

Marketing Calendar 2023

January

Germany
Parsnips
Veganuary

15th - National Bagel Day
22nd - Chinese New Year

February

Italy
Bananas
Fair Trade Fortnight

5th National Yorkshire Pudding Day
21st Pancake Day
9th - National Pizza Day

March

Mexico
Beetroot
Street Food Festival

w/c 6th - British Pie Week

April

Jamaica
Carrots
World Health Day - All Month
23rd - St Georges Day
Easter

May

Spain
Tomato
Brain Boost for exams

28th - International Hamburger Day
w/c 23rd - Tomato Week

June

Greece
Strawberries

12th - 16th Healthy Eating Week
w/c 18th - National Picnic Week

July

France
Lettuce & Leaves
Summer is Here!

14th - Bastille Day
19th - Hot Dog Day

September

India
Broccoli
British Food Fortnight
Back to School !
18th - 22nd Cupcake Week
28th - World Marmite Day

October

Poland
Pumpkin

Harvest Festival

18th - Chocolate Cake Day
31st - Halloween

November

China
Apples
Sugar Awareness Week

9th - British Pudding Week
National School Meals Week

December

Christmas
Butternut
Festive Favourites

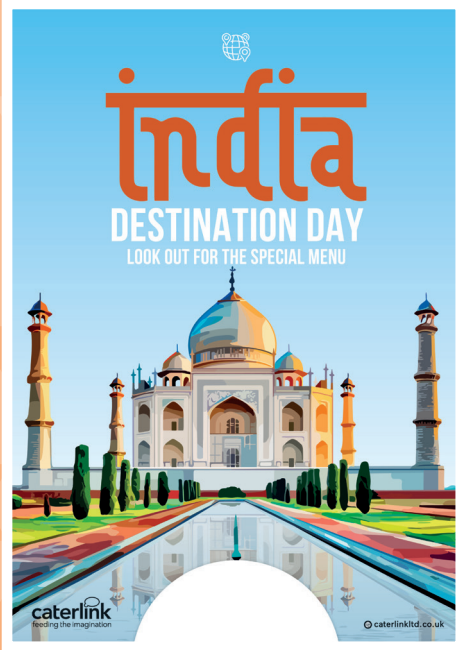
2nd - English Breakfast Day

Key

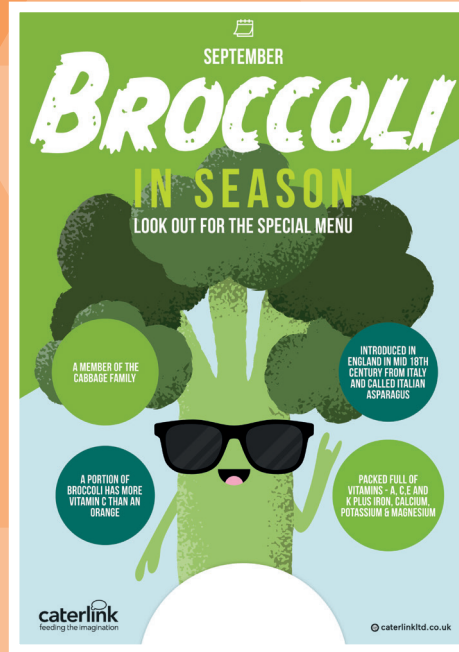
Food Destination
Seasonal Food Choice
Dietary Food Group /
Festivals
Calendar Events

September Marketing Plan

Food Destination



Seasonal Food



Dietary / Festival



Calendar Event



Calendar Event



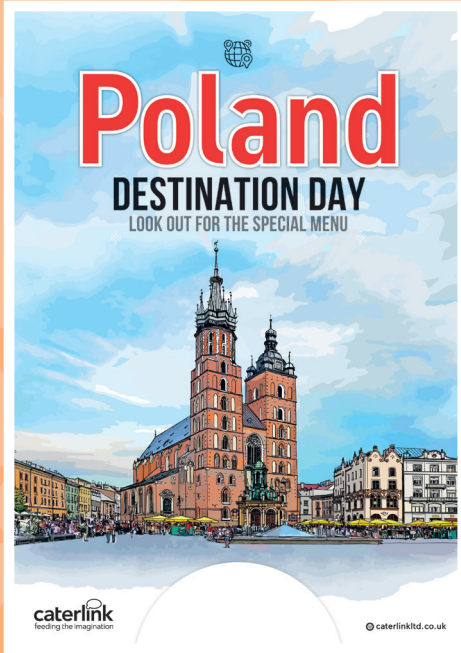
September

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