

Marketing Calendar 2021/2022

September

India
Broccoli
British Food Fortnight

13th - International Chocolate Day
28th - World Marmite Day

October

Poland
Pumpkin
Harvest Festival

8th - World Egg Day
29th - Halloween

November

China
Apples
Sugar Awareness Week

4th - Roast Dinner Day
w/c 11th - National School Meals Week

December

Christmas
Butternut
Festive Favourites

2nd - English Breakfast Day

January

Germany
Parsnips
Veganuary

14th - National Bagel Day
25th - Burns Night

February

Italy
Celeriac
Fair Trade Fortnight

1st - Chinese New Year
9th - National Pizza Day

March

Mexico
Beetroot
Street Food Festival

1st - Pancake Day
w/c 7th - British Pie Week

April

Jamaica
Carrots
World Health Day - All Month!

22nd - St Georges Day

May

Spain
Tomato
Brain Boost for exams

30th - International Hamburger Day
w/c 24th - Tomato Week

June

Greece
Strawberries
Healthy Eating Week

w/c 27th - National Picnic Week

July

France
Lettuce & Leaves
Summer is Here!

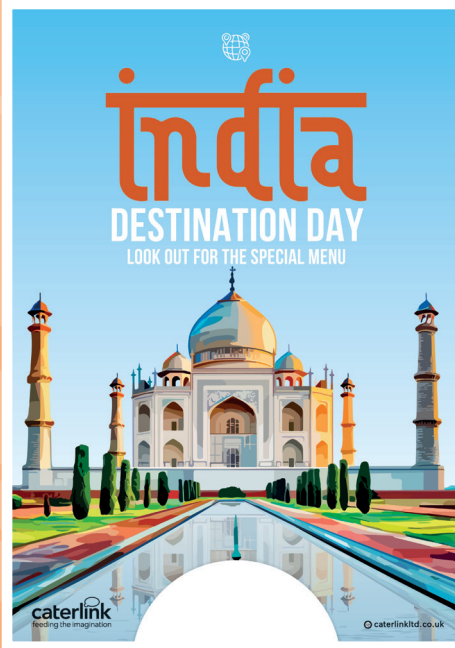
14th - Bastille Day
17th - Hot Dog Day

Key

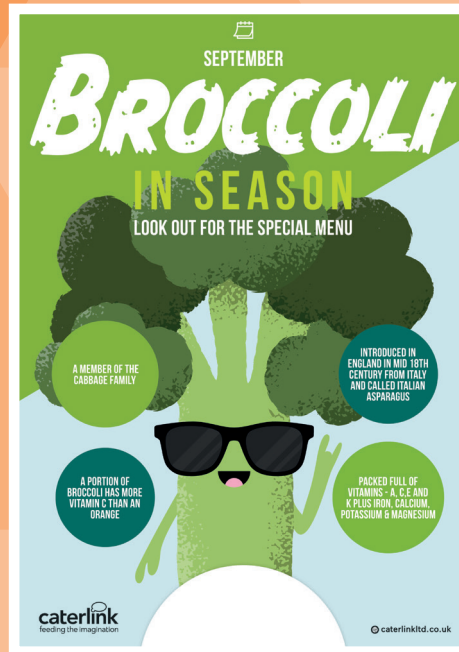
Food Destination
Seasonal Food Choice
Dietary Food Group / Festivals
Calendar Events

September Marketing Plan

Food Destination



Seasonal Food



Dietary / Festival



Calendar Event



September

India
Broccoli
British Food Fortnight

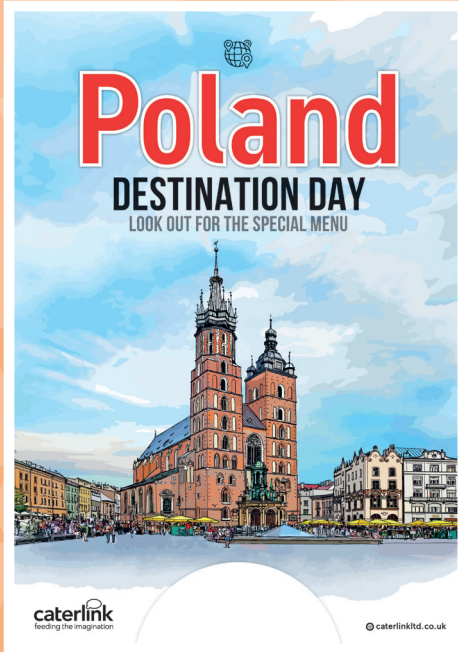
13th - International
Chocolate Day
28th - World Marmite Day

