

# LUNAR NEW YEAR

FEBRUARY 1-15, 2022

Lunar New Year is a 15-day annual celebration marking the first new moon of the lunisolar calendar. 2022 is the Year of the Tiger.

While Lunar New Year is not a religious holiday, the celebration's magnitude is similar to Christmas in the USA or Europe. The holiday is mainly celebrated in East and Southeast Asia.

The festival is thousands of years old and there are many legends of its origins.

## CUSTOMS

Lunar New Year decorations include red lanterns, cherry blossoms, orange trees and lots of red color.

An important element of Lunar New Year is the dinner with family and close friends that is held on the eve of the New Year.

Gift giving is an important component of Lunar New Year. "Laisee" or "Hong Bao" (little red packets with new currency notes inside) are given to children, and for children this is often the most exciting part of the celebration.

The key themes of Lunar New Year are good fortune, happiness, and longevity.

## FOOD

Oranges, kumquats, and tangerines are common Lunar New Year gifts because they're believed to bring good luck and happiness

Giving "sweets" symbolizes lots of happiness and sweetness in your life. Chocolates wrapped in gold wrappers is often a good gift.

Some other foods that are considered lucky are fish, dumplings, spring rolls, glutinous rice balls and rice cakes, longevity noodles, and wontons.

*While this fact sheet is meant to provide a high-level overview, there are many different perspectives and ways to celebrate each holiday or heritage month.*



## ACTIVATION SUGGESTIONS

1. Signage at the Hostess Stand (Happy Lunar New Year with a picture of the Tiger).
2. If the customer is born in the TIGER year, they get a free appetizer.
3. Asian music in background (Spotify playlist)
4. Decorate your restaurant with red lanterns and a basket of oranges. Place a happiness symbol on your front door.
5. Marketing and Promotion using number 8 – Special items for \$8. 8 is a lucky number. It sounds like wealth in Chinese.
6. If available, have Asian specialties on the menu – dumplings and spring rolls represent wealth; fish is an increase in prosperity
7. Give a red envelope at the end of the meal with \$8 dollar coupon off your next meal
8. Wear red – an auspicious color
9. Engage a guest and ask them for their ideas. People love sharing their culture!



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