

MARKETING CALENDAR 2024 - 2025

SEPTEMBER

INDIA

BROCCOLI

BRITISH FOOD FORTNIGHT - WC 20TH

BACK TO SCHOOL

ZERO WASTE WEEK - WC 2ND

OCTOBER

SOUTH AFRICA

PUMPKIN

HALLOWEEN - 31ST

BLACK HISTORY MONTH

CUPCAKE WEEK - WC 14TH

NO DISPOSABLE CUP DAY - 4TH

NOVEMBER

USA - THANKSGIVING

PEAR

DIWALI - 1ST

BONFIRE NIGHT - 5TH

ARMISTICE DAY - 11TH

CHILDREN IN NEED - COMPETITION!

DECEMBER

FESTIVE SEASON

ENGLISH BREAKFAST DAY - 2ND

CHRISTMAS JUMPER DAY 12TH

JANUARY

GERMANY

PARSNIPS

VEGANUARY

INTERNATIONAL HOT AND SPICY DAY - 16TH

CHINESE NEW YEAR - 29TH

FEBRUARY

ITALY

CAULIFLOWER

WORLD PIZZA DAY - 9TH

CATERLINK'S BAGEL DAY - 14TH

MARCH

POLAND

BEETROOT

ST PATRICK'S DAY - 17TH

PANCAKE DAY - 4TH

PI DAY - 14TH

THE BIG PLASTIC COUNT - WC 24TH

APRIL

UK 4 NATIONS

EARTH DAY - 22ND

NATIONAL GRILLED CHEESE DAY - 12TH

EASTER - HOT CROSS BUNS - WC 1ST

STOP FOOD WASTE DAY - 30TH

MAY

SPAIN

TOMATO

BRITISH SANDWICH WEEK - WC 20TH

WORLD HAMBURGER DAY - 28TH

WATER SAVING WEEK - WC 27TH

NATIONAL CHILDREN'S GARDENING WEEK -
WC 27TH

JUNE

GREECE

SUMMER BERRIES

EID

NATIONAL FISH AND CHIP DAY - 6TH

HEALTHY EATING WEEK - WC 9TH

WORLD REFILL DAY - 16TH

JULY

GREAT BRITISH SUMMER

WATERMELON

WIMBLEDON

WORLD CHOCOLATE DAY - 7TH

CHICKEN WING DAY - 1ST

INDEPENDENCE DAY - 4TH

KEY

FOOD DESTINATION

SEASONAL FOOD CHOICE

DIETARY FOOD GROUP/ FESTIVALS

CALENDAR EVENTS

SUSTAINABILITY