations and more. By embracing the Halloween spirit, restaurants, supermarkets, and other eerie foodservice establishments can bring in extra revenue during this festive season.

Here are a few ways to take advantage of this howling holiday:

### Dress Up the Menu

Consider featuring dishes, desserts, or beverages with Halloween-inspired names or appearances. For example, decorate cupcakes with edible spiders, make jack-o-lantern-shaped pizza or other spellbinding snacks, or concoct creepy cocktails such as Bloody Marys. You can even shape foods like bats, ghosts, or pumpkins. Create a sense of urgency by positioning these items as limited-time items. Not only will this attract families and kids, but millennials often enjoy playful, Instagram-worthy foods.

### Offer Devilish Delivery Specials

Capitalize on the consumers spending Halloween at home by featuring delivery deals and discounts. Pitch meal bundles for scary movie marathons or parent survival kits including food, candy, and cocktails. Promote these via social media, email, and delivery apps.

## Promote Halloween Party Packs

This holiday is known for an abundance of costume parties and get-togethers at home. Consider creating themed-catering packages, like a candy charcuterie board or “mummy dogs” wrapped in dough. You can also offer spooktacular meal packages with spooky-shaped foods, providing an easy and creative option for time-strapped hosts.

Whatever tactics you use to bewitch your customers, don’t forget an important ingredient: food packaging. Food packaging can help make food look fa-boo-lous while keeping treats safe and secure during transport. From stylish [round platters](#) [1] to [cupcake containers](#) [2], make sure to take a bite out of the Halloween opportunity!

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### Links

[1] <https://sabert.com/products/black-pp-18-sturdiware-round-platter-clear-pet-high-dome-lid>

[2] <https://sabert.com/products/clear-hinged-12-count-25-cupcake-container>