

## Mother's Day the Most Popular Holiday to Dine Out Jump on Those Brunch Reservations

Written by Jessica Dunker

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**May 2, 2012, Des Moines, Iowa**— Don't wait to make those restaurant reservations, Mother's Day surpasses even Valentine's Day as the most popular holiday on which to dine out according to research from the National Restaurant Association. In fact, nearly half of moms would pick a favorite restaurant as the place to celebrate Mother's Day. The study also indicated that restaurant gift cards and certificates are a top gift pick for moms, with one in five saying this is their preferred gift.

**Children Important Part of Choice** "There's really no need to worry about how to celebrate the moms in your life," said Jessica Dunker, president and CEO of the Iowa Restaurant Association. "Moms love restaurants. Not only do restaurants provide a much-deserved reprieve from cooking at home, they also provide a celebratory atmosphere."

Atmosphere can be an especially important factor because children are a major part of the mix when dining out on Mother's Day. The study found that two-thirds of those dining out on Mother's Days this year will have children under the age of 18 in their party.

### Mother's Day Celebrated at All Meals

Dunker noted that it is important to get on top of making those Mother's Day restaurant reservations. "It's not too soon to make those reservations regardless of the meal you're planning to celebrate," said Dunker. Fifty-eight percent of Mother's Day diners will go out to a restaurant for dinner, 32 percent lunch, 24 percent brunch, and 10 percent for breakfast. In addition, one in five Mother's Day diners (19 percent) will go out for more than one meal that day.

### Find a Restaurant

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Looking for a new restaurant to try this Mother's Day? Dunker encourages people to check out Dine Iowa, a free statewide restaurant directory. Available online as well as a free smart phone app and on Facebook, Dine Iowa allows consumers to check out menus and hours, as well as run unique searches on everything from Gluten Free offerings to patio seating. It is available at

[www.dineiowa.org](http://www.dineiowa.org)

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### Iowa Restaurant Association

The Iowa Restaurant Association is an advocacy organization supporting Iowa's hospitality industry with educational and promotional programs across the state.

[www.restaurantiowa.com](http://www.restaurantiowa.com)

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