

CRAFTING A HAPPIER HAPPY HOUR

 **CUSTOM
CULINARY**
BE TRUE TO THE FOOD.



TAP INTO THE POWER OF HAPPY HOUR



Happy hour traffic in foodservice operations is on the rise. For many, remote work has transformed daily commutes into free time and inflation causes consumers to prioritize value when going out.¹ And with the growing demand for a comfortable work-life balance, happy hours are the ideal backdrop for fun, relaxing experiences that can be shared over social media.

Custom Culinary® is here to help you make the most of this opportunity with engaging promotions. These can be incredibly powerful tools because they're perfectly suited to help drive revenue, enhance customer experiences and offer opportunities to showcase culinary and beverage creativity.

**RESTAURANT TRAFFIC
IN THE HOURS
BETWEEN 4–7 P.M.
IS UP ACROSS THE
BOARD COMPARED
TO LAST YEAR.¹**

Traffic increase by segment

+9%

Casual-dining
restaurants
weekdays

+13%

Casual-dining
restaurants
weekends

+20%

Limited-service
restaurants
weekdays

+25%

Limited-service
restaurants
weekends

HOW CAN HAPPY HOURS BENEFIT YOU?

- Attract customers during slower times
- Build loyalty with value and exceptional experiences
- Showcase new menu items to a broader audience
- Set your operation apart from competition
- Build brand recognition and attract a diverse and loyal customer base

60%

of consumers attending happy hours say cheaper drinks are one reason.²

45%

of consumers attending happy hours come to relax.²

59%

of consumers are likely to return to the same restaurant after trying a new menu item they like.³

42%

of consumers say that in-store promotions influence ordering new flavors.³

**FOODSERVICE OPERATIONS THAT OFFERED DEALS
SAW GUEST COUNTS INCREASE BY 8%
IN THE FIRST QUARTER OF 2023 COMPARED
TO THE PREVIOUS YEAR.⁴**



CREATING AN IRRESISTIBLE HAPPY HOUR WITH CUSTOM CULINARY®

Custom Culinary® offers you more than convenient products from brands like True Foundations®, Gold Label, Master's Touch® and Chef's Own®. We're here to help you build your business and increase customer satisfaction with ideas, insights and inspiration. In this kit, you'll find:

- Happy hour theme ideas
- Customizable point-of-sale materials
- Turnkey social posts
- Menu pairing support

This kit is designed both for those who are new to the world of happy hours as well as those with existing promotions who would like exciting new ideas and support.

THEMES

Happy hour themes allow you to craft a unique and memorable experience that encourages social interaction and conversation. The three inclusive themes we've put together can be picked up and used right away. Find what works best for your operation.

POINT-OF-SALE MATERIALS

There's nothing more important to the success of your happy hour promotion than enticing your customers. The point-of-sale materials created for each of the themes in this kit make it simple. Just add your operation's logo and the times of your promotion and you're ready to go.

PROMOTIONS

Remember to promote these events through all your social media channels and website to maximize visibility and participation.





GAME DAY

Sporting events create an atmosphere that naturally draws in a diverse and enthusiastic crowd. A game day happy hour can help your operation capitalize on that inherent excitement, encouraging customers to socialize and enjoy.

WAYS TO ENGAGE PATRONS DURING YOUR PROMOTION



CLICK TO
DOWNLOAD

POINT-OF-SALE MATERIALS AND SOCIAL POSTS

SPORTS-THEMED COCKTAILS

Create colorful game day cocktails named after teams or iconic plays.

JERSEY DAY

Designate a day where customers wearing their favorite sports jerseys receive exclusive happy hour discounts.

HALF-TIME CHALLENGES

Organize fun and quick challenges during down times, such as mini games or trivia related to the teams playing. Offer discounts to winners.

GAME BINGO

Create bingo cards with various game-related events (touchdown, home run, etc.). Winning cards receive special happy hour deals.

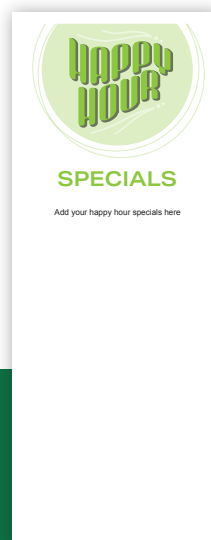
INTERACTIVE SOCIAL MEDIA CAMPAIGN

Run a social media contest encouraging customers to post about their game day experience at your venue using a specific hashtag for a chance to win deals and discounts.



