Monthly Promotions Playbook

DECEMBER 2021

MOSCOW FOOD CO-OP MARKETING TEAM

PROJECT INFORMATION

CONFIDENTIAL
for Moscow Food Co-op Staff Use Only

MOSCOW FOOD CO+OP

IMPORTANT DATES

DeLIGHTful Decor Contest	Saturday, Nov. 27 - Dec. 11
Hanukkah	Sunday, Nov. 28 - Monday, Dec. 6
Wellness Wednesday	Wednesday, December 1
First Thursday	Thursday, December 2
National Cookie Day	Saturday, December 4
Light Up the Season Parade	Thursday, December 9

**Just a note, One World Cafe is closed this day - we may see more traffic*

2022 Q1 Dime in Time App Deadline	Friday, December 10
31st Jazz Choirs Holiday Concert	Friday, December 10
Community News Deadline	Friday, December 10
UI/WSU Winter Commencement	Saturday, December 11
UI/WSU Finals Week	Dec. 11 - Dec. 17
National Egg Nog Day (if we have adequate supply)	Friday, December 24
Christmas Eve - Closing @ 6	Friday, December 24
Christmas - CLOSED	Saturday, December 25
Day after Christmas - CLOSED **Boxing Day*	Sunday, December 26
Kwanzaa	Sun., Dec. 26 - Sat., Jan. 1, 2022
New Year's Eve - Closing @ 6	Friday, December 31
New Year's Day - CLOSED	Saturday, January 1
Inventory!!	Sunday, January 2
Dime in Time Recipient Turnover	Sunday, January 2

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

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	1	2	3 WSWIM vs Vandal Invite Vandal Invite Moscow, Idaho TBA Live Video	4 WSWIM vs Vandal Invite Vandal Invite Moscow, Idaho TBA Live Video WBB at Southern Utah University Cedar City, UT
5 WSWIM vs Vandal Invite Vandal Invite Moscow, Idaho TBA Live Video	6	7	8 MBB vs South Dakota State University Moscow, Idaho 6 p.m.	9	10	11 WBB at Texas Austin, Texas 11 A.M. MBB at CSU Bakersfield Bakersfield, Calif. 7 p.m.
12	13	14	15	16	17 WBB vs Oregon State Maui Wahine Classic Maui, HI TBA	18 WBB vs Northern Iowa Maui Wahine Classic Maui, HI TBA MBB vs SAGU Moscow, Idaho 2 p.m.
19	20	21	22 MBB at University of California Riverside Riverside, Calif. 7 P.M.	23	24	25
26	27	28	29	30 MBB at Northern Arizona University Flagstaff, Ariz. 5 p.m. PT WBB vs Northern Arizona University Moscow, Idaho 6 P.M. ESPN+ Live Stats	31	1

CO-OP DEALS + FRESH FLYER CYCLES

December A	**Wednesday, December 1 – Tuesday, Dec. 14** *Fresh Flyer submissions due Wednesday, Nov. 24 *NCG Theme: Sweet Treats / Warm Drinks* *NCG Recipe 1: Pomegranate Tahini Cookies* *NCG Recipe 2: Braised Lamb Leg in Pomegranate Sauce* *NCG Produce Feature: Pomegranates*
December B	**Wednesday, December 15 - Tuesday, Jan. 4** *Fresh Flyer submissions due Wednesday, Dec. 8 *NCG Theme: Holiday Celebrations* *NCG Recipe 1: Mandarin Orange Cake* *NCG Recipe 2: Ancho-Rubbed Turkey Breast* *NCG Produce Feature: Mandarins/Citrus*
January A	**Wednesday, January 5 – Tuesday, Jan. 18** *FF submissions due Wed. Dec. 29* *NCG Theme: Resolutions / Start Fresh* *NCG Recipe 1: Winter Citrus Salad* *NCG Recipe 2: Baby Kale Stir Fry*

CO-OP KIDS TO GO:

Will be continuing through the month of December on Wednesdays. Feel free to reach out to Marketing if you have any questions! As of 11/30, kits are prepped through the end of January.

ENDCAPS & DISPLAYS:

What ideas do you have for endcaps or displays? How can marketing support?
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 & Grocery:
    - Single serve candies, stocking stuffers, advent calendars, candy canes
    - Sparkling wines and prosecco, brut with fruit juices
    - Non-alcoholic ciders
    - Eggnog arrived!

