

Woo and Win Guests This Valentine's Day

Inspiration From Ripples



Valentine's Day will be the second-busiest day for restaurants in the entire year. Do you feel ready?





32%

of people planning to
celebrate Valentine's Day
will give the gift of an
evening out.



Last year, **foot traffic to coffee shops, bakeries, and dessert shops** increased by **19.7%** on **Valentine's Day** because of people going out for coffee or brunch dates.



**Use Ripples to organically promote
your Valentine menu specials**



@birdhousewingerie

Happy February 1st. Love is in the air ❤️

C'est le 1er février. L'amour est dans l'air ❤️



and help your customers make their plans.

be my valentine?
 yes no

@lovecafelola

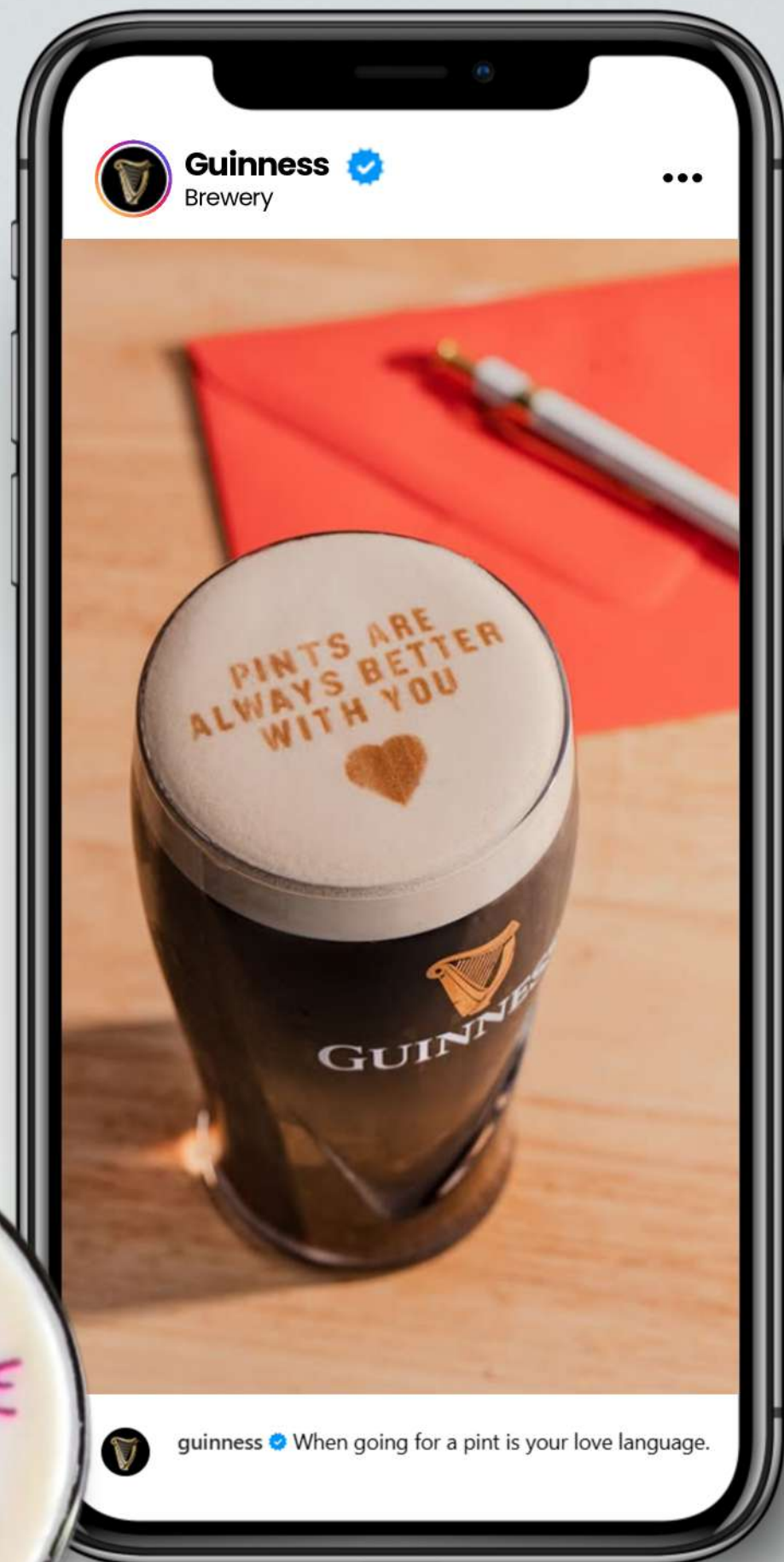
Send this to your crush to ask them
officially 😊❤️



LET'S SKIP THE VIOLINS

Not everyone (or every venue) wants roses, crowds, or awkwardly close-to-the-table violinists.