CUSTOMIZABLE FLYERS

- 8.5" x 11"
- Easy-to-use PDF format
- Customizable with logo and date/time
- Place in high traffic areas for maximum visibility



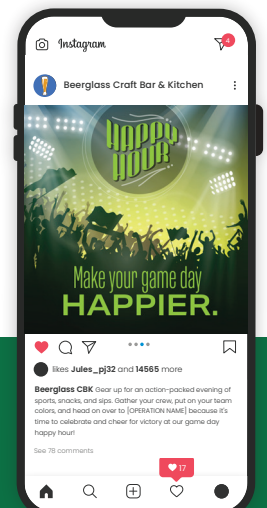
MENU INSERTS

- 4.25" x 11"
- 2-up per 8.5" x 11" sheet
- Easy-to-use PDF format
- Customizable with logo and food specials/pairings



TABLE CARDS

- 5.5" x 8.5"
- 2-up per 8.5" x 11" sheet
- Easy-to-use PDF format
- Customizable with logo and date/time
- Can be used in plexi holders or placed directly on tables



SOCIAL MEDIA POSTS

- 3 posts per theme
- Copy and visuals provided
- Easy copy/paste usability



BEST DESK FRIENDS

Work is universal, so it's perfect for a wide range of consumers who are all looking to do the same thing: Unwind. "Best Desk Friends" takes this idea a step further and encourages patrons to bring friends and coworkers to your event.

WAYS TO ENGAGE PATRONS DURING YOUR PROMOTION



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POINT-OF-SALE MATERIALS AND SOCIAL POSTS

COUNTDOWN CLOCK

Create a countdown clock on your website or social media platforms to build anticipation for the happy hour. Feature daily posts counting down the days or hours.

TEAM TRIVIA

Host a trivia night focused on office-related questions. Offer prizes, such as discounts, for winning teams.

OFFICE FLYER DISTRIBUTION

Distribute playful office-style flyers in nearby coworking spaces that promote your happy hour and its unique offerings.

AFTER-WORK PLAYLIST

Curate a playlist of upbeat and relaxing tunes to set the mood. Share the playlist on your social media pages and invite patrons to suggest favorites.

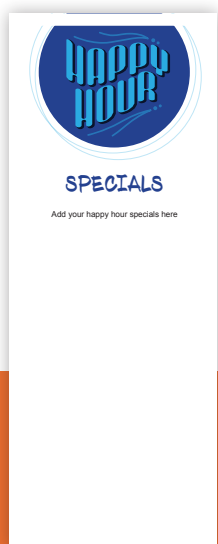
DESK-THEMED DECOR

Decorate with office supplies, desk accessories and work-related decor. Think pens, notebooks and mini whiteboards.



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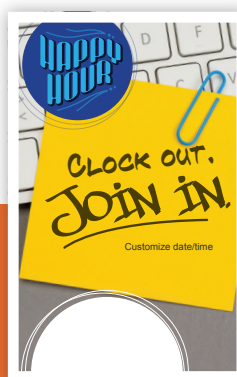
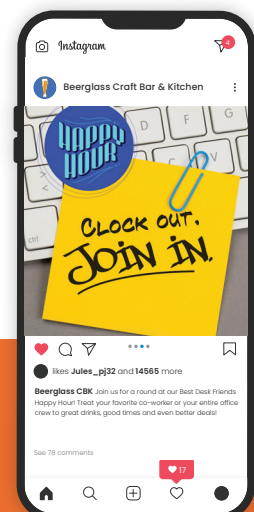


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IT'S HAPPY HOUR SOMEWHERE



This theme adds spontaneity to your happy hour while making it more accessible to a larger audience. Whether your customers are looking for a morning pick-me-up, a midday break or an evening unwind, it can always be tailored to meet your needs.

WAYS TO ENGAGE PATRONS DURING YOUR PROMOTION



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POINT-OF-SALE MATERIALS AND SOCIAL POSTS

SUNRISE SPECIALS

Embrace an early-bird happy hour with "Sunrise Specials." Offer discounts on breakfast cocktails or morning-friendly beverages to kick-start the day.

