

# Monthly Promotions Playbook

DECEMBER 2022

MOSCOW FOOD CO-OP MARKETING TEAM

## PROJECT INFORMATION

CONFIDENTIAL

for Moscow Food Co-op Staff Use Only



MOSCOW FOOD CO+OP

## IMPORTANT DATES

<b>National Cookie Day</b>	Saturday, December 4
<b>2023 Q1 Change for Good App Deadline</b>	Saturday, December 10
<b>UI/WSU Winter Commencement</b>	Saturday, December 11
<b>UI/WSU Finals Week</b>	Dec. 11 - Dec. 17
<b>Artwalk</b>	Thursday, December 15
<b>Hanukkah</b>	Sunday, Dec. 18 - Monday, Dec. 26
<b>Christmas Eve - Closing @ 6</b>	Saturday, December 24
<b>Christmas - CLOSED</b>	Sunday, December 25
<b>Day after Christmas - CLOSED</b> <b>*Boxing Day</b>	Monday, December 26
<b>Kwanzaa</b>	Mon., Dec. 26 - Sun., Jan. 1, 2023
<b>New Year's Eve - Closing @ 6</b>	Saturday, December 31
<b>New Year's Day - CLOSED</b>	Sunday, January 1
<b>Inventory!!</b>	Monday, January 2 from 5 AM - 2 PM
<b>Change for Good Recipient Turnover</b>	Monday, January 2 after opening
<b><u>Dates Not Yet Confirmed:</u></b>	
DeLIGHTful Decor Contest	Date TBA
32nd Jazz Choirs Holiday Concert	Date TBA
<a href="#">Light Up the Season Parade</a>	Date TBA

## **Vandal Athletics Schedule - December (as of 9/28/2022):**

### **University of Idaho Athletics - Composite Schedule**

#### **FRIDAY, DECEMBER 2ND, 2022**

**Women's Swimming and Diving vs Vandal Invite Moscow, Idaho**  
MOSCOW, IDAHO UI SWIM CENTER

**Men's Basketball vs Northern Illinois University 6 PM Moscow, Idaho**  
MOSCOW, IDAHO ICCU ARENA

#### **SATURDAY, DECEMBER 3RD, 2022**

**Women's Swimming and Diving vs Vandal Invite Moscow, Idaho**  
MOSCOW, IDAHO UI SWIM CENTER

#### **SUNDAY, DECEMBER 4TH, 2022**

**Women's Swimming and Diving vs Vandal Invite Moscow, Idaho**  
MOSCOW, IDAHO UI SWIM CENTER

#### **TUESDAY, DECEMBER 6TH, 2022**

**Men's Basketball vs University of North Dakota 6 PM Moscow, Idaho**  
MOSCOW, IDAHO ICCU ARENA

#### **SUNDAY, DECEMBER 11TH, 2022**

**Men's Basketball vs University of California Riverside 2 PM Moscow, Idaho**  
MOSCOW, IDAHO ICCU ARENA

#### **FRIDAY, DECEMBER 16TH, 2022**

**Men's Basketball vs Northwest Indian 6 PM Moscow, Idaho**  
MOSCOW, IDAHO ICCU ARENA

#### **MONDAY, DECEMBER 19TH, 2022**

**Men's Basketball at Cal-State Northridge TBA Northridge, CA**  
NORTHRIDGE, CA

#### **WEDNESDAY, DECEMBER 21ST, 2022**

**Men's Basketball at Long Beach State University TBA Long Beach, CA**  
LONG BEACH, CA

#### **THURSDAY, DECEMBER 29TH, 2022**

**Men's Basketball at Montana State University TBA Bozeman, Mont.**  
BOZEMAN, MONT.

**Women's Basketball vs Montana State 6 p.m. Moscow, Idaho**  
MOSCOW, IDAHO ICCU ARENA

**SATURDAY, DECEMBER 31ST, 2022**

**Men's Basketball at University of Montana TBA Missoula, Mont.**  
MISSOULA, MONT.

**Women's Basketball vs University of Montana 2 p.m. Moscow, Idaho**  
MOSCOW, IDAHO ICCU ARENA

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**FYI - MONTH-LONG THEMES**

- Kindness Campaign - Spreading Kindness Wherever We Go
  - QUARTER 4: Our World
  - *GOAL: Pushing kindness out into the world*
    - Highlighting fair trade values and the vendors we carry who support them
    - Highlighting benefits of supporting a cooperative business
      - Features on our partnering cooperative businesses
- National Pear Month
- National Egg Nog Month

