



Monthly Promotions Playbook

**June
2023**

MOSCOW FOOD CO-OP MARKETING TEAM

CONFIDENTIAL

for Moscow Food Co-op Staff Use Only

MONTHLY THEMES & OBJECTIVES:

NGC Promotions:

- National Fresh Fruit & Vegetable Month
- National Fresh Fruit and Vegetables Month
- *Other ideas?*

Major Promotional Points:

- Pride Month
 - Mini pride flags have been ordered (300) in prep to get them in inventory for selling starting June 1
 - Pride Flags in the main windows
- Idaho Wine & Cider Month
 - Thursday evening tastings
- Father's Day (6/18)
 - See event notes below
- Juneteenth (6/19)
 - Potential Partnership with UI's Black Student Union

Promotional Questions:

- When is this? 25% off woodstock condiments for a giveaway and giveaway a cooler

June A - HopWater Cooler GIVEAWAY

Scan QR code for - one for staff

Actual Giveaway is probably August 1

It looks like in the promotional materials, that the product will be at the normal price, but customers can scan a QR code for a \$3 rebate (per 6-pack) via venmo

IMPORTANT DATES

**Kohberger trial canceled as of 5/17, was indicted now, arraignment scheduled for 9 a.m. May 22 then is predicted to go to trial at a later date*

Idaho Bound

On-campus event for admitted students

June 9, 23 (July 7, 21)

SushiMan at the Co-op

Is he here all day or just through the lunch hour?

Friday, June 2

MCOC + VC Auction

Friday, June 2

Entertainment in the Park

Music/local entertainers offer programming in East City Park

June 29/July 6

Moscow HS Graduation

ICCU Arena

June 9

Camp Moscowanna

(Downtown event in Entertainment District - we are not participating but expect a busy day at the store)

Saturday, June 10 (4-8 p.m.)

BIG Artwalk - Staff Show

Last "Third Thursday" Artwalk of the season, will start back up again in October 2023

June 15

FYI - Board Retreat

June 16 - 17

Father's Day

Sunday, June 18

Juneteenth (Idaho & Federal)

Monday, June 19

Vandal Football Dev Camp I

June 19

A promotional banner for the 2023 Idaho Vandal Football camps. The banner features a black and white photo of a man in a Vandal Football uniform on the right. The left side has a yellow background with black text listing the camps: JUNE 19 - DEVELOPMENT CAMP 1, JUNE 21-23 - TEAM CAMP, JUNE 26-27 - YOUTH CAMP, JUNE 29 - DEVELOPMENT CAMP 2, and JULY 29 - DEVELOPMENT CAMP 3. The top of the banner says 'FOOTBALL CAMPS' in large yellow letters and '2023 IDAHO VANDAL FOOTBALL' in smaller white letters.

FOOTBALL CAMPS
2023 IDAHO VANDAL FOOTBALL

JUNE 19 - DEVELOPMENT CAMP 1
JUNE 21-23 - TEAM CAMP
JUNE 26-27 - YOUTH CAMP
JUNE 29 - DEVELOPMENT CAMP 2
JULY 29 - DEVELOPMENT CAMP 3

Summer Solstice

June 21

Great American Picnic Day

June 25

To learn more about community events visit <https://moscowchamber.com/community/events-calendar/>

CO-OP DEALS + FRESH FLYER CYCLES

June A

Wednesday, May 31 - Tuesday, June 20 (3 weeks)

*Fresh Flyer submissions due Wednesday, May 24

Our Theme: Idaho Wine & Cider Month / Local Outdoor Activities

NCG Theme: Poolside & Picnics

NCG Recipe 1: Tomato Artichoke Sammy w Edamame Pate

NCG Recipe 2: Cantaloupe Ginger Mocktail

June B

Wednesday, June 21 - July 4

*Fresh Flyer submissions due Wednesday, June 14

NCG Theme: Outdoor Meals / Idaho Wine & Cider Month

NCG Recipe 1: Honey Mustard Chicken

NCG Recipe 2: Local picnic/BBQ items

July A

Wednesday, July 5 - July 18

*Fresh Flyer submissions due Wednesday, June 28

NCG Theme: Summer Celebrations

NCG Recipe 1: Pineapple Lime Mocktail

NCG Recipe 2: Watermelon Chia Parfaits

FYI - CO-OP KIDS: Will be continuing through the month of June on Wednesdays. Outdoor activities will be peppered throughout the month. Feel free to reach out if you have any questions!

