

“Monday - Wednesday is the New Saturday” Campaign



Support your local restaurant. Capacity will be full during the weekends, so why not go out when you have a better chance at getting a table? “Monday - Wednesday is the New Saturday.” There are significant benefits for your guests to get out on these days, along with the great benefits of supporting their local restaurants.

The following messaging can be used to promote a successful way to gain more business not just on weekends:

- Now’s your chance to dine at the restaurant you could never get a table at.
“Get a seat Monday - Wednesday...it’s the new Saturday”
- If you’re working from home and not fighting the traffic on the Mass Pike getting you home at 8PM, take advantage, get out of the house and grab dinner at 6:30PM

at your favorite restaurant on “Monday - Wednesday, it’s the new Saturday”

- Tired of eating at home, hit your favorite restaurant when you know you will get a table “Monday - Wednesday is the new Saturday”
- Tired of take out, hit your favorite restaurants when you know you will get a table “Monday - Wednesday is the new Saturday”
- The weather is perfect now to grab a great lunch at your local restaurant on Monday - Wednesday

The messaging above and the graphics below (click on image and then save image) may be used for you to promote your business in house and on social media to build your complete weekly revenue and dining capacity.

