

5 Reasons Your Restaurant Should Serve Gift Cards



Starting and growing a successful restaurant isn't easy, but there is an easy way to contribute to that success: *gift cards*. Here are five reasons why.

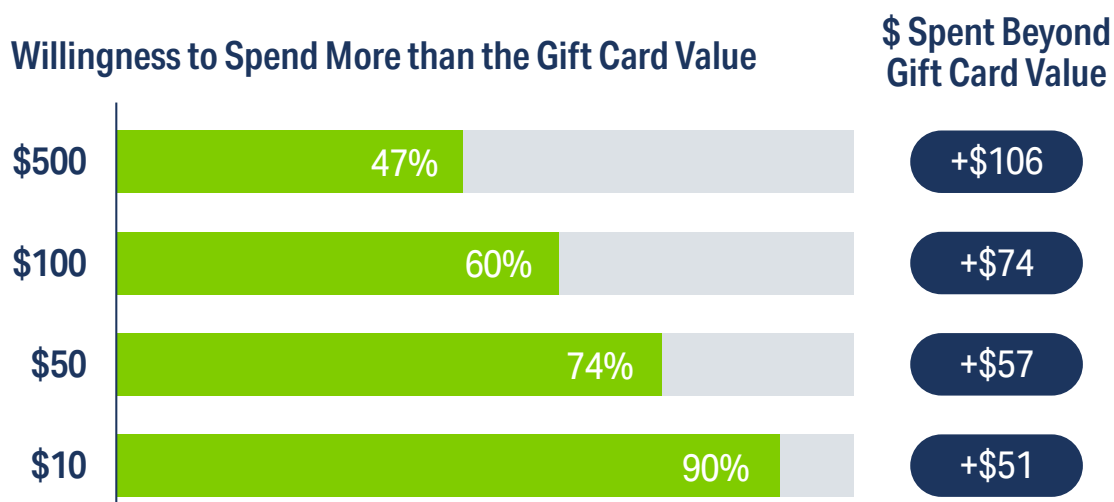
1. They're Everyone's Favorite

There's nothing tastier than gift cards. In fact, for 16 years in a row, they've been the **#1 most requested holiday gift**.¹



2. They Bring in Additional Revenue

A robust gift card program can increase your annual revenue by 3% or more.² And when they use their gift cards, recipients typically spend more than the card's value.³



3. They Bring in Additional Diners

Your regulars will buy gift cards as gifts, bringing in new diners. After the 2022 holidays, in fact, 23% said at least one of their gift card gifts was for a brand that was new for them.⁴



4. They're Perfect for Promotions

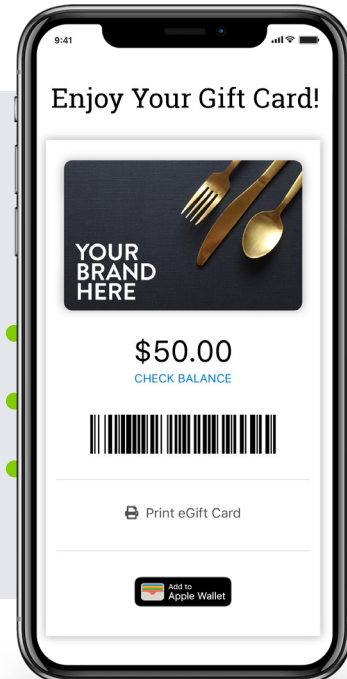
With a gift card program, promotions are easy and more effective than discounts.⁵



- 10%** Greater redemption rate
- 47%** Greater change in sales attributed to the promotion
- 9%** Higher return on marketing investment (ROMI)

5. They're Easy to Implement

The industry-leading BHN Digital Gifting platform is simple to implement and can be easily customized to work with your brand—right on your website.



Talk to BHN

When you're ready to start building, growing or optimizing your gift card program, talk to a BHN expert.

866.219.7533

BlackhawkNetwork.com

1. 2022 Holiday by the Numbers, NRF. 2. Blackhawk Network Internal Data, 2019. 3. Blackhawk Network EQ Global State of the Union Insights, 2022. 4. Blackhawk Network EQ Post-Holiday Study, 2023. 5. Next Generation Promotions, Aberdeen Research, 2021