INTERNATIONAL SNACK PAIRINGS

Choose time zones to pair drinks with international snacks. Highlight the unique combinations to encourage patrons to try the new pairings.

LIVE MUSIC NIGHTS

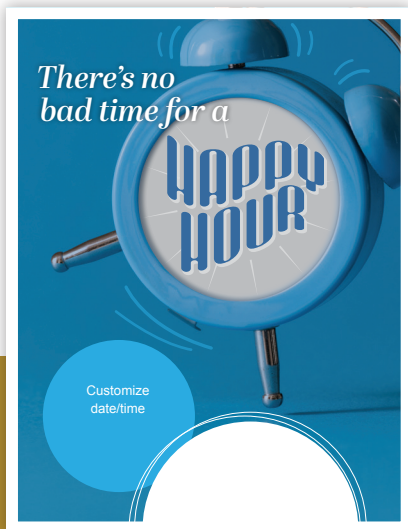
Feature live music during late-night happy hours, creating a vibrant and energetic atmosphere.

PASSPORT PUNCH CARD

Create a "Happy Hour Passport" punch card. Each stamp represents a different time zone or country-themed drink, and completed cards can be exchanged for a prize or discounts.

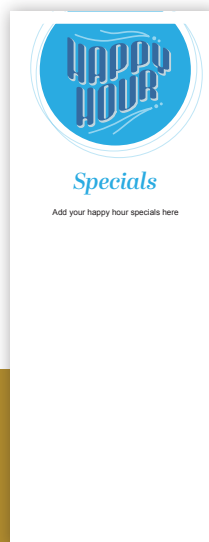
NIGHT SHIFT APPRECIATION

Celebrate night workers with special discounts during non-traditional hours. This will help cater to those with schedules that don't align with standard happy hours.



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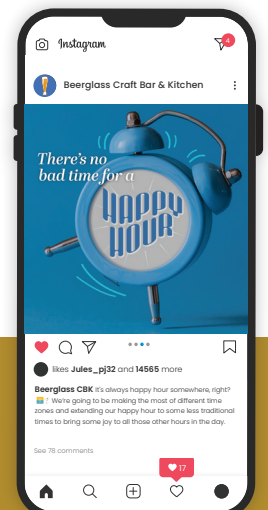
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FOOD AND DRINK PAIRING IDEAS

Elevate your patrons' happy hour experience with a curated food and drink pairing selection from Custom Culinary®.



BUTTER CHICKEN WINGS FEATURING CUSTOM CULINARY® TRUE FOUNDATIONS® INDIAN-STYLE BUTTER SAUCE
Bone-in chicken wings tossed in our flavorful Indian-inspired butter sauce put a global twist on a beloved staple of shareable menus.



BEER/WINE

Stout: A rich and creamy stout can complement the buttery sauce, adding depth to the overall flavor profile.



MOCKTAIL

Mocktail Mule: Turn your mule into a mocktail by swapping the alcohol for pineapple juice.

KENTUCKY BOURBON GLAZED CHICKEN

FEATURING CUSTOM CULINARY® GOLD LABEL KENTUCKY-STYLE BOURBON SAUCE
These perfectly saucy wings find that ideal balance of sweet, savory and smoky flavors. Serve with bell pepper to add color and crunch.



COCKTAIL

Old Fashioned: Lean into the bourbon flavor profile with a classic old fashioned, complemented by an orange peel garnish.



MOCKTAIL

Citrus Sparkler: A mocktail with citrus soda and a splash of grenadine can offer a sweet and tangy balance to the dish.



CHICKEN AND PIMENTO CHEESE STUFFED JALAPEÑOS

FEATURING CUSTOM CULINARY® TRUE FOUNDATIONS® CHICKEN LIQUID STOCK CONCENTRATE AND GOLD LABEL SAVORY ROASTED® CHICKEN BASE
Tender chicken breast and a creamy blend of pimento cheese, cheddar and zesty spices stuffed into oven-roasted jalapeños, served with a tangy yogurt crema infused with lime juice and fresh cilantro.



BEER/WINE

Wheat Beer: The mild and slightly sweet notes of a wheat beer can help cool down the heat of the jalapeños and enhance the creamy cheese filling.



MOCKTAIL

Cilantro Lime Cooler: A mocktail with muddled cilantro, lime juice and soda water provides a cooling and herbal contrast to the spiciness.