VANDAL ATHLETICS

University of Idaho Athletics

University of Idaho Athletics - Composite Schedule

WEDNESDAY, JUNE 7TH, 2023

Track & Field/Cross Country at NCAA Championships All Day Austin, TX
AUSTIN, TX - OUTDOOR TRACK & FIELD

THURSDAY, JUNE 8TH, 2023

Track & Field/Cross Country at NCAA Championships All Day Austin, TX
AUSTIN, TX - OUTDOOR TRACK & FIELD

FRIDAY, JUNE 9TH, 2023

Track & Field/Cross Country at NCAA Championships All Day Austin, TX
AUSTIN, TX - OUTDOOR TRACK & FIELD

SATURDAY, JUNE 10TH, 2023

Track & Field/Cross Country at NCAA Championships All Day Austin, TX
AUSTIN, TX - OUTDOOR TRACK & FIELD

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MONTH-LONG PROMOTIONS

Feedback needed: PRIDE MONTH

- Marketing: Front window flags go up June 1, come down June 30
- Rainbow display on the landing pad? (Last year was Waterloo) - Alex checking with Julie
 - Discussed Kettle Chips and Dr. Bronner's
- Refresh on pronoun buttons available for purchase - Confirmed
- Eat the Rainbow - Produce
- Rainbow flags throughout the store - Confirmed, arrived
- Update: Irish Spike re-releasing Unicorn Blood w specialty label benefitting Trevor Project and Inland Oasis. We'll do one or two tasting events to coincide with Wine Month tastings (Thursdays) to support sales.
- Will change over one Change for Good Fund to Inland Oasis
- Other Ideas?

FYI - IDAHO WINE & CIDER MONTH

- Feature Idaho wineries and cider makers similarly to the week-by-week promotion of Idaho Craft Beer Month via social media, enewsletter, and via webpage:
<https://moscowfood.coop/idaho-wine-month>
- Highlighting local partners/vintners who sell at the Co-op.
- Idaho Wine Commission has [promoted virtual events, tastings](#).
- More promotion on buying 6 bottles to save 10% (all wines, but will apply language to Idaho wines as well) - we're not doing an additional discount for Idaho-specific wines
 - Big reprint of our promotion stickers for the wine carriers
- Will put up featured item tags for Idaho wines
- The tasting schedule has been advertised via social media and newsletter, and marketing will soon make posters to hang-in store. Marketing will post the schedule in Beekeeper before the first tasting on June 2.
- **Idaho Wine Class: Thursday, June 22 at the Latah County Fairgrounds**
 - Led by Peg
 - Tickets: \$13 each
 - 6 Idaho Wines
 - Tickets going on sale (pre-release to past wine class attendees) week of 5/15
 - Going on sale live to the public week of 5/22

WEEK-BY-WEEK PROMOTIONS

June Events to expect

- I. *Potential Herb Walk*
 - a. June 3rd
 - b. Peg's Husband - Jim the herbalist

