2680 Birthdays

Product Book · https://kb.jeffreysummers.com/docs/2680-birthdays/

The most celebrated occasion in the restaurant business isn't Valentine's Day or Mother's Day. It's birthdays.

Mother's Day is one day. Birthdays are every day. Count the birthday celebrations in your dining room over the course of a full year and compare that number to your Mother's Day covers. The birthday number wins — and unlike Mother's Day, birthdays are distributed across every week of the year, every daypart, every demographic. There is no off-season for birthdays. There is no one-day spike and six weeks of silence. It is the single most consistent occasion driver in your business — and most operators treat it as an afterthought.

Here is why that is a mistake.

There is nothing more personal than a person's birthday. When a Guest brings that day to your restaurant, they are giving you something irreplaceable: the opportunity to be part of a memory that will last forever. People don't just remember where they celebrated. They remember how it made them feel. The table that got the special treatment. The server who remembered. The moment someone did something they didn't expect. That memory compounds. It becomes the story they tell. It becomes the reason they come back for the next one.

Make them feel seen. Make them feel celebrated. Make them feel like they chose the right place.

If you are not actively capturing Guest birthdays, acknowledging them, and creating a reason for that Guest to celebrate with you, you are leaving your single highest-frequency occasion driver on the table. Not just the cover — the relationship. The birthday Guest who feels genuinely celebrated does not keep you to themselves. They bring someone next time. And the time after that.

Own the birthday. Everything else follows.