Be their go-to spot for a pint with their favorite person – because beer beats candy conversation hearts every time.



Love is in the details - and on the drinks! With Ripples your customers can add a special message or photo to their cocktail. Add “Happy Valentine’s Day” OR your own branding to every drink.



 : [@perfectocafe.ca](https://www.instagram.com/perfectocafe.ca)

 : [@monilparekh_](https://www.instagram.com/monilparekh_)

**Give them a way to make
the night unforgettable.**



Customizable for every single guest.






9M

marriage proposals are made on Valentine's Day every year.

@espressomobil



A close-up photograph of a woman's hand with a large diamond ring and a matching bracelet. The hand is resting on a dark wooden table. In the foreground, a white ceramic cup filled with a latte has the words "She said yes!" written in brown script, with a small heart symbol below it. In the background, there is a vase of greenery and flowers.

48%

of Americans agree that proposing on Valentine's Day is romantic.





No date? No problem. Don't ignore the 47% of people who AREN'T celebrating Valentine's Day this year. Host a Galentine's Day event (ladies celebrating ladies) or use your Ripple Maker to serve up personalized content that shows appreciation for your single customers.



CUSTOMER SPOTLIGHT: STIRRING UP ENGAGEMENT



**PERFECTO CAFE VANCOUVER,
BC, CANADA
@perfectocafe.ca**

Perfecto Cafe shared this heartbreakingly hilarious reel about what happens when she doesn't love you back. Bonus points for highlighting menu favorites in the video.



Americans will
spend more than
\$2B
on Valentine's Day
gifts for their pets.