- c. Jim is researching local trails in the area
- 2. *Firehouse Visit w/Co-op Kids*
 - a. Wednesday, June 7th 9-10am
 - b. Last we spoke they were doing the fire trailer, but since I believe they are pivoting to a more info-driven talk/activity that's not as potentially traumatizing
- 3. *BIG Art Walk*
 - a. Thursday June 15th 4:30-6:30pm
 - b. Participating in the Passport Program
 - c. Employee art
 - d. Downtown/ mainstreet
 - e. We will host in our parking lot
 - f. Need/want someone to grill?
 - g. Live music from Dustin (unconfirmed)
- 4. *Father's Day Tailgate*
 - a. Saturday, June 17th 11am-1pm
 - b. Day before fathers day
 - c. Serving beer samples
 - i. Beer vendors unverified atm
 - d. Take over the corner of the parking lot in front of the bike rack/dog water bowl
 - e. Host a competition to be crowned the All Star Dad
 - i. Games like... carry 20 grocery bags from point A to point B, flip a pancake/burger patty consecutively as many times as you can before dropping it, laugh-o-meter for dad jokes, taking suggestions for other games. Winner gets a \$25 humble burger gift card and an official certificate
 - f. Giveaway for all dads - \$25 gift card - don't have to participate in the dad olympics
 - g. Play some music - have a good time!
- 5. *Juneteenth @ Friendship Square with BAACC (Monday, June 19th)*
 - a. Partnering with the U of I Black/ African American Community Center
 - b. We will sell a baked good where all proceeds go to BAACC
 - c. We will also be partnering with Jessica Fleener to screen print t-shirts for the event
- 6. *Idaho Wines Class*
 - a. June 22nd @6pm
 - b. Peg will be teaching the class
 - c. Ron + Cortney will be there for support
- 7. *A-Z Farm Tour*
 - a. A-Z farm
 - b. Saturday June 24th @ 2:30pm
 - c. Space for 10-15 cars approx 15-30 people
 - d. Keith's coveted gardening magazines
 - e. Displays of inside grow kits
 - f. Music on Keith's speaker
 - g. Potential veggie/garlic roasting on the grill
 - h. Fun signs around the farm like "Can you spot the sock?" that saved his red bartlett tree "Rare Species" for his chestnut tree "High-tech" in the greenhouse "#Famed&Legendary" for the

peppers.

8. *Queer Meetup*

- a. In honor of pride month
- b. Drag brunch is being pushed to August aka Palouse Pride month
- c. Sunday June 25th
- d. A little *brunch moment*, people can buy their own, get a drink, or just enjoy the ambiance
- e. Taking over the Deli seating - reserved sign will be placed OR we will take over the outside seats
- f. Minor decorations

FYI - JUNETEENTH - Idaho - June 19, Federal - June 20

- (NY Times) Juneteenth — also known as Freedom Day — has been a tradition in the United States for more than 150 years. The holiday finds its roots in Texas, where enslaved African-Americans in the city of Galveston were [finally informed of their freedom](#) on June 19, 1865, about two and half years after President Abraham Lincoln issued the Emancipation Proclamation on Jan. 1, 1863. [Participation in Juneteenth celebrations grew throughout the years as descendants continued traditions in Texas](#) and, as African-Americans in the South migrated across the country, Juneteenth celebrations began appearing in different cities.
- Marketing will share third-party articles from respected sources sharing more information on the history of Juneteenth via newsletter, social media, and Beekeeper. There will be no promos or sales associated with the holiday.

Feedback Needed - FATHER'S DAY - Sunday, June 18

Meat:

- Highlighting cowboy steaks
- Cowboy steaks - Check in on the fresh flyer we could share

Center Store:

- Considering a specific beer on sale, or will feature in social media at full-price
- Focus on beard oil/men's products
- Feature on "dad gifts" & cards

Bakehouse: Still deciding if specialty dessert will be available

- 9" German Chocolate Cakes in the Grab and Go

Produce:

- Highlighting veggies for grilling and prepped veggies for skewers

FYI - NCG INCLUSIVE TRADE PROGRAM HIGHLIGHTS

- NCG is launching Inclusive Trade in Co+op Deals, giving member co-ops and shoppers the opportunity to promote and purchase products from companies that are owned and operated by people who identify as women, Black, Indigenous, people of color, LGBTQIA+, persons with disabilities and veterans. This initiative will include presence in the Co+op Deals flyer and sale signs, as well as other marketing materials like digital assets, signs and at-shelf signage. Learn more by watching the [Inclusive Trade in Co+op Deals member webinar](#).



FYI - CHANGE FOR GOOD RECIPIENTS (April - June):

FLOWER will be replaced with Inland Oasis for the month of June.

Marketing has already created the jar labels and talking points for Front End for June I.

Applications for Q3 Change for Good will be due June 10 online at <https://moscowfood.coop/change-for-good>

This has already been advertised via the newsletter and will also be shared via social media and Community News.

DEENA:

Marshmello fluff - S'mores - feature for this event

Inland Oasis Fundraiser for pride flag sales