DAL MAKHANI FONDUE CHICKEN
FEATURING CUSTOM CULINARY®
TRUE FOUNDATIONS® INDIAN-STYLE
BUTTER SAUCE

A warm, buttery dal makhani studded with lentils, cilantro and crumbled paneer, served "fondue" style with chicken and naan for dipping.



COCKTAIL

Tamarind Sour: A cocktail with tamarind, lime juice and a touch of sweetness delivers a tangy and slightly sour contrast to this dish.



MOCKTAIL

Tamarind Ginger Fizz: Make your tamarind sour alcohol-free with tamarind, ginger and soda water.



CITRUS CHILI EMPANADAS FEATURING
CUSTOM CULINARY® TRUE FOUNDATIONS®
LATIN-STYLE CITRUS CHILI SAUCE

Baked empanadas wrapped in flaky pastry dough, filled with a mixture of crumbled queso, sauteed spinach, sweet corn and a Latin-style citrus chili sauce.



BEER/WINE

Sauvignon Blanc: The bright acidity and citrus notes complement the fresh and tangy flavors of the citrus chili sauce.



COCKTAIL

Peach Basil Paloma: Add a shot of tequila to a peach basil cooler for customers who want a little kick.



KOREAN SWEET & SPICY PORK BAO

FEATURING CUSTOM CULINARY®
TRUE FOUNDATIONS® KOREAN-STYLE
SWEET HEAT SAUCE, GOLD LABEL JALAPEÑO
RELISH AND GOLD LABEL PORK BASE

Succulent pulled pork, tangy jalapeño slaw and a drizzle of Korean sweet and spicy sauce get stuffed into pillowy bao buns.



COCKTAIL

Soju Cocktail: A cocktail featuring soju, pear juice and a touch of ginger complements the Korean influence in the dish.



MOCKTAIL

Pear Spritz: Make this cocktail alcohol free by subbing the soju for ginger beer.



BITTERBALLEN FEATURING
CUSTOM CULINARY® COUNTRY GRAVY MIX
AND MASTER'S TOUCH® HERB ROASTED
BEEF CONCENTRATE

Succulent slow-cooked short rib, finely shredded and encased in a crispy golden shell, paired with a rich country gravy for dipping.



BEER/WINE

Chardonnay: A buttery and oaked Chardonnay brings a creamy balance to the savory flavors.



MOCKTAIL

Non-Alcoholic Negroni: Use white grape juice, grapefruit juice and a simple syrup infused with cardamom and coriander seeds.

**INDIAN SPICED SWEET POTATO
FRITTERS** FEATURING CUSTOM CULINARY®
TRUE FOUNDATIONS® COCONUT CURRY SAUCE

Crispy sweet potato fritters, studded with toasted cumin, black mustard seeds, garlic and ginger, served with green coconut curry dipping sauce.



BEER/WINE

Saison: The slightly spicy and citrusy qualities can complement the herbaceous and aromatic elements of the dish.



MOCKTAIL

Vodka Turmeric Tonic: Add a twist to a turmeric tonic by adding a shot of vodka.



BACON BOURBON PIMENTO CHEESE SLIDERS FEATURING CUSTOM CULINARY® GOLD LABEL BACON ONION MARMALADE
Grilled beef sliders topped with crispy bacon, pimento cheese, bread and butter pickles and a dousing of bourbon glaze, all layered on a toasted brioche slider bun.



BEER/WINE

Amber Ale: The caramel notes can harmonize with the bacon and add a touch of malty sweetness.



COCKTAIL

Blackberry Whiskey Sour: This drink's smooth and sweet flavors pair perfectly with smoky BBQ.

HOT HONEY HARISSA PEPPERONI PIZZA FEATURING CUSTOM CULINARY® TRUE FOUNDATIONS® HARISSA SAUCE

A crispy thin crust loaded with mozzarella and provolone cheeses, topped with pepperoni, a drizzle of harissa hot honey and Italian parsley.



BEER/WINE

Pilsner: A crisp and clean pilsner can provide a refreshing palate cleanser that makes every bite feel like the first.



MOCKTAIL

Hot Honey Lemonade: Lemonade infused with a touch of hot honey helps brighten the flavors of the harissa.



