

The Best 6 Happy Hour Ideas of 2021



Post by Grace Weitz
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“Happy hours are a great tool to encourage guests to come during the slower hours or times when it’s not so busy,” says **Anne Becerra, the Cicerone and Beer Director at Treadwell Park, a craft beer bar with three locations throughout Manhattan, NY.** “For most bars, especially in New York, the real estate and labor cost are often more of an investment than the product itself. If [a bar] wants to continue to operate, happy hours offer a little more flexibility. You generally don’t need as much staff during those times and there’s not as much turnover or competition for seating at those times.”

#1: Unique Flight Options

Give a discount on a tasting flight. This can include a variety of options from beer pours to wine or even spirits. Create small portions of four to five drinks and let people wet their whistle by choosing from one of your hand-picked selections.



(Photography courtesy of [Treadwell Park](#))

#2: Pint + Plate Pairings

What’s better than one discounted drink or one discounted menu item? How about pairing a few together for one overall special? While [Treadwell Park](#) offers the standard discounted draught beer, wine by the glass, and few select food items, Becerra says that their most popular happy hour special is the *Berger & Burger* combo. The bar offers a 16oz Radeberger pilsner alongside a junior burger for only \$10. Take a look at your menu and highlight one item and pair it with a select draft for a double whammy that will be hard for patrons to resist.

Happy Hour

TREADWELL PARK

Monday - Friday
4:00pm - 6:00pm

Beer 6
16oz select drafts

Chips and Dip 8
salsa, guacamole

Jumbo Onion Rings 8
Sriracha aioli

Mini Smoke Pork Nachos 10
smoked in-house, pepper jack, ancho chili salsa,
guacamole, jalapeño, cilantro

Burger & Berger 10
4oz Debragga & Spitler beef blend, American
cheese, lettuce, tomato, Sriracha mayo, potato
bun; pint of Raderberger

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