- Wellness/Merc:
    - Vitamins C, D, K, and multivitamins, hand and face lotion, liquid hand soaps and sanitizer
    - Stocking stuffer ideas - travel-size products, lotions, chapsticks, hand sanitizer
    - Fairtrade and BIPOC-produced gifts, women-owned businesses,
- Prepared Foods:
    - Running holiday side dishes for lunch and dinner options
    - Promoting deli & cheese platters
    - Fancy cheese/Cheese Island
    - Dips and bites for charcuterie at home
- Meats:
    - Prime rib - opening pre-orders for Christmas/NYE
    - Christmas Sausage - Maxx recipe - should be available 12/6
    - We will have a small quantity of hams

SPECIAL PROMOTIONS:

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

- **Gift Card Push**
- **Wine & Bulk Sale: Confirmed 12/29-31**
    - Peg sent Marketing a great list of holiday wines
    - Promotion confirmed - save 15% on purchase of 6+ bottles
    - Save 20% on select bulk (everything excluding Basics)

MONTH-LONG PROMOTIONS

NGC Promotions:

- National Pear Month
    - Promote on recipe cards, etc. Focus on hot pear cider and produce chilled cider
- National Eggnog Month - Add this to the promotion plan. We will not be doing any eggnog drinks at the Coffee Bar.

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*
- **Further discussion needed?**
    - Discussed at November Promo Meeting: David, Deena and Kerry will discuss this further, and will also discuss if we want to offer different kinds of platters (charcuterie) and/or small veggie platters and put them in the cold display case
    - Everything one needs is on top of Cheese Island
        - Sausage/salami, cheese, small jars off the top, crackers off the top of cheese island
        - Deena, Kerry, Dave, will work together to figure out what kinds of marketing pieces they need

CURATED GIFT BOXES FOR FINALS AND HOLIDAYS - Date TBD

Idea - is this something we're interested in?

Interest in offering curated "local" themed gifts at 2 price points? $25 and $50? With the cost to include shipping.

Group Brainstormed Ideas:

- Chocolate, Coffee - Tony's Chocolonely Bars
- Fresh oranges & chocolate
- Logo Merc option - tote bag, Nalgene, local candy, local chapstick
- "Local" themed box
- Cards or stationery

Highlighting Hostess/Entertaining Gifts:

Marketing will add this component to the gift guide.

CHRISTMAS HOLIDAY PIE PRE-ORDERS - Dec. 1 - Dec. 18

An abbreviated version of the same order form available for Thanksgiving pies. Less pies to choose from.

CHRISTMAS HOLIDAY SIDE DISHES - Dec. 1 - Dec. 18

Same menu options as available for Thanksgiving preorders, while edits have been made to the way they're listed online. One additional item is a vegan version of Wild Rice & Walnut Stuffing. **Marketing will deliver physical order forms updated with this menu to Front End for customers who want to place their orders for both December holiday sides and pies in-person.*

COFFEE BAR FEATURES:

- White Chocolate Peppermint Mochas
- Orange Mochas
- Pear Cider

WEEK-BY-WEEK PROMOTIONS

Light Up the Season Parade

Downtown parade organized by the City of Moscow. 6 -7 p.m.

Click here to learn more.

DeLIGHTful Downtown Decorating Contest - Nov. 27 - Dec 11

The City of Moscow invites businesses in the downtown corridor to enter into the DeLIGHTful Downtown decorating contest. This contest is a new feature to Light Up The Season hosted by the City of Moscow Parks and Recreation Department which includes the Holiday Parade and Winter Wonderland Tree Lightning.

Click here to read the press release.

Contestant Guidelines & Finalist Selection

1. Contestants will be judged on the following criteria using a Yes/No rating

- The use of lights is prominent in the decorated storefront.
- The seasonal/holiday theme selected by the business is apparent.
- The business utilized a significant portion of their available storefront for décor to dazzle judges and public.

2. Contestants are responsible for their own lights, backdrops, extension cords, timers, platforms, supplies, decorations, etc.

3. Contestants must have their decorated storefronts on exhibit from Sat., Nov. 27 to Sat., Dec. 11.

4. Four finalists will be selected for public voting. Finalists will be provided a sign to display with a QR code. Voting is open from 5 p.m. Mon., Dec. 6 to 10 p.m. Wed., Dec. 8.

5. The finalist with the most votes will claim the title 'Most DeLIGHTful Downtown Storefront' and be awarded the traveling trophy with their engraved business name.

HANUKKAH - Sunday, Nov. 28 - Monday, Dec. 6
Grocery put up a great endcap for November B featuring:

- Recipe cards for matzo balls and latkes
- Red Onions and potatoes (cross merchandising with Produce)
- GoodLight Chanukah Candles and Big Dipper Wax Works Hanukkah Candles
- Matzo Meal
- Napa Valley Olive Oil
- Hanukkah cards
- Field Day Apple Sauce
- Garlic & Rosemary Potato Pancake Mix

KWANZAA - Sunday, December 26 - Saturday, January 1, 2022