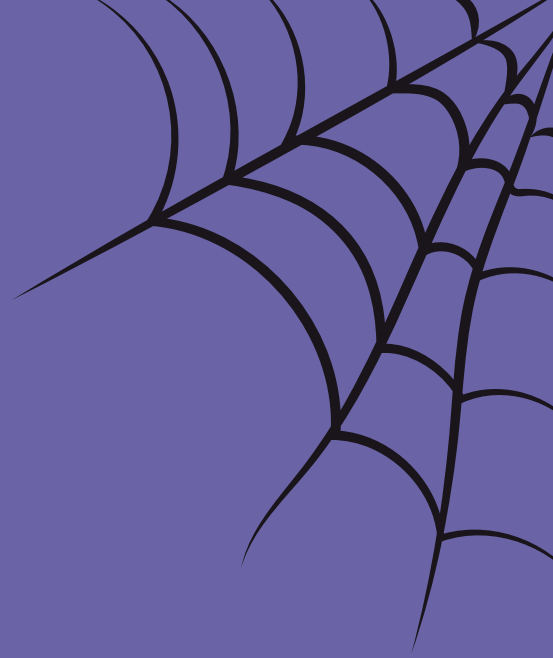


# PubAid's Guide to a happening Halloween

Let's create the most  
Spook-tacular Pubs Ever!

[www.pudaid.co.uk](http://www.pudaid.co.uk)



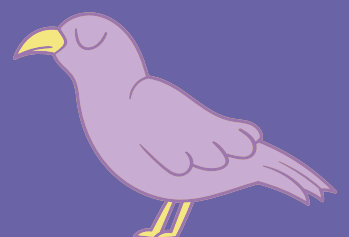


# Maximise Halloween This Year

Halloween isn't just a night of frights—it's a golden opportunity for pubs to enchant guests with ghoulish delights and memorable moments.

It's a great reason to bring friends and families to your pub to have a really good time. If you can captivate new and existing guests for Halloween, they're more likely to return for other notable events, such as Bonfire Night or the festive season.

So, to ensure your Halloween event is a roaring success, here are some enchanting ideas.



# Table of Contents



## 01 Stand Out

Brewin' up some spooky vibes for your pub? Peek into our cauldron of creepy concoctions for some wicked inspiration!

## 02 Memorable

Stir up some spine-chilling specials to make your pub the ghostly gossip of Halloween. Bewitched brews & bites await!

## 03 Spooktacular

Gather 'round, brave souls! We've conjured up eerie entertainments, bewitching bargains, and chilling charms to make your haunt horrifyingly unforgettable! 🕷️👻🌙

## 04 Marketing

Dive into our guide to reach both old pals and fresh faces. Use social, posters, word-of-mouth, and hashtags to spread the eerie word. 📋👤



01



# Make your pub stand out

Here are a few ideas to give you some inspiration about how to do Halloween well

## 1. Themed Decorations:

### a. Haunted House:

A low budget way to convert the pub into a haunted house is to use battery powered tea lights for atmosphere and lots and lots of fake cobwebs added to the interior. Depending on your budget add more spooky decorations in a focal area and keep the rest themed with the cobwebs and tea lights. Remember never to use naked flames

### b. Graveyard Setting:

If a bigger budget is available, create a spooky Halloween graveyard outside of your pub with tombstones, skeletons and zombie figures. Ensure that there is a focal point to this rather than spreading decorations out too thinly and test the effect on your phone to make sure you have an Instagrammable display to encourage guests to share on social media



## 2. Costume Contests:

### a. Host a contest

Invite guests to come in their best costumes on Halloween night itself and give prizes for lots of categories to encourage people to dress up however they like; Scariest Costume, Funniest Costume, Best Couples Costume, extend this to children and dogs if your pub welcomes them. Cutest kid and Best Dressed Dog will also give guests and you lots of photo opportunities and ways to share news about the pub event

### b. Costume Parade:

The night (or day) could kick off with a parade for participants to showcase their costumes. Depending on your locality, this could go just around the pub garden. If you want to parade down a road though you will need to contact the local police about a road closure and there is a cost associated with this so avoid roads if you're keeping your costs lean

