

2014 annual marketing calendar


[illegible]

Deliver
Experiences
that Enrich
and Nourish
Lives

Food Concepts		One Pot Stews		Pies Concept		Warm Salads		Chicken Shack		Burger Shack
Retail Promotion Theme	Health		Valentine's Day (14th Feb) Fair-trade Fortnight (begins 24th Feb)		Easter Fair-trade Fortnight (finishes 9th Mar)		Easter		British Sandwich Week (11th - 17th May)	
Theme Sales Events	Burns Night (25th Jan) Chinese New Year (31st Jan) Farmhouse Breakfast Week (26th Jan - 1st Feb)		Farmhouse Breakfast Week (26th Jan - 1st Feb) Valentine's Day (14th Feb)		St David's Day (1st Mar) Pancake Day (4th Mar) St Patricks Day (17th Mar)		UK Coffee Week (1st - 6th Apr) St George's Day (23rd Apr)		British Sandwich Week (11th - 17th May) National Vegetarian Week (19th - 25th May)	
Health & Wellbeing Monthly Topic	Healthy You		Heart Health Month		Stop Smoking		Get Healthy for Summer		Mental Health Awareness	
Health & Wellbeing Food Focus		Healthy Eating		Whole Grains		Salt Awareness/ Alternative toppings		The Power of Protein		The Facts about Fat
Corporate Responsibility Promotions	 Health & Wellbeing Launch		 FAIRTRADE FORTNIGHT 2014 24 FEBRUARY – 9 MARCH THE POWER OF YOU FAIRTRADE.ORG.UK		World Water Day (22nd Mar)					



2014 annual marketing calendar

	SUMMER														AUTUMN														CHRISTMAS																				
	June							July							August							September							October							November							December						
	Mon	Tues	Wed	Thur	Fri	Sat	Sun	Mon	Tues	Wed	Thur	Fri	Sat	Sun	Mon	Tues	Wed	Thur	Fri	Sat	Sun	Mon	Tues	Wed	Thur	Fri	Sat	Sun	Mon	Tues	Wed	Thur	Fri	Sat	Sun	Mon	Tues	Wed	Thur	Fri	Sat	Sun							
							1		1	2	3	4	5	6					1	2	3																												
	2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10						
	9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27					
	16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24	22	23	24	25	26	27	28	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28					
	23	24	25	26	27	28	29	28	29	30	31				25	26	27	28	29	30	31	29	30					27	28	29	30	31																	
	30																																																
Food Concepts																																																	
Retail Promotion Theme	FIFA World Cup <i>(begins 12th Jun)</i>							FIFA World Cup <i>(finishes 13th July)</i>							Summer Impulse							Best of British							Best of British							Christmas							Christmas						
Theme Sales Events	FIFA World Cup <i>(begins 12th Jun)</i> National BBQ Week <i>(2014 TBC)</i> Wimbledon <i>(begins 23rd Jun)</i>							Wimbledon <i>(finishes 6th Jul)</i> FIFA World Cup <i>(finishes 13th Jul)</i> Commonwealth Games <i>(begins 23rd Jul)</i>							Commonwealth Games <i>(finishes 3rd Aug)</i> Notting Hill Carnival <i>(24th/25th Aug)</i>							British Food Fortnight <i>(20th Sep - 5th Oct)</i> Organic Month							National Curry Week <i>(13th - 19th Oct)</i> National Baking Week <i>(2014 TBC)</i> Halloween <i>(31st Oct)</i>							Bonfire Night <i>(5th Nov)</i> Thanksgiving <i>(27th Nov)</i> St Andrews <i>(30th Nov)</i> British Sausage Week <i>(2014 TBC)</i>							Christmas <i>(25th December)</i>						
Health & Wellbeing Monthly Topic																																																	
Health & Wellbeing Food Focus																																																	
Corporate Responsibility Promotions																						British Food Fortnight <i>(2014 TBC)</i>							World Food Day <i>(16th Oct)</i>																				