Monthly Promotions Playbook

February 2023

MOSCOW FOOD CO-OP MARKETING TEAM

CONFIDENTIAL
for Moscow Food Co-op Staff Use Only

MONTHLY THEMES & OBJECTIVES:

NGC Promotions:

- Canned Food Month - *Highlighting food drive partnerships with the WSU SLO Food Drive (Sustainable, Local, Organic) and Lapwai Food Pantry*
- National Chocolate Lovers Month
- National Cherry Month
- National Grapefruit Month
- National Snack Food Month
- National Potato Lovers Month

Major Promotional Points:

- Big Game (Superbowl)
- Valentine's Day
    - Mi Amore Rolls?
    - Chocolate Raspberry Brioche?

Promotional Questions:

- What are we thinking about to prepare for the Big Game and Valentine's Day?
    - *Ideas from October's Promo Mtng - time to refine and make a gameplan on how this comes to fruition:*
    - Guac! Always!
    - Trays + Charcuterie Boards
    - Ordered lots of candy (grocery) Valentine's Day
    - Sweetheart Steaks
    - Pretzel Buns for Superbowl
    - Superbowl Sides Pre-orders
        - Wings/Sausages/Dips/Trays
    - Valentine's: Cupcakes and Treats/Choc Strawberries

- What are we thinking about to prepare for St. Patrick's Day and "start of spring"? Are these things confirmed?
    - Andrew - Corned Beef
    - Produce - Cabbage feature
    - Corned Beef - Featured on the hot bar
    - Irish Soda Bread
    - KINGS CAKE - Fat Tuesday

- What promotions or products are on your mind for Earth Month (April?)
    - Bulk Sale - April 4-day Bulk Foods Sale
    - Events on Campus for UIdaho Bound - Participate in this
    - Produce - Sustainable packaging
    - Jazz Fest is in April (Lots of students in town)

IMPORTANT DATES

Board Meeting	Tuesday, February 1 at 6 p.m.
Moscow Winterfest	Saturday, February 4

Downtown event in Entertainment District running from 12 - 4 p.m.

Board Meeting	Tuesday, February 7
National Pizza Day	Thursday, February 9
SuperBowl "Big Game"	Sunday, February 12
New Board Candidate Orientation	Monday, February 13, 6 - 8 p.m.
Valentine's Day	Tuesday, February 14
Artwalk	Thursday, February 16
Random Acts of Kindness Day	Friday, February 17
Fat Tuesday	February 21

FYI: Winter Market Dates

February 4, 2023

March 4, 2023

<u>Dates Not Yet Confirmed:</u>

Pollinator Summit

Vandal Athletics Schedule - February (as of 11/29/2022):

University of Idaho Athletics - Composite Schedule

THURSDAY, FEBRUARY 2ND, 2023

Women's Basketball vs Portland State 6 PM Moscow, Idaho
MOSCOW, IDAHO *ICCU ARENA*

Men's Basketball at Portland State University 7 PM PT Portland, OR
PORTLAND, OR

FRIDAY, FEBRUARY 3RD, 2023

Women's Swimming and Diving at Lumberjack Diving Invite All Day Flagstaff, AZ
FLAGSTAFF, AZ *WALL AQUATIC CENTER*

Women's Swimming and Diving at Washington State University TBA Pullman, WA
PULLMAN, WA

Track & Field/Cross Country at WSU Open TBA Spokane, WA / The Podium
SPOKANE, WA / THE PODIUM - *INDOOR TRACK & FIELD*

SATURDAY, FEBRUARY 4TH, 2023

Women's Swimming and Diving at Lumberjack Diving Invite All Day Flagstaff, AZ
FLAGSTAFF, AZ *WALL AQUATIC CENTER*

Track & Field/Cross Country at WSU Open TBA Spokane, WA / The Podium
SPOKANE, WA / THE PODIUM - *INDOOR TRACK & FIELD*

Men's Basketball at Sacramento State 2 PM PT Sacramento, CA
SACRAMENTO, CA

Women's Basketball vs Sacramento State 2 PM Moscow, Idaho
MOSCOW, IDAHO *ICCU ARENA*

MONDAY, FEBRUARY 6TH, 2023

Women's Golf at Falcon Florida Classic Lakewood Ranch Country Club - Lakewood Ranch, Fla.
LAKEWOOD RANCH COUNTRY CLUB - LAKEWOOD RANCH, FLA.

TUESDAY, FEBRUARY 7TH, 2023

Women's Golf at Falcon Florida Classic Lakewood Ranch Country Club - Lakewood Ranch, Fla.
LAKEWOOD RANCH COUNTRY CLUB - LAKEWOOD RANCH, FLA.

