

# 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!

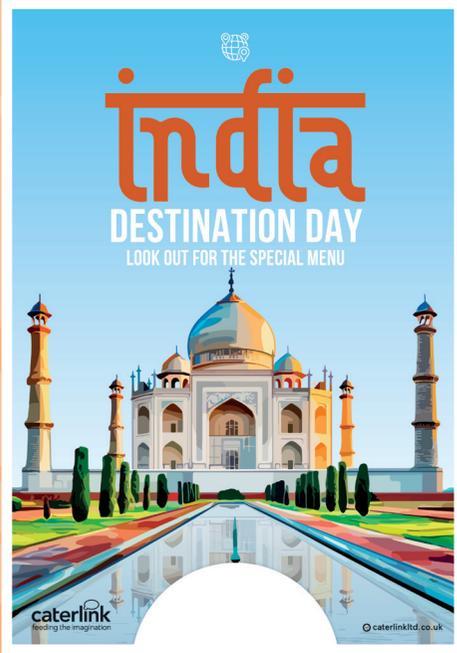
14th - Bastille Day  
17th - Hot Dog Day

## Key

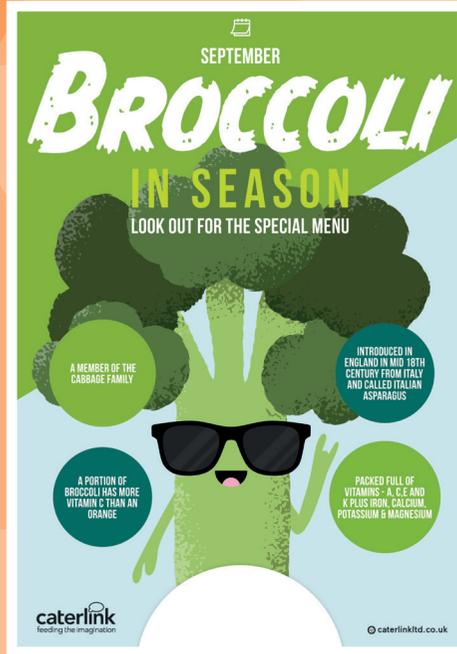
Food Destination  
Seasonal Food Choice  
Dietary Food Group /  
Festivals  
Calendar Events

