

## GIMMICKS

### 51. Wine tasting and wine specials

On quiet periods, you can approach local wineries about your restaurant event and if they would be interested to be part of it.



"Wine gimmicks" are unique strategies that are useful for restaurant business for any restaurants, a [Pixabay Image](#).

Another great idea from [Nicole Kelly of Restaurant & Catering Association](#) would be to use bin-ends as a special 'wine-by-the-glass' to move stock no longer listed. That way you will get a return on unused stock and offer diversity for your guests.

### 52. Theme breakfast, lunch or dinner



*Contributed tip from [Howard Tinker](#) of [restaurantprofits.com.au](#)*

Show people that your business is anything but boring. Throw theme parties whether it's breakfast, lunch or dinner. Make sure to rave about it, tell people about it on and off social media. Make sure that there is always something going on in your business. Stay active and creative.