PLANT-BASED ALFREDO ITALIAN FLATBREAD FEATURING CUSTOM CULINARY® TRUE FOUNDATIONS® PLANT-BASED ALFREDO SAUCE

Simply top a rustic flatbread with plant-based Alfredo sauce, vegan cheese, smoky charred vegetables, basil, sea salt and a drizzle of olive oil.



BEER/WINE

Pinot Grigio: The light, dry taste can offer a neutral backdrop that allows the flavors of the vegetables and sauce to shine.



COCKTAIL

Extra Dirty Martini: A savory martini with olive brine and smoked salt enhances the smoky flavor of the vegetables.

BBQ PULLED PORK POUTINE FEATURING CUSTOM CULINARY® BROWN GRAVY MIX

Crispy golden fries with a generous helping of tender pulled pork, smothered in savory brown gravy, and crowned with a creamy layer of melted cheese curds.



COCKTAIL

Spiked Arnold Palmer: A refreshing and sweet cocktail with tea-infused vodka and lemonade adds appealing contrast to the poutine's savory flavors.



MOCKTAIL

Sweet Tea Lemonade: This offers the same level of sweetness without the alcohol and helps to balance the richness of the dish.



LATIN LOADED TOTS FEATURING CUSTOM CULINARY® TRUE FOUNDATIONS® LATIN-STYLE CITRUS CHILI SAUCE

Jumbo crispy tots are topped with a chili, lime and garlic sauce, then garnished with cheddar jack cheese, sour cream and frizzled onions.



BEER/WINE

IPA: A hoppy IPA can add a zesty kick that complements the chili-lime-garlic sauce and frizzled onions.



COCKTAIL

Chili-Lime Cucumber Margarita: Chili and lime play up the sauce flavor notes, while cucumber helps cut through the richness of the tots, cheese and sour cream.



CITRUS CHILI SHORT RIB TOSTADAS
FEATURING CUSTOM CULINARY®
TRUE FOUNDATIONS® LATIN-STYLE
CITRUS CHILI SAUCE

Seared short ribs braised in a Latin-style citrus chili sauce, layered on crisp tortillas with avocado, caramelized onion, cilantro, lime and an extra drizzle of Latin-style citrus chili sauce.



BEER/WINE

Malbec: This bold and fruity wine complements the rich, meaty flavors of the short ribs while harmonizing with the Latin-style chili sauce.



COCKTAIL

Tequila Sunrise: Grenadine and citrus juices bring a fruity and colorful twist to this dish.



**BAVARIAN BOARD FEATURING
CUSTOM CULINARY® GOLD LABEL JALAPEÑO
RELISH AND BACON ONION MARMALADE**

An array of ham, turkey pâté and smoked meats paired with warm bacon jam, spicy Dijon mustard and vegetables, with grilled seeded rye.



BEER/WINE

Syrah: The bold and peppery notes of a full-bodied wine complement the smoky and savory aspects of the dish.



MOCKTAIL

Alcohol-Free Sidecar: Swap out the cognac of a classic sidecar for white tea for a fun, balanced option.

Those are some of our favorite drink and food pairings that we've found have had great success with customers in different types of operations. Feel free to mix and match or even create your own using versatile products from Custom Culinary®. It's always best to find what works for all those you serve as well as the needs of your operation.



We can't wait to help you create a successful happy hour for your business. Contact your Custom Culinary® representative to learn more about our programs and explore our full product portfolio so you can craft all these recipes and more.



Sources:
¹Joe Guskowski, "Inflation drives surge in happy hour traffic," *Restaurant Business*, July 18, 2023.
²"Here's to Happy Hour," *Foodservice Equipment & Supplies*, February 15, 2023.
³Technomic, "Flavor – Consumer Trend Report," 2023.
⁴Amelia Lucas, "Restaurants expect strong sales this summer. Consumers aren't so sure." *CNBC*, May 29, 2023.



At Custom Culinary® we're dedicated to providing exceptional bases, sauces and gravies to enhance any menu and every daypart. Our flavor-forward solutions are rooted in culinary expertise and a thoughtful, innovative approach to product development, centered on clean, simple and wholesome ingredients. We bring profitable trends to life with items that meet your needs, delight your customers and exceed your expectations. **Learn how we can help you Be True To The Food® by visiting CUSTOMCULINARY.COM.**