FRIDAY, FEBRUARY 10TH, 2023

Track & Field/Cross Country at Whitworth Invitational TBA Spokane, WA / The Podium

SATURDAY, FEBRUARY 11TH, 2023

Track & Field/Cross Country at Whitworth Invitational TBA Spokane, WA / The Podium
SPOKANE, WA / THE PODIUM - *INDOOR TRACK & FIELD*

Track & Field/Cross Country at Don Kirby Elite Invitational TBA Albuquerque, NM
ALBUQUERQUE, NM - *INDOOR TRACK & FIELD*

Women's Basketball vs Eastern Washington 1 PM Moscow, Idaho
MOSCOW, IDAHO *ICCU ARENA*

Men's Basketball vs Eastern Washington University 3:30 PM Moscow, Idaho
MOSCOW, IDAHO *ICCU ARENA*

SUNDAY, FEBRUARY 12TH, 2023

Track & Field/Cross Country at Don Kirby Elite Invitational TBA Albuquerque, NM
ALBUQUERQUE, NM - *INDOOR TRACK & FIELD*

THURSDAY, FEBRUARY 16TH, 2023

Women's Basketball at Northern Colorado 11 AM Greeley, Colo.
GREELEY, COLO.

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

SATURDAY, FEBRUARY 18TH, 2023

Men's Basketball vs Northern Arizona University 12 PM Moscow, Idaho
MOSCOW, IDAHO *ICCU ARENA*

Women's Basketball at Northern Arizona 12 PM Flagstaff, Ariz.
FLAGSTAFF, ARIZ.

WEDNESDAY, FEBRUARY 22ND, 2023

Women's Swimming and Diving vs WAC Championships All Day Pharr, TX
PHARR, TX - *WESTERN ATHLETIC CONFERENCE CHAMPIONSHIPS*

THURSDAY, FEBRUARY 23RD, 2023

Women's Swimming and Diving vs WAC Championships All Day Pharr, TX
PHARR, TX - *WESTERN ATHLETIC CONFERENCE CHAMPIONSHIPS*

Track & Field/Cross Country vs Big Sky Indoor Conference Championships All Day Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER - INDOOR TRACK & FIELD*

Women's Basketball vs Idaho State 6 PM Moscow, Idaho
MOSCOW, IDAHO *ICCU ARENA*

Men's Basketball at Idaho State University 6 PM PT Pocatello, ID

FRIDAY, FEBRUARY 24TH, 2023

Women's Swimming and Diving vs WAC Championships All Day Pharr, TX
PHARR, TX - *WESTERN ATHLETIC CONFERENCE CHAMPIONSHIPS*

Track & Field/Cross Country vs Big Sky Indoor Conference Championships All Day Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER - INDOOR TRACK & FIELD*

SATURDAY, FEBRUARY 25TH, 2023

Women's Swimming and Diving vs WAC Championships All Day Pharr, TX
PHARR, TX - *WESTERN ATHLETIC CONFERENCE CHAMPIONSHIPS*

Track & Field/Cross Country vs Big Sky Indoor Conference Championships All Day Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER - INDOOR TRACK & FIELD*

Women's Basketball vs Weber State 2 PM Moscow, Idaho
MOSCOW, IDAHO *ICCU ARENA*

Men's Basketball at Weber State University 6 PM PT Ogden, UT
OGDEN, UT

SUNDAY, FEBRUARY 26TH, 2023

Men's Golf vs Loyola Intercollegiate Palm Valley Golf Club - Phoenix, Ariz.
PALM VALLEY GOLF CLUB - PHOENIX, ARIZ.

MONDAY, FEBRUARY 27TH, 2023

Men's Golf vs Loyola Intercollegiate Palm Valley Golf Club - Phoenix, Ariz.
PALM VALLEY GOLF CLUB - PHOENIX, ARIZ.

Women's Golf at GCU Invite GCU Course - Phoenix, Ariz.
GCU COURSE - PHOENIX, ARIZ.

Women's Basketball at Montana 5 PM Missoula, Mont.
MISSOULA, MONT.

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

TUESDAY, FEBRUARY 28TH, 2023

Men's Golf vs Loyola Intercollegiate Palm Valley Golf Club - Phoenix, Ariz.
PALM VALLEY GOLF CLUB - PHOENIX, ARIZ.

Women's Golf at GCU Invite GCU Course - Phoenix, Ariz.
GCU COURSE - PHOENIX, ARIZ.

CO-OP DEALS + FRESH FLYER CYCLES

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

February B — **Wednesday, Feb. 15 - Tuesday, Feb. 28**

FF submissions due Wed. Feb. 8
NCG Theme: Heart Health
Theme Suggestion: Stay Well this Winter
NCG Recipe 1: White Chocolate Raspberry Mousse
NCG Recipe 2: Honey Ginger Lemonade
NCG Produce Feature: Mandarins/Citrus
*Special Feature: Retro Recipe - Tofu Based Main

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

CO-OP KIDS:

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

Coffee Bar Features:

White Chocolate Raspberry Mocha

Are these confirmed? Bakehouse Features:

Mi Amore Rolls?
Chocolate Raspberry Brioche?

Valentine's Celebrations

- Confirmed - Special Valentine's Cake preorders from the Bakehouse
- Chocolate dipped strawberries, marshmallows, cookies, specialty treats
- Platters

Fat Tuesday (March 1)

- King's Cake, potentially?