



**January
2023**

Monthly Promotions Playbook

MOSCOW FOOD CO-OP MARKETING TEAM

CONFIDENTIAL

for Moscow Food Co-op Staff Use Only

MONTHLY THEMES & OBJECTIVES:

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

Major Promotional Points:

- Launch of new ownership benefit structure

Promotional Questions:

- What items do you want to highlight for January as a “new year” (resolutions, healthy starts, cozy cooking)?
- How do we offer products that offer value?
- How do we make the Co-op welcoming and cozy for our guests?
- How do we take what we learned over December holidays to improve this month?
- What are we thinking about to prepare for the Big Game and Valentine’s Day?

IMPORTANT DATES

Kwanzaa	Mon., Dec. 26 - Sun., Jan. 1, 2023
New Year's Eve - Closing @ 6	Saturday, December 31
New Year's Day - CLOSED	Sunday, January 1
Inventory!!!	Monday, January 2 from 5 AM - 2 PM
Change for Good Recipient Turnover	Monday, January 2 after opening
Board Meeting	Tuesday, January 3 at 6 p.m.
Co-op on Campus Reopens <i>Hours: 7:30 - 4 M-F (Closes Dec. 17)</i>	Monday, January 9
<i>Regular Classes resume @ UI/WSU</i> <i>WWAMI starts 1/5, Law Classes start 1/9</i>	Wednesday, January 11
MLK Jr. Day	Monday, January 16
Artwalk	Thursday, January 19
Board Applications Due	Friday, January 27 by 8 p.m. Pacific :)
National Hot Chocolate Day	Tuesday, January 31
PCFC Food Summit Session 1: 9 a.m. - 12:30 p.m. Session 2: 4 - 5:30 [l/m/ 1912 Center (There are no Winter Market dates in January)	Friday, January 27

Dates Not Yet Confirmed:

Board-run engagement events to boost director recruitment (likely tastings @ the store)

Looking Ahead:

Moscow Winterfest	Saturday, February 4 (12 - 4 p.m.)
National Pizza Day	Thursday, February 9
SuperBowl "The Big Game"	Sunday, February 12

Vandal Athletics Schedule - January:

University of Idaho Athletics - Composite Schedule

THURSDAY, JANUARY 5TH, 2023

Women's Basketball at Sacramento State TBD Sacramento, Calif.
SACRAMENTO, CALIF.

Men's Basketball vs Sacramento State 6 PM Moscow, Idaho
MOSCOW, IDAHO ICCU ARENA

SATURDAY, JANUARY 7TH, 2023

Women's Swimming and Diving at New Mexico State University TBA Las Cruces, NM
LAS CRUCES, NM

Men's Basketball vs Portland State University 2 PM Moscow, Idaho
MOSCOW, IDAHO ICCU ARENA

Women's Basketball at Portland State University TBD Portland, Ore.
PORTLAND, ORE.

SATURDAY, JANUARY 14TH, 2023

Women's Basketball at Eastern Washington University TBA Cheney, WA
CHENEY, WA

Men's Basketball at Eastern Washington University TBA Cheney, WA
CHENEY, WA

MONDAY, JANUARY 16TH, 2023

Women's Basketball at Montana State University TBD Bozeman, Mont.
BOZEMAN, MONT.

Men's Basketball vs Montana State University 6 PM Moscow, Idaho
MOSCOW, IDAHO ICCU ARENA

THURSDAY, JANUARY 19TH, 2023

Men's Basketball at Northern Arizona University 5 PM PT Flagstaff, AZ
FLAGSTAFF, AZ

Women's Basketball vs Northern Arizona University 6 p.m. Moscow, Idaho
MOSCOW, IDAHO ICCU ARENA

SATURDAY, JANUARY 21ST, 2023

Women's Swimming and Diving vs Utah Tech TBA Moscow, Idaho
MOSCOW, IDAHO UI SWIM CENTER

Men's Basketball at University of Northern Colorado 5 PM PT Greeley, CO
GREELEY, CO

THURSDAY, JANUARY 26TH, 2023

Women's Basketball at Weber State University TBD Ogden, Utah
OGDEN, UTAH

Men's Basketball vs Weber State University 6 PM Moscow, Idaho
MOSCOW, IDAHO ICCU ARENA

SATURDAY, JANUARY 28TH, 2023

Men's Basketball vs Idaho State University 2 PM Moscow, Idaho
MOSCOW, IDAHO ICCU ARENA

Women's Basketball at Idaho State University 2 p.m. Pocatello, Idaho
POCATELLO, IDAHO

CO-OP DEALS + FRESH FLYER CYCLES

January A

Wednesday, January 4 – January 17

FF submissions due Wed. Dec. 29

Our Theme: Resolutions/Fresh Start

NCG Theme: Winter Warmers

Recipe #1: Greek Meatloaf

Recipe #2: Honey-roasted Citrus

January B

Wednesday, Jan 18 - Tuesday, 1/31

FF submissions due Wed. Jan. 11

NCG Theme: Soup's On

NCG Recipe 1: Solyanka (Kielbasa Soup w Olives)

NCG Recipe 2: Lebanese Cabbage Salad

NCG Produce Feature: Citrus

February A

Wednesday, Feb. 1 - Tuesday, Feb. 14

FF submissions due Wed. Jan. 25

NCG Theme: Game Day/Sweet Treats

NCG Recipe 1: Margherita Dip

NCG Recipe 2: Strawberry Lassi

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!

Feedback Needed: Special Promotions

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

WEEK-BY-WEEK PROMOTIONS