Monthly Promotions Playbook

JANUARY 2022

MOSCOW FOOD CO-OP MARKETING TEAM

PROJECT INFORMATION

CONFIDENTIAL
for Moscow Food Co-op Staff Use Only

MOSCOW FOOD CO+OP

IMPORTANT DATES

Kwanzaa	Sunday, December 26 - Saturday, January 1, 2022
New Year's Eve - Closing @ 6	Friday, December 31
New Year's Day - CLOSED	Saturday, January 1
Inventory	Sunday, January 2 at 5 a.m.
Dime in Time Recipient Turnover	Sunday, January 2
Board Meeting	Tuesday, January 4 at 6 p.m.
Membership Drive w/ ICCU	*Friday, January 7 * Tentative*
Co-op on Campus Reopens	Monday, January 10 (Hours 7:30 - 4 p.m.)
Classes resume @ UI/WSU	Wednesday, January 12
MLK Jr. Day	Monday, January 17
Moscow WinterFest	Saturday, January 22, 12 p.m. - 4 p.m.
PCFC Food Summit	Friday, January 28, 9 a.m. - 12:30 p.m.
Board Applications Due	Friday, January 28 by 8 p.m.
National Hot Chocolate Day	Monday, January 31

Vandal Athletics Schedule - January (as of 11/24/2021):

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	1 WBB vs Portland State University Moscow, Idaho 2 P.M. ESPN+ Live Stats MBB at Portland State University Portland, Ore. 7:05 P.M.
2	3	4	5	6 MBB vs Montana State University Moscow, Idaho 6 p.m. WBB at Montana State University Bozeman, Mont. 6 P.M. ESPN+	7	8 WBB at Eastern Washington University Cheney, WA 5:30 P.M. ESPN+ Live Stats MBB at Eastern Washington University Cheney, Wash. 7:45 P.M.
9	10	11	12	13 MBB at Weber State University Ogden, Utah 6 P.M. PT WBB vs Weber State University Moscow, Idaho 6 P.M. ESPN+ Live Stats	14	15 WSWIM at WSU/Seattle Pullman, WA TBA WBB vs Idaho State University Moscow, Idaho 2 P.M. ESPN+ Live Stats
16 WSWIM at WSU/Seattle Pullman, WA TBA	17	18	19	20 WBB at University of Northern Colorado Greeley, CO 5 P.M. ESPN+ MBB vs University of Northern Colorado Moscow, Idaho 6 p.m.	21 MGOLF at Duel in the Desert Scottsdale, Ariz.	22 MGOLF at Duel in the Desert Scottsdale, Ariz. MBB vs Sacramento State Moscow, Idaho 2 p.m. WBB at Sacramento
23	24	25	26	27 WBB vs University of Montana Moscow, Idaho 6 P.M. ESPN+ Live Stats MBB at University of Montana Missoula, Mont.	28	29 WSWIM at Dixie State St. George, Utah WBB vs Montana State University Moscow, Idaho 2 P.M. ESPN+ Live Stats

CO-OP DEALS + FRESH FLYER CYCLES

January A

Wednesday, January 5 – Tuesday, Jan. 18
FF submissions due Wed. Dec. 29
NCG Theme: Resolutions/Fresh Start
NCG Recipe 1: Winter Citrus Salad
NCG Recipe 2: Baby Kale Stir Fry

January B

Wednesday, Jan 19 - Tuesday, Feb. 1
FF submissions due Wed. Jan. 12
*NCG Theme: **Mid-Winter Celebrations*
NCG Recipe 1: Mandarin Orange Cake
NCG Recipe 2: Ancho-Rubbed Turkey Breast
NCG Produce Feature: Mandarins/Citrus

February A

Wednesday, Feb. 2 - Tuesday, Feb. 15
FF submissions due Wed. Jan. 26
NCG Theme: Sweet Savings/Decadent Deals
NCG Recipe 1: Easy Avocado Sauce
NCG Recipe 2: Grapefruit Ceviche

FYI: Winter Market Dates

Heart of the Arts, Inc. presents the 17th season of the
Winter Market

9 am - 1 pm | 1912 Center - Moscow, ID

Winter Market Dates:
Saturday, November 6, 2021
Saturday, November 13, 2021
Saturday, December 4, 2021
Saturday, December 11, 2021
Saturday, February 5, 2022
Saturday, March 5, 2022

CO-OP KIDS:

Will be continuing through the month of January on Wednesdays. Feel free to reach out to Marketing if you have any questions!