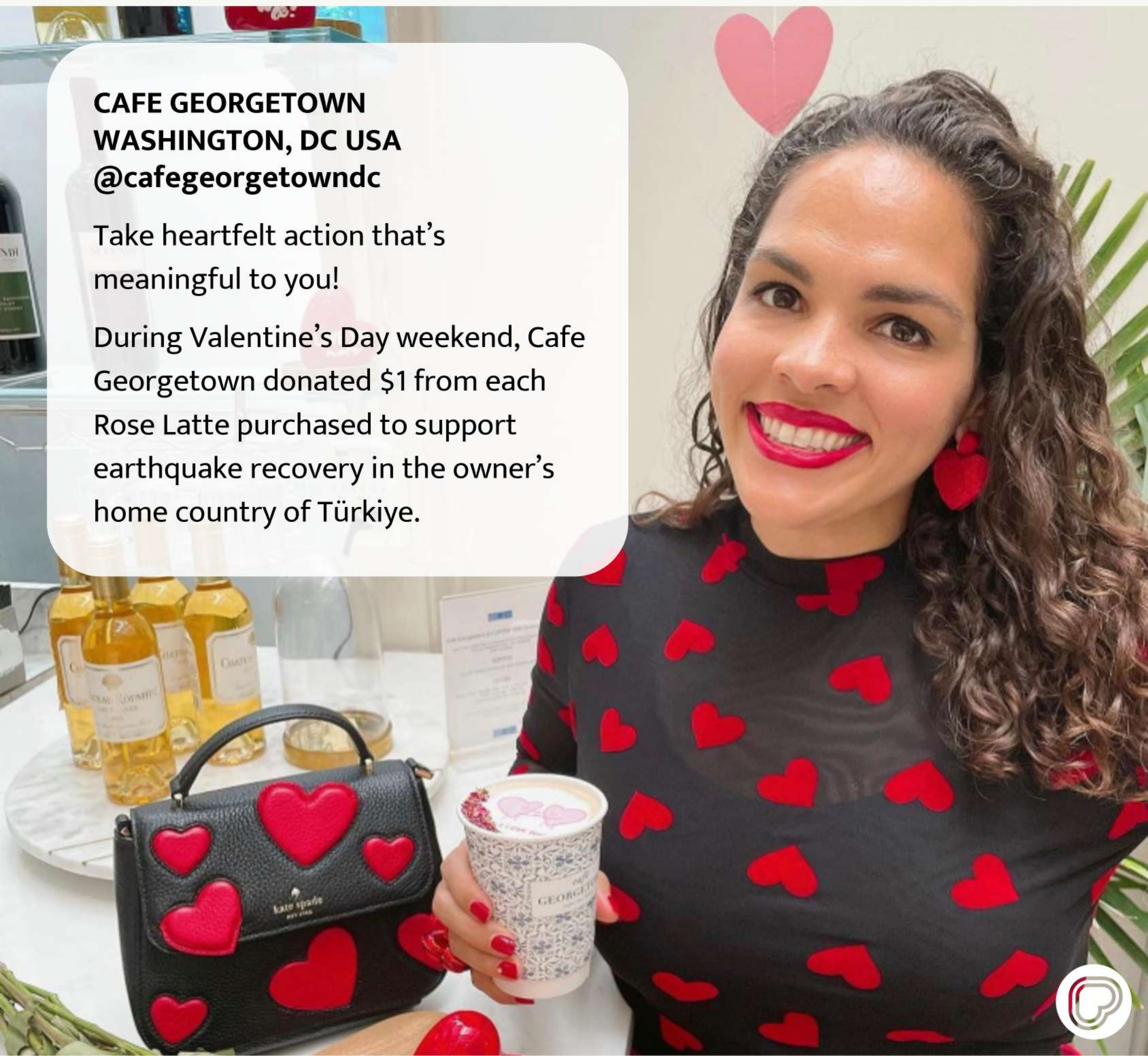


CUSTOMER SPOTLIGHT: SHARING LOVE THROUGH ACTION

**CAFE GEORGETOWN
WASHINGTON, DC USA
@cafegeorgetowndc**

Take heartfelt action that's meaningful to you!

During Valentine's Day weekend, Cafe Georgetown donated \$1 from each Rose Latte purchased to support earthquake recovery in the owner's home country of Türkiye.



RECIPES



LOVE POTION

Ingredients:

45 ml gin butterfly pea flower infusion
15 ml lavender lychee syrup
15 ml Lillet
20 ml fresh-squeezed lime juice
20 ml fresh-squeezed grapefruit juice

Instructions:

Add all ingredients to your cocktail shaker. Dry shake for 20 seconds, add ice, then wet shake for 45 seconds. Double-strain into your glass and fill to the brim. Use your Ripple Maker to garnish with a Valentine's Day design.

Mix indigo-hued butterfly pea flower-infused gin with lime juice, and your cocktail will transform to this vibrant purple. Symbolizing the intoxicating spark of love this cocktail is a perfect choice for your Valentine's Day celebration.



