Monthly Promotions Playbook

DECEMBER 2021

MOSCOW FOOD CO-OP MARKETING TEAM

PROJECT INFORMATION

CONFIDENTIAL
for Moscow Food Co-op Staff Use Only

MOSCOW FOOD CO+OP

IMPORTANT DATES

Hanukkah	Sunday, Nov. 28 - Monday, Dec. 6
Wellness Wednesday	Wednesday, December 1
First Thursday	Thursday, December 2
Christmas Eve - Closing @ 6	Friday, December 24
Christmas - CLOSED	Saturday, December 25
Day after Christmas - CLOSED	Sunday, December 26
Kwanzaa	Sunday, December 26 - Saturday, January 1, 2022
New Year's Eve - Closing @ 6	Friday, December 31
New Year's Day - CLOSED	Saturday, January 1
Inventory	Sunday, January 2

Vandal Athletics Schedule - December:

26	27	28	29	30 MBB at Northern Arizona University Flagstaff, Ariz. WBB vs Northern Arizona University Moscow, Idaho TBA ESPN+ Live Stats	31	1

(Calendar shows all currently scheduled games - will be updated if more is put on the schedule - 8.2.2021)

CO-OP DEALS + FRESH FLYER CYCLES

December A

Wednesday, December 1 – Tuesday, Dec. 14

*Fresh Flyer submissions due Wednesday, Nov. 24

NCG Theme: Sweet Treats / Warm Drinks

NCG Recipe 1: Pomegranate Tahini Cookies
NCG Recipe 2: Braised Lamb Leg in Pomegranate Sauce
NCG Produce Feature: Pomegranates

December B

Wednesday, December 15 - Tuesday, Jan. 4

*Fresh Flyer submissions due Wednesday, Dec. 8

NCG Theme: Holiday Celebrations

NCG Recipe 1: Mandarin Orange Cake
NCG Recipe 2: Ancho-Rubbed Turkey Breast
NCG Produce Feature: Mandarins/Citrus

January A

Wednesday, January 5 – *Not released yet*

CO-OP KIDS:

More information coming.

LOGO MERC:

Marketing will update shortly.

MARQUEE MESSAGING:

Marketing will complete this following review of promotions within the sales cycles.

ENDCAPS & DISPLAYS:

What ideas do you have for endcaps or displays? How can marketing support?

SPECIAL PROMOTIONS:

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

MONTH-LONG PROMOTIONS

NGC Promotions:

- National Pear Month
- National Eggnog Month

NYE Celebrations

Idea - is this something we're interested in? Thoughts, feedback?

- Prepped boxes with charcuterie boards, bubbles/champagne
- Highlight standing veggie platters & cheese trays
- Chocolate dipped strawberries, specialty treats

CR: *Add to February/May for Mother's/Father's Day and Graduation 2022*

CURATED GIFT BOXES FOR FINALS AND HOLIDAYS - Date TBD

Idea - is this something we're interested in?

Interest in offering curated "local" themed gifts at 2 price points? $25 and $50? With the cost to include shipping.

CHRISTMAS HOLIDAY PIE PRE-ORDERS - Date TBD

Bakehouse: Interest in offering pre-order holiday pies?

In 2020 we ran this promotion from and sold a total of 14 orders = 24 pies.

CHRISTMAS HOLIDAY SIDE DISHES - Date TBD

Kitchen/Prepared Foods: Interest in offering pre-order side dishes?

In 2020 we ran this promotion from December 12 - 19 and had a total of 23 orders = 74 items.

2020 Menu:

- Cranberry-Sage Sausage Stuffing, $10.99 | Dairy Free
- Roasted Garlic Mashed Potatoes, $12.99 | Vegetarian, Gluten Free
- Maple-Mashed Sweet Potatoes, $10.99 | Vegetarian, Gluten Free
- Gourmet Green Bean Casserole, $10.99 | Vegetarian
- Wild Rice & Walnut Stuffing, $10.99 | Vegan
- Co-op's Famous Mushroom Gravy, $7.99 for 16 oz | Vegetarian
- Classic Homemade Cranberry Sauce, $6.99 for 8oz | Vegan, Gluten Free

CHARCUTERIE PREORDERS - Date TBD

Idea - Is this something we're interested in?

Option to preorder a vegetarian and meat-based option for holiday celebrations. Marketing to set up Google form and make comm plan.

EGGNOG LATTES/DRINKS THEME @ COFFEE BAR/CAