

# Marketing Calendar

## Autumn Term

	September	October	November	December
<b>Destination Day</b>	British Food Fortnight	World Food Day	Italian	Christmas Lunch
<b>Special Events</b>	Chocolate Day	Halloween	Bonfire Night	Festive Treats
<b>Promotions All Year</b>	2 500ml Bottles of Water for £1			
<b>Promotions - All</b>	2 weeks - 50p off main meal deal	Alarming Giveaway	Free Salad with a Jacket	Fruit Pot & Salad Box
<b>Promotions – 6<sup>th</sup> Form</b>	Panini & Pot	Soup & Sarnie	Special Grab	2 Bottles of Drink for £2
<b>Pop Up Promotion</b>	Smoothie Bar	Soup Station	Live Cookery	Build a Salad
<b>Loyalty Scheme</b>	Buy 9 get 10 <sup>th</sup> Free on all Meal Deals	Buy 9 get 10 <sup>th</sup> Free on all Meal Deals	Buy 9 get 10 <sup>th</sup> Free on all Meal Deals	Buy 9 get 10 <sup>th</sup> Free on all Meal Deals
<b>Provenance</b>	Good Things Pole Caught Bananas	Good Things Locally Sourced Free Range Eggs	Good Things We Love Local Sustainable Fish	Good Things Locally Sourced Free Range Eggs
<b>Foodie Facts</b>	Broccoli Melons	Parsnips Pears	Apples Sweetcorn	Carrots Tomatoes



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[www.caterlinkltd.co.uk](http://www.caterlinkltd.co.uk)

# Marketing Calendar Spring Term

	January	February	March
<b>Destination Day</b>	Spanish	Chinese	Mexican
<b>Special Events</b>	Healthy Choices	Pancake Day Fair Trade Fortnight	Easter Treats
<b>Promotions All Year</b>	2 500ml Bottles of Water for £1		
<b>Promotions - All</b>	20p off I'm New	Alarming Giveaway	Free Salad with a Jacket
<b>Promotions – 6<sup>th</sup> Form</b>	Panini & Pot	Soup & Sarnie	Special Grab
<b>Pop Up Promotion</b>	Smoothie Bar	Soup Station	Live Cookery
<b>Loyalty Scheme</b>	Buy 9 get 10 <sup>th</sup> Free on all Meal Deals	Buy 9 get 10 <sup>th</sup> Free on all Meal Deals	Buy 9 get 10 <sup>th</sup> Free on all Meal Deals
<b>Provenance</b>	Good Things Pole Caught Bananas	Good Things Locally Sourced Free Range Eggs	Good Things We Love Local Sustainable Fish
<b>Foodie Facts</b>	Apples Beetroot	Parsnips Pineapples	Sweetcorn Kiwi



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# Marketing Calendar Summer Term

	April	May	June	July
<b>Destination Day</b>	British	Indian	Caribbean	American
<b>Special Events</b>	Old Favourites	Apple Day	Brain Food	Ice Cream Bar
<b>Promotions All Year</b>	2 500ml Bottles of Water for £1			
<b>Promotions - All</b>	20p off I'm New	Alarming Giveaway	Free Salad with a Jacket	Fruit Pot & Salad Box
<b>Promotions – 6<sup>th</sup> Form</b>	Panini & Pot	Soup & Sarnie	Special Grab	2 Bottles of Drink for £2
<b>Pop Up Promotion</b>	Smoothie Bar	Soup Station	Live Cookery	Build a Salad
<b>Loyalty Scheme</b>	Buy 9 get 10 <sup>th</sup> Free on all Meal Deals	Buy 9 get 10 <sup>th</sup> Free on all Meal Deals	Buy 9 get 10 <sup>th</sup> Free on all Meal Deals	Buy 9 get 10 <sup>th</sup> Free on all Meal Deals
<b>Provenance</b>	Good Things Pole Caught Bananas	Good Things Locally Sourced Free Range Eggs	Good Things We Love Local Sustainable Fish	Good Things Locally Sourced Free Range Eggs
<b>Foodie Facts</b>	Peas Oranges	Potatoes Tomatoes	Bananas Beetroot	Strawberries Broccoli



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