

WEATHERCUE · RESTAURANTS · QSR · FOOD SERVICE

The first hot day of the season is a cue. So is rain at dinner.

History. Forecast. Action.

Heat sells cold drinks. Rain empties the patio and fills the delivery queue. You know that already — what you don't know is which day it lands, store by store, and what it did to your numbers last year. WeatherCue finds the days that move your sales and tells you they're coming, in time to staff, buy and push.

14 yrs Serving weather-sensitive operations	14 days Forecasts built from scratch for your locations, out to 14 days	In-house Live meteorologists confirm every cue before it fires	Your stack Email, text or API into your own systems
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— Three things, in order

Your POS history, our forecast, one clear signal to act on.

01 Correlate We match historical weather to your sales and traffic — by store, by daypart, by season. Which conditions actually moved beverage, patio, dine-in or delivery? The answer is different in Phoenix than in Chicago, and different in April than in July.	02 Anticipate Then we watch for those days. Meteorologists build forecasts for your markets from scratch, out to 14 days, and check them against the conditions that moved your numbers before — the first real heat, the first patio night, the rainy Saturday that empties the dining room.	03 Cue The signal your team can act on: which markets, which day, which daypart, and what to do. Confirmed by a meteorologist before it goes, so you aren't scheduling labor against a forecast that changed overnight.
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— What it looks like in practice

Suggestive push and SMS A push on the first genuinely hot day in a market — a great day for the new iced drinks — instead of a calendar-set campaign that lands on a cold Tuesday.	Staffing The first 90° stretch of the season lands Tuesday in four markets. Labor moves before the rush, not after the reviews.	Food buying and prep Cold beverage, salad and soup mix shifts with the weather. Prep and par levels get the heads-up with the order cycle, not during it.	Reservations, indoor vs. outdoor Rain arriving at 6 p.m. is a different decision than rain arriving at 11. You get the hour, not just the day.
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Start a free trial conversation

Start with a free trial conversation

A conversation with a meteorologist — no obligation. We'll talk through your locations, the weather that already moves your numbers, and the first cues we'd propose.

go.weatherguidance.com/cue-restaurants



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