# September Marketing Plan

## Food Destination



## Seasonal Food



## Dietary / Festival



## Calendar Event



## Calendar Event



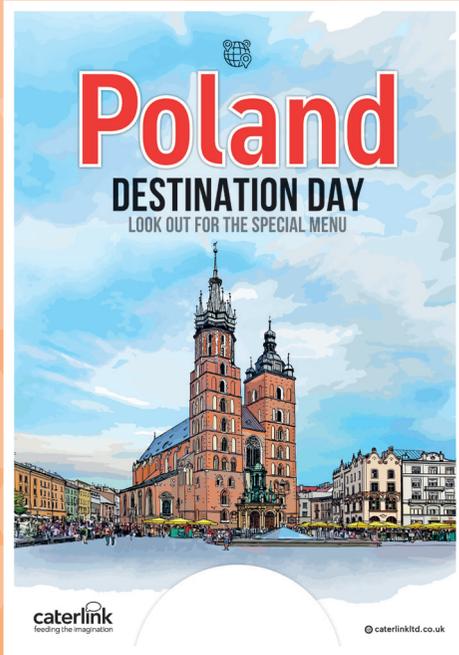
## September

India  
Broccoli  
British Food Fortnight

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

# October Marketing Plan

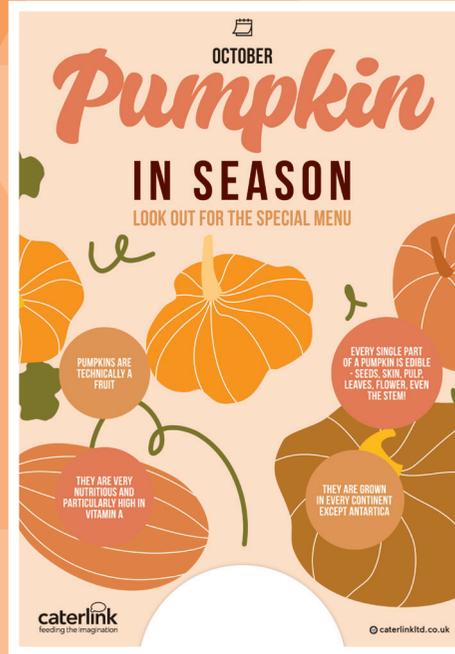
## Food Destination



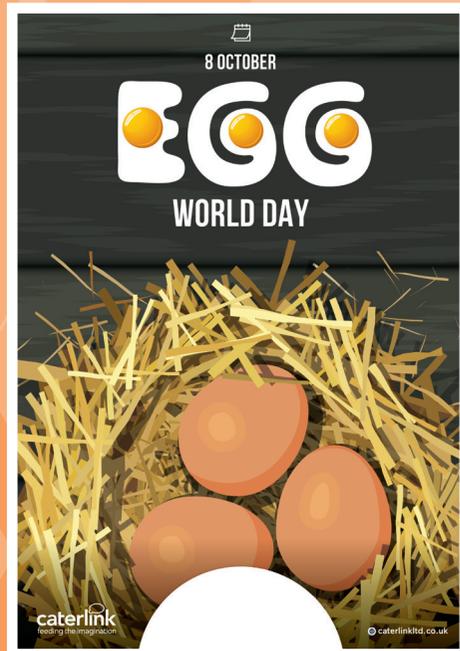
## Dietary / Festival



## Seasonal Food



## Calendar Event



## Calendar Event



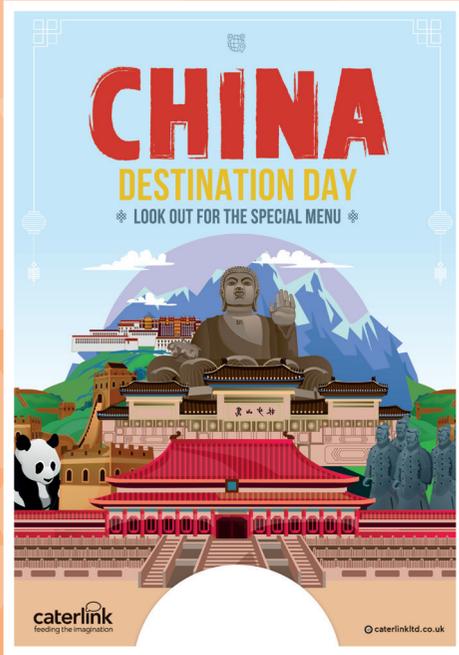
## October

Poland  
Pumpkin  
Harvest Festival

8th - World Egg Day  
29th - Halloween

# November Marketing Plan

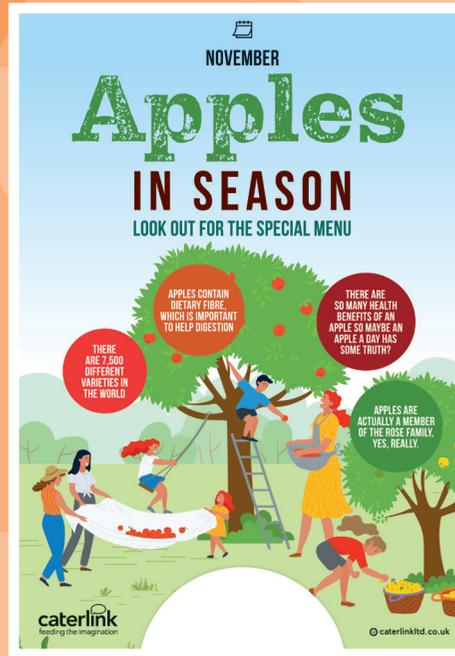
## Food Destination



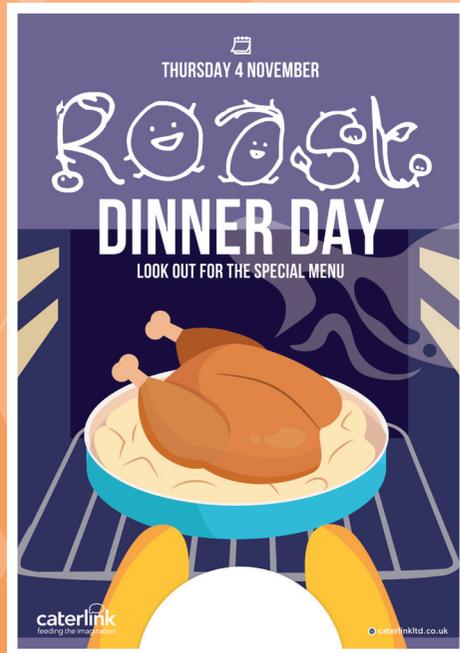
## Dietary / Festival



## Seasonal Food



## Calendar Event



## Calendar Event



## November

China  
Apples  
Sugar Awareness Week

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

# December Marketing Plan

## Food Destination



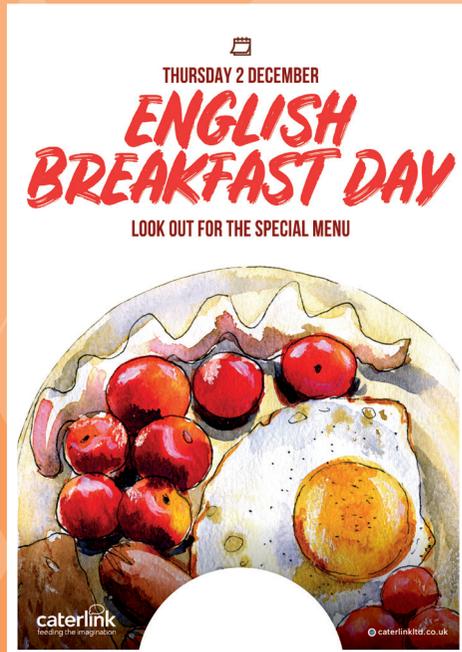
## Dietary / Festival



## Seasonal Food



## Calendar Event



## Calendar Event

