

## MARKETING CALENDAR SEPTEMBER 2017 – JULY 2018

	“Did you know that today is...”	Event Days	Destination Days	What’s in Season & Food Facts	Food Focus
<b>SEPTEMBER</b>	National Cupcake Week	British Food Fortnight	<b>China</b>	Courgettes	
<b>OCTOBER</b>	National Curry Week	Black History Month <b>OR</b> -Halloween	<b>USA</b>	Pumpkin	
	National Dessert Day				
<b>NOVEMBER</b>	British Sausage Week	National School Meals Bonfire Night	<b>Mexico</b>	Apples	Sustainable Fish
<b>DECEMBER</b>	Festive Period	Festive Period	<b>Festive Period</b>	Brussel Sprouts	
	National Hot Chocolate Day				
<b>JANUARY</b>	International Hot & Spicy Food Day	Chinese New Year	<b>Thailand</b>	Kale	Sugar Swap
<b>FEBRUARY</b>	National Yorkshire Pudding Day	Pancake Day/ Shrove Tuesday Valentine’s Day	<b>Britain</b>	Bananas – Fairtrade Fortnight	
<b>MARCH</b>	International Waffle Day	British Pie Week St Patricks Day	<b>India</b>	Leeks	
	“Time for a Cuppa Week”	St David’s Day			
<b>APRIL</b>	Grilled Cheese Sandwich Day	St Georges Day Easter	<b>Italy</b>	Rhubarb	Free Range Eggs
<b>MAY</b>	National Hummus Day	National Vegetarian Week	<b>Jamaica</b>	Asparagus	
	National Eat What You Want Day	British Sandwich Week			
<b>JUNE</b>	National Chocolate Pudding Day	National Picnic Week	<b>Greece</b>	Tomatoes	Water and Hydration
<b>JULY</b>	National Hot Dog Day	Bastille Day – France	<b>Spain</b>	Strawberries	Water and Hydration
	National Salad Day	American Independence Day		Water and Hydration	