Monthly Promotions Playbook

March 2023

MOSCOW FOOD CO-OP MARKETING TEAM

CONFIDENTIAL
for Moscow Food Co-op Staff Use Only

MONTHLY THEMES & OBJECTIVES:

NGC Promotions:

- National Nutrition Month
- National Noodle Month
- National Frozen Food Month
- Women's History Month - Potential display on the "holiday table" as we did last year?

Major Promotional Points:

- Pi Day - Last year: *(Pi Day Sale 3/13 - 3/15 @ 20% off Bakehouse pies)*
- St. Patrick's Day
- Women's History Month
- Seed Sale - Last year: 20% off seeds for owners only, March 30 - April 1

Promotional Questions:

- What are we thinking about to prepare for St. Patrick's Day?
    - Corned beef - Meat Department?
    - Corned beef or holiday themed food on the hot bar?
    - Irish Soda Bread - Bakehouse?
    - Guinness, Southwick's, or whiskey cocktails?
- What products are we cross-merchandising to illustrate "staying cozy" (March A) this spring.
- What products do we want to feature for Women's History Month? (Last year we did a "holiday table" type display)
- Do we want to run another seed sale (see information above?)

IMPORTANT DATES

National Peanut Butter Lover's Day	Wednesday, March 1
Last day to become an owner in order to vote in the 2022 Board Election	Wednesday, March 1 by 8 p.m.
Virtual Candidate Forum	Monday, March 6 (via Zoom)
Board Meeting	Tuesday, March 7
International Women's Day	Wednesday, March 8
Board Election	Monday, March 6 - Sunday, March 19
Change for Good Q2 Application Deadline	5 p.m. Friday, March 10
Latah Co. Health & Wellness Fair	Thursday, March 10, 11 a.m. - 6 p.m.
2022 March Madness **More information on Cheese Madness TBA*	March 14 - April 3
UI/WSU/MHS Spring Break **Campus location is closed through this break*	March 13 - March 19
Pi Day	Tuesday, March 14
Community News Submission Deadline	Wednesday, March 15
St. Patrick's Day	Thursday, March 17
"Upper Crust" aka Bakehouse's Birthday	Friday, March 24
National Spinach Day	Sunday, March 26
Change for Good Recipient Changeover **This is also the 1 year anniversary of this program, FYI*	Saturday, April 1

CO-OP DEALS + FRESH FLYER CYCLES

March A	**Wednesday, March 1 - Tuesday, March 14** *FF submissions due Wed. Feb. 22* *NCG Theme: Lighten Up* *Theme Suggestion: Comfort Food Favorites* *NCG Recipe 1: Marinated French Lentil Salad* *NCG Recipe 2: Baby Bok Choy in Black Bean Sauce* *Special Feature: Retro Recipe - Salad
March B	**Wednesday, March 15 - Tuesday, April 4 (3 weeks)** *Fresh Flyer submissions due Wed. March 8 *NCG Theme: Spring Forward* *NCG Recipe 1: Asparagus Carbonara* *NCG Recipe 2: Braised Artichokes w Anchovy Pesto* *Special Feature: Retro Recipe - Bread
April A	**Wednesday, April 5 – Tuesday, April 18** *Fresh Flyer submissions due Wednesday, March 29 *NCG Theme: Earth-friendly Favorites / Brunch Favorites* *NCG Recipe 1: Turkish-style Menemen* *NCG Recipe 2: Asparagus Risotto* *Special Feature: Retro Recipe - Side Dish

CO-OP KIDS:

Will be continuing through the month of March on Wednesdays. Feel free to reach out if you have any questions!