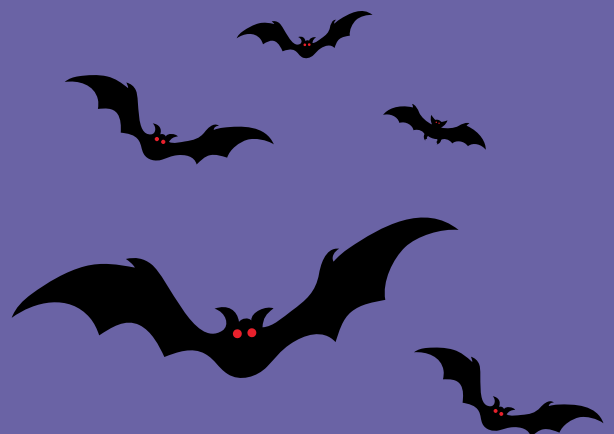
## 2. Charity Connection

### a. Fundraiser Night:

Organise a fundraiser where a portion of the night's proceeds go to a charity, possibly one focused on providing Halloween costumes for underprivileged children.

### b. Donation Station:

Set up a station where patrons can donate non-perishable food items for local food banks.



## 4. Interactive games and activities

### a. Murder Mystery Night:

Host an interactive murder mystery evening where patrons can participate and solve the mystery. These can be easily and cost-effectively bought online

### b. Pumpkin Carving Contest:

Charge a small cost to provide pumpkins and carving tools for customers to create their own jack-o'-lanterns, with prizes for the best ones. Or capitalise on the trend for making pumpkin houses this year for an additional option

### c. Bubbling Cauldron Creation:

This would need a higher charge for guests to cover the cost of the materials, but this is a Halloween decoration idea that's trending on TikTok and would be a great thing for families or young adults to create. See [LINK](#) here

### c. Scavenger Hunt:

Organise a spooky scavenger hunt within the pub or in the nearby area.





# 02

## Make it memorable

Here's a few more ideas about the finer details that will take your pub from a bit spooky to truly terrifying on the Halloween scale of fun



### 1. Themed Menus:

#### a. Potion Cocktails:

Offer a menu of Halloween-themed cocktails with names like "Witch's Brew" or "Vampire's Kiss." You don't need to invent lots of cocktails or create extra work for the bar team, simply rename what's on the menu already and spend a small amount getting menus printed for the Halloween week with the specially named drinks and add in some spooky designs

#### b. Monster Bites:

Serve Halloween-inspired food items like "Mummy Dogs" or "Spider Web Nachos" or "fingers in rolls"

### 2. Mummy Dogs:

#### Ingredients:

Cocktail sausages or hot dogs, crescent roll dough or puff pastry, mustard or ketchup for eyes.

#### How-to:

- Preheat oven to the temperature specified on the crescent roll or puff pastry package.
- Unroll the dough and cut it into thin strips.
- Wrap each sausage or hot dog with the strips of dough, leaving a small gap towards one end for the mummy's "face."
- Place the wrapped sausages on a baking sheet.
- Bake according to dough package instructions or until golden brown.
- Once baked and slightly cooled, use mustard or ketchup to dot two "eyes" on the face of each mummy.



## Spooky feasts that drive social media coverage

### 3. Spider Web Nachos

**Ingredients:** Tortilla chips, refried beans or black beans, sour cream, guacamole, salsa, olives.

#### How-to:

- Spread a layer of tortilla chips on a large serving plate or tray.
- Evenly spread refried beans or scatter black beans over the chips.
- Spread a layer of guacamole on top of the beans.
- Use a piping bag or a plastic sandwich bag with a corner cut off to pipe concentric circles of sour cream onto the guacamole.
- Using a toothpick or knife, draw lines from the centre of the plate outwards, through the sour cream, to create a spider web pattern.
- Place olives on the web as "spiders."

### 4. Fingers in Rolls

**Ingredients:** Cocktail sausages, hot dog buns, ketchup or marinara sauce, almond slices or onion pieces for fingernails.

#### How-to:

- Cook the cocktail sausages as per package instructions.
- Slice each hot dog bun into thirds to create smaller "rolls."
- Apply a bit of ketchup or marinara sauce inside each roll.
- Insert a cocktail sausage into each roll, leaving one end protruding.
- On the protruding end, place an almond slice or onion piece to represent a "fingernail."
- For added effect, you can use ketchup to make them look bloodied.

