Monthly Promotions Playbook

January 2023

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! Cool!

Promotional Questions:

- How do we take what we learned over December holidays to improve this month?

- What items do you want to highlight for January as a "new year" (resolutions, healthy starts, cozy cooking)?
    - Super awesome green smoothie / chocolate protein smoothie
        - Confirmed: Revamp smoothies in general going back to frozen fruit + frozen spinach
        - Tea lattes on the coffee bar
        - Shaker Cup Giveaway: January A - 1 entry into raffle for shaker cup for every purchase of Orgain Protein Powder.
        - Shaker Cup Display: 24 Garden of Life shaker cups for Garden of Life protein endcap in January B. Cups will be included as a gift with purchase while supplies last.

    - Plant based whole foods on the hot bar and grab and go

        - Work in progress - share progress update in December

    - Healthy eating made easy
    - PRIORITY FOR RECIPES: Salad stuff, kale again, juicing recipes,
    - Self-care / wellness
    - Supplements galore

    - Class series focused on self-care

- How do we offer products that offer value?
    - Bulk
    - Co-op Basics recipes
    - Lots of communication support on the extra 10% that Owners save

- How do we make the Co-op welcoming and cozy for our guests?
    - Kitchen and washing infrastructure in the deli space
    - Keep the floors and rugs as tidy as possible
    - Communicating about melted snow and messes on the floor
    - Baking cookies off in the deli - cookie smells throughout the store

Feedback Needed/Confirm: DEPARTMENT SALE FOR JANUARY - Sausage:
Reminder - we need to have a 4-day sale quarterly, but can have more than that if we'd like to
Sausage Sale: 20% off for owners-only
January 24 - 27 Tuesday - Friday

Feedback Needed: Additional Ideas for Department Sales:

- February: Cereal Sale
- March: Cheese Madness
- April:
- May:

Feedback Needed: TWO FOR TUESDAYS
Conversations on this coming back - Follow up with Produce in December

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 6 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 *Hours: 7:30 - 4 M-F (Closes Dec. 17)*	Monday, January 9
Regular **Classes resume @ UI/WSU** *WWAMI starts 1/5, Law Classes start 1/9*	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 at 1912 Center	Friday, January 27

(There are no Winter Market dates in January)

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
Recipe #1: Greek Meatloaf
Recipe #2: Honey-roasted Citrus
*Special Feature: Retro Recipe - Bread

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
*Special Feature: Retro Recipe - Soup

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
*Special Feature: Retro Recipe - Side Dish

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! Cortney will now be taking the lead on this program and can be reached at events@moscowfood.coop.

Feedback Needed: Special Promotions

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

FYI: January Artwalk + 50th Kickoff - (Thursday, January 19th from 4:30 - 6:30 p.m.)

We'll be participating in the January Artwalk event and this will kick off our year of celebrating our 50th anniversary. The gallery will be outfitted with historic merch, (shirts, logo totes, gift cards, etc). Beverage samples will come from Micropolis and Paradise Creek.

FYI - CHANGE FOR GOOD Q1 RECIPIENTS:
Applicants for this quarter will be due December 10, 2022. These recipients will roll out January 2 after we reopen.

Kenworthy Performing Arts Centre - Moscow, Idaho
The Kenworthy Performing Arts Centre is Moscow's premier historic, downtown, community performing arts venue. KPAC is fundraising to support a film program celebrating diversity in our community. Funds received will cover the costs associated with licensing films for Black History Month and to produce two larger film events dedicated to Black writers and directors.

Family Promise of the Palouse - Based in Moscow & supports surrounding area
Family Promise supports and nurtures families facing homelessness in our community. Family Promise is raising money to create a family garden at their day center. In the spring, Family Promise will plant several garden beds of produce for families to maintain and harvest.

The Co-op's FLOWER Program
The Co-op's FLOWER Program (Fresh, Local, Organic, and Within Everyone's Reach) offers a 20% discount to owners who qualify for federal assistance programs. Speak with any cashier to learn more about this program, or email us at ownerservices@moscowfood.coop.