

## St. Patrick's Day Promotion Ideas To Lure Leprechauns

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As St. Patrick's Day nears, it's time to dust off those shamrock decorations and prepare for a glorious influx of green-clad revelers. Hosting a St. Patrick's Day celebration can be a fantastic way to attract customers and create a festive atmosphere at your restaurant and bar. Whether your establishment is part of a local pub crawl or you simply want to attract new customers on your own, here are some activities

and best practices for the lively St. Patrick's Day crowds.

### Drinks

If your customers aren't big fans of stouts like Guinness or Irish whiskey, there are plenty of other festive drink options you can offer that still capture the spirit of St. Patrick's Day! Here are some ideas that can appeal to a wider range of tastes while still keeping things festive:



#### 1. **Green Beer:**

A classic for St. Patrick's Day! Simply add green food coloring to light lagers or pale ales. This whimsical twist can make even the most skeptical beer drinkers give it a try.

#### 2. **Shamrock Shake Cocktail:**

A boozy take on the popular mint shake. Blend vanilla ice cream, milk, mint extract, and a splash of mint-flavored liqueur (like crème de menthe) for a creamy, green treat.



#### 3. **Irish Mule:**

Put a twist on the classic Moscow Mule by using Irish whiskey or even vodka with ginger beer and lime juice. Serve it in a copper mug for added charm.

Of course, with all the merriment, safety should be a priority. Promote responsible drinking and offer non-alcoholic options for those who want to keep their wits about them. [There are plenty of mocktails to choose from.](#) Here are some booze-free drinks you can offer to ensure everyone can partake in the celebrations:

1. **Shamrock Spritzer:**

Combine lemon-lime soda with a splash of lime juice and green food coloring. Garnish with a slice of lime and some fresh mint for a refreshing mocktail.

2. **Mint Lemonade:**

A refreshing mix of lemonade with muddled mint leaves and a touch of green food coloring can be a delightful non-alcoholic option for patrons.

3. **Emerald Fizz:**

Muddle a few mint leaves in a cocktail shaker with fresh lime juice and simple syrup before shaking. Top it off with sparkling water and garnish with a mint sprig for a drink as tasty as it is pretty.

## Cuisine

Food is another essential part of the celebration. Everybody's gotta eat! Offering cost-effective food options for St. Patrick's Day, especially in the form of trays and spreads, can create a festive atmosphere while keeping things manageable for your kitchen staff. Here are some ideas and best practices to help you plan an enticing culinary experience:

1. **Mini Shepherd's Pies:**

Serve individual portions of shepherd's pie in small ramekins or cups. This classic dish is hearty and easy to eat while mingling.

2. **Corned Beef Sliders:**

Offer small sliders with corned beef, cabbage, and a dollop of mustard or a creamy dressing. These can be pre-made and served on a tray for easy access.

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### 3. **Potato Bites:**

Serve bite-sized potato cakes or Irish potato dumplings with dipping sauces. These are comforting and can be made in advance.

### 4. **Baked Soda Bread:**

Offer slices of traditional Irish soda bread with butter. It's simple to make and pairs well with many dishes. Just be prepared for the inevitable debate over whether soda bread is actually bread or just a glorified pancake.

Create the perfect Atmosphere

Nothing screams "I'm ready to celebrate" quite like traditional Irish tunes echoing through your establishment. Irish pipe bands tend to perform at several establishments on St.

Patrick's Day. If you're participating in a bar crawl, research local bands to serenade your



guests like [Emmit's Irish Pub did for years](#). If that doesn't fit the budget, curate a playlist to play through your TouchTunes or AMI jukebox, and invite your staff to add songs. Just make sure the playlist contains enough songs to last until the wee hours, or you might find yourself listening to "Don't Stop Believin'" for an awkward third time.

Consider additional fun experiences that incentivize patrons to share the fun on social. Offer a prize for the best costume – perhaps a free drink or a year's supply of shamrock stickers? Set up a backdrop with all the cheesy props you can find—think leprechaun hats and oversized gold coins. Patrons will love snapping pictures that they can later regret posting online. Don't forget to decorate your bar like a scene from a lucky charm factory exploded.

After the festivities, [gather feedback from your patrons](#). It's the least you can do after they've consumed enough green beer to fuel a small army. With these ideas, your St. Patrick's Day celebration will undoubtedly be one for the history books—if only because of the number of selfies taken.

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