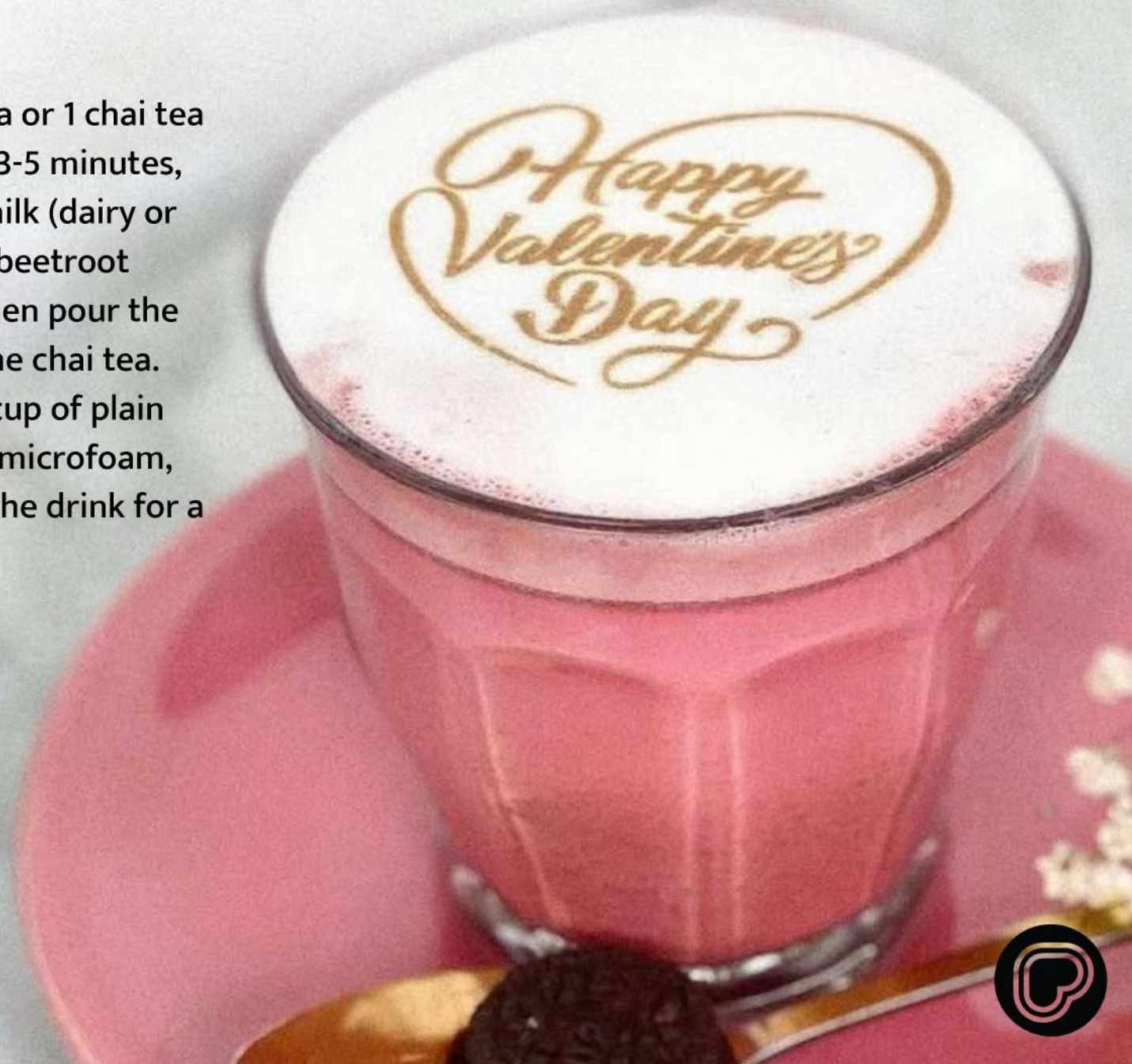
PINK CHAI LATTE

Ingredients:

- 1 cup milk (dairy or non-dairy, such as almond or oat milk)
- 1 tsp loose-leaf chai tea or 1 chai tea bag
- 1/2 tsp beetroot powder
- 1 tsp honey or sugar (optional, to taste)

Instructions:

Steep 1 tsp of loose-leaf chai tea or 1 chai tea bag in 1/4 cup of hot water for 3-5 minutes, then strain. Steam 3/4 cup of milk (dairy or non-dairy) and whisk in 1/2 tsp beetroot powder until fully combined, then pour the pink milk into your mug with the chai tea. Separately, steam or froth 1/4 cup of plain milk to create a smooth, white microfoam, then gently spoon it on top of the drink for a clean, layered finish.



THE PARISIAN LOVER



Ingredients:

50 ml Boukha
15 ml St. Germain
15 ml Cointreau
22 ml Hibiscus Syrup
30 ml Lemon Juice
15 ml Raspberry Sorbet
20 ml Aquafaba

Instructions:

Add all ingredients to your cocktail shaker. Dry shake for 20 seconds, add ice, then wet shake for 45 seconds. Double-strain into your glass and fill to the brim. Use your Ripple Maker to garnish with a Valentine's Day design.

With notes of sweet figs, floral elderflower, and vibrant hibiscus, this cocktail, developed especially for Ripples drinks by mixologist Or Asulin, evokes the romance and sophistication of a Parisian rendezvous.



RUBY HOT CHOCOLATE

Ingredients:

1 cup milk

1/4 cup chopped ruby chocolate

1 tsp honey or sweetener
(optional, to taste)

1/4 tsp vanilla extract

Instructions:

Prepare steamed milk, then melt the Ruby Chocolate Chips in separate bowl with a small amount of frothed milk. Slowly pour the remaining steamed milk into the chocolate mixture, incorporating fully. Add vanilla or sweetener if desired. Print with a Ripples print and serve.



SOURCES

[CapitalOne Shopping Research](#)

[National Retail Federation](#)

[WalletHub](#)

[Placer.ai](#)



Learn more at drinkripples.com.

