

2014 annual marketing calendar

		WINTER														SPRING																								
		January							February							March							April							May										
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun				
				1	2	3	4	5							1	2																								
		6	7	8	9	10	11	12	3	4	5	6	7	8	9	3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11				
		13	14	15	16	17	18	19	10	11	12	13	14	15	16	10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18				
		20	21	22	23	24	25	26	17	18	19	20	21	22	23	17	18	19	20	21	22	23	21	22	23	24	25	26	19	20	21	22	23	24	25					
		27	28	29	30	31			24	25	26	27	28			24	25	26	27	28	29	30	28	29	30				26	27	28	29	30	31						
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 Patrick's 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 14 FEBRUARY - 3 MARCH THE POWER OF YOU LAWYERS FOR GOOD							World Water Day (22nd Mar)																									