**Serve these treats at your Halloween event, and they're sure to be a hit with guests of all ages! Don't forget to add them onto your specially designed and printed menu.**





# 03



## Make it Spooktacular!



### Spooky Entertainment

#### Live Music:

Hire a band to play spooky tunes or popular Halloween songs. Is there someone in your local area who's looking for a showcase opportunity? This would be a great way to outreach to the community before hand and also let them know what else you have going on

#### Local entertainers:

Do you have a magician in the area? A fortune teller or tarot card reader? Could you offer them a bar tab/ food for their guests in exchange for entertaining the guests on the night? Or depending how much they will charge this could be offset against the extra cash the events will be bringing in

#### Make sure your staff get in the spirit:

Encourage them to dress up as a theme or however they like. Offer to get a face painter in for them to have show stopping looks or give them some money towards a costume. Incentivise them for the best dressed with drinks, meals, a fully paid night off, flowers, whatever you know your staff would love.





### **Special Offers:**

**Trick or Treat Specials:** Offer special discounts or freebies for patrons who come in costumes. Let the area know about this in advance to drive footfall on the night/ Halloween week/ however long you plan to run your special offers

Halloween Happy Hour: Extend happy hours for Halloween-themed drinks. Include this on your special menu and let people know about it beforehand

### **Sensory Experiences:**

**Smoky Effects:** Use dry ice to create a creepy, misty atmosphere. Just be careful not to over do it and put punters off. It could be done in a quieter area of the pub and allowed to seep into the other spaces

Eerie Sounds: Play spooky sound effects like creaking doors, wind whistling, ghosts moaning and howling wolves to set the mood.

### **Spooky Selfie area:**

**Creating the area:** Set up a themed photo area with props where patrons can take pictures. This could be the focal point of your pub's decorations. Ensure they are positioned in a frame type layout on the wall to offer a clear space for guests to stand in for selfies. Print your pub's social media handles and suggest a # for the night and display clearly on the wall next to the selfie area to encourage shares on social media (see below for advice about #)

**Photo Contest:** Launch a contest for the best/most creative photo taken in the photo booth. This could be via social media, just make it clear how guests can enter – eg by tagging the pub and including your # so you can easily spot the entries online





**What kind of  
monsters are  
invited?**

**04**

# Promote yourself

Here's a few more ideas about how to let your community know what's going on, engaging new and existing customers.

## **1. Posters in pub:**

An easy way to let your existing guests know about your Halloween plans is to create some themed posters/ flyers for the table. They don't have to cost a lot and could be done in house and simply printed if you or a member of your team has a way with words and an eye for style

## **2. Word of mouth:**

Tell your team your plans as soon as you can. Be positive and excited about the events and how much fun they'll be. Your enthusiasm will rub off and they'll naturally want to share the news with friends, family, regulars and the word will spread. Tell everyone you chat to locally as well, whether that's in the shop, hairdressers, beauty salon or the garage

## **3. Social media on your own channels:**

If your pub has social media channels then post about the events as soon as you can. You can pay to boost posts on Facebook to your local area for as little as £20. Tag your team and your own friends and regulars in the posts so they will see it as well as everyone they're friends with too





## Identify a marketing champion for your pub

### 4. Social media on local community groups:

Most areas have their own Facebook pages and groups. Post details about your events in here, make them sound exciting and talk about bringing the community together for Halloween fun rather than making them sound too scary

### 5. Create your own #:

Make sure that any posts make it clear who is involved with the pub name and also include your own # which could be used consistently throughout the Halloween season. It could be something with your pub name in or local town name in.

eg #HalloweenatDogandPartridge #TheCrownHalloweenNight or #DidsburyDoesHalloween #BristolHalloweenAtTheAnchor

### 6. Look for local # to include on your social media posts:

A lot of areas will have # such as #ILoveSheffield or #ILoveDarlington and even areas within the towns so search for those and include them to reach a wider and new audience

### 7. Invite your local MPs:

Let them know in advance of what's going on as they'd love to know what you're doing for the community

### 8. Let PubAid know what you are doing:

We can support with press releases for haunted pubs that could also include a mention of your events, blogs on our website and social media content so please email [pr@pubaid.co.uk](mailto:pr@pubaid.co.uk) with your news.



# Summary

Halloween is the perfect occasion to showcase your pub's creativity and build community connections. With the right planning, promotion, and execution, your Halloween event can not only boost your October sales but also entice customers to return for more fun events throughout the year. Get started now, and watch your pub become the hottest haunt in town!

**Find more seasonal and spooky guides at  
[www.pubaid.co.uk](http://www.pubaid.co.uk)**

**Follow us on social: [@pubaiduk](https://twitter.com/pubaiduk)**

**Email us: [PR@pubaid.co.uk](mailto:PR@pubaid.co.uk)**