**CO-OP DEALS + FRESH FLYER CYCLES**

**December A**

**Wednesday, November 30 - Dec. 13**

\*Fresh Flyer submissions due Wednesday, Nov. 23

\*We can move to Mon/Tues if conflicts w Thanksgiving

Our theme: Sweet Treats, Warm Drinks

NCG Theme FYI: Holiday Baking

Recipe #1: Choc Chip Oat Pomegranate Cookies

Recipe #2: Cranberry Mandarin Sauce

**December B**

**Wednesday, December 14 - Jan. 3 (3 weeks)**

\*Fresh Flyer submissions due Wednesday, Dec. 7

NCG Theme: Holiday Celebrations

Recipe #1: Pear Galette w Crystallized Ginger

Recipe #2: Indian-spiced Pork w Roasted Veggies

## January A

## Wednesday, January 4 – January 17

FF submissions due Wed. Dec. 29

*Theme Recommendation: Resolutions/Fresh Start*

NCG Theme: Winter Warmers

Recipe #1: Greek Meatloaf

Recipe #2: Honey-roasted Citrus

## CO-OP KIDS

The Co-op Kids crew will review how October and November in-person + hybrid activities go before planning December. We may pause completely in December. More information TBA. See *October's section on Co-op Kids (page 6) for more information.*

## SPECIAL PROMOTIONS:

### Feedback Needed: Wine & Bulk Sale: Do we want to do this again?

Last year's dates were 12/29-31

- Promotion confirmed - save 15% on purchase of 6+ bottles
- Save 20% on select bulk (everything excluding what was currently on sale for Co+op Deals and consistent Basics)
- This included body care (wellness) and dish soap/laundry soap

## FYI: Gift Card Push

We'll market the benefit of purchasing gift cards as holiday gifts. No additional "bonus" included, like get a \$100 gift card for \$90, etc.

## MONTH-LONG PROMOTIONS

### Feedback Needed: COFFEE BAR FEATURES:

- White Chocolate Peppermint Mochas
- Orange Mochas
- Egg Nog?

## CURATED GIFT BOXES FOR FINALS AND HOLIDAYS - Date TBD

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 Choclonely Bars
- Fresh oranges & chocolate

- Logo Merc option - tote bag, Nalgene, local candy, local chapstick
- “Local” themed box
- Cards or stationery

### **Feedback Needed: DECEMBER HOLIDAY PIES & SIDE DISHES - Dates TBA**

Notes from 2021: Offered 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. *Pies and Sides were set to align on the same due date, and use the same Google Form. \*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.*

*\*Marketing’s Suggested Due Date for edits to menu, pricing, and order format: October 24*

Suggested Form Release: November 28

Suggested Order Deadline: End of day Friday, December 16 or Saturday, December 17

## **WEEK-BY-WEEK PROMOTIONS**

### **Date not determined/FYI: Light Up the Season Parade**

Downtown parade organized by the City of Moscow. Usually early in December and is generally 6 -7 p.m. *More information TBA.*

### **FYI: ArtWalk - Thursday, December 15**

We are a season (October 2022 - June 2023) Artwalk location, meaning we will be hosting a reception or event of sorts every month on the third Thursday. More details to come.

### **Dates not determined/FYI: DeLIGHTful Downtown Decorating Contest**

*(From press release in 2021)* 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 Lighting. *More information TBA.*

### **HANUKKAH - Sunday, Dec. 18 - Monday, Dec. 26**

Marketing can create custom signage for grocery displays as needed by Ops.

Will include a custom newsletter.

*Ideas for cross-merchandising and endcaps:*

- 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

*Any specific product coming in for either Hanukkah or Kwanzaa?*