LOGO MERC:

- Need to place order for MIIR stainless series in January or February *(goal to have these by April for Idaho Beer Month and keep for summer displays)*

Miir Stainless Pint

Miir Stainless Tall Boy

- Additional potential for canvas tote bag order with purple berry design

ENDCAPS & DISPLAYS:

What ideas do you have for endcaps or displays? How can marketing support?

- January A: Fresh Start/Resolution
- January B: Opportunity for basketball season - will likely have chips/sodas

SPECIAL PROMOTIONS:

Are any exciting items or deals coming up in your department that you'd like to share?
Suggestions:

- Theming on "resolutions," supplements, protein powders, etc.
- Weekly social media giveaways of wellness products (thank you, Wellness!)
    - Berlean's
    - Vital Proteins
    - Om Superfood
    - Garden of Life
- Preparing for Valentine's Day
- Interest in a stew or chili cookoff?

Launching Kindness Campaign - When we return to business, January 2

As the start of a year-long effort, the Kindness Campaign will focus on in-store and external messaging of how we can co create a better world, together. By bringing in messages about the Cooperative Values + Principles with monthly themes shared via the website, social media, and in-store messaging, we're focused on further developing and illustrating the Co-op as the place of community gathering, togetherness, and kindness. More information to come.

Membership Drive with ICCU: Tentatively Friday, January 7

ICCU is interested in tabling at the store and paying for all annual ownerships for customers who are not yet owners. *Additional plans TBD.*

MONTH-LONG PROMOTIONS

NGC Promotions:

- National Hot Tea Month
- National Oatmeal Month
- National Slow Cooking Month
- National Soup Month - *Can share weekly recipes based on seasonal ingredients*
- National Baking Month

DISPLAYS & CROSS MERCHANDISING IDEAS:

Items below are display suggestions pulled from NCG's promo playbook. Can discuss and see if there is anything Marketing can do to support if any of the below ideas are of interest.

- Bulk:
    - Soup beans, rice, nuts and dried fruit, prepackaged snacks

- Grocery:
    - Protein bars, packaged cold and hot cereal, soup broth, canned and shelf-stable soup, packaged coffee, veggie chips, Co+op Basics
    - Cross merch with Produce: Onions and chives next to beans and rice or cornbread mixes for stews and chili solutions
- Refrig Grocery:
    - Dairy and plant-based yogurt, kombucha, orange and functional juice, plant-based proteins like tofu and meat alternatives, smoothie mix-ins like frozen fruit and veggies
- Prepared Foods:
    - Platters
- Coffee Bar:
    - *Add green smoothies to the January edition

- Wellness:
    - Protein powder, sports supplements, probiotics, cough drops, vitamin C, lip balm
    - Immunity products
- Meat:
    - Sausages - will not be getting wings (!)
    - Potential for ribs

- Produce:
    - Buffalo cauliflower

NYE Celebrations

Idea - is this something we're interested in? Thoughts, feedback?

- Prepped boxes with charcuterie boards, bubbles/champagne
- Highlight standing veggie platters & cheese trays
- Chocolate dipped strawberries, specialty treats

CR: *Add to February/May for Mother's/Father's Day and Graduation 2022*

WEEK-BY-WEEK PROMOTIONS

Moscow WinterFest - Saturday, January 22 from 12 - 4 p.m.
Similar to October's Moscowberfest, the Downtown Business Alliance (within the Moscow Chamber of Commerce & Visitor's Center) is coordinating this 80s-ski themed event in the downtown Entertainment District. We are not participating as a vendor. More details to follow.