Calendar Event



October Marketing Plan

Food Destination



Seasonal Food



Dietary / Festival



Calendar Event



October

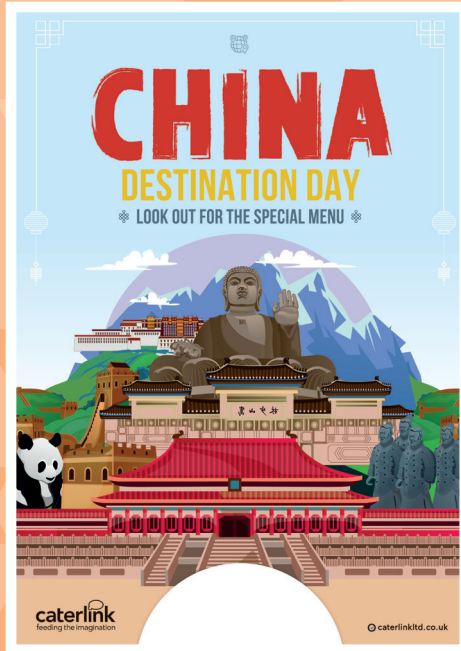
Poland
Pumpkin
Harvest Festival

8th - World Egg Day
29th - Halloween

Calendar Event

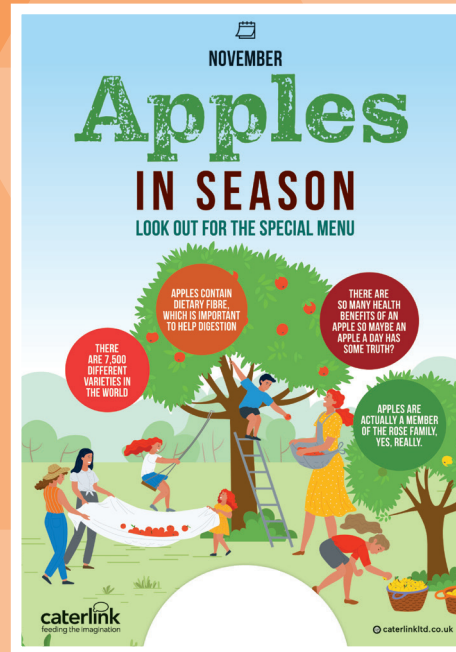


Food Destination



November Marketing Plan

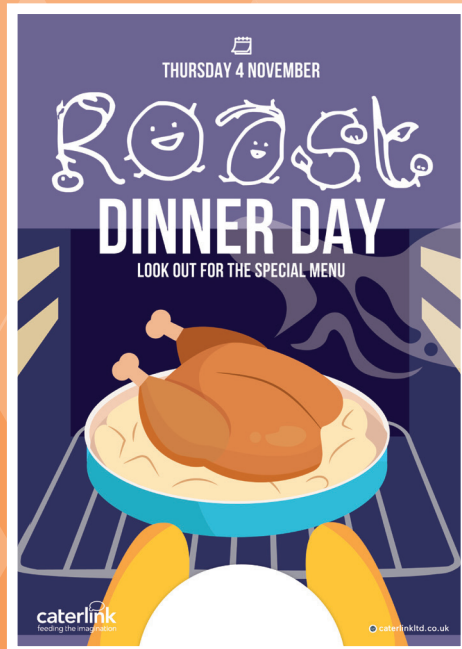
Seasonal Food



Dietary / Festival



Calendar Event



November

China
Apples
Sugar Awareness Week

4th - Roast Dinner Day
w/c 11th - National School
Meals Week

Calendar Event



December Marketing Plan

Food Destination



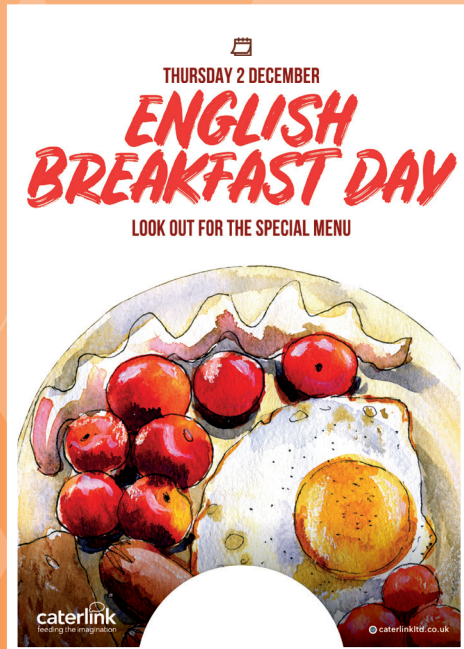
Seasonal Food



Dietary / Festival



Calendar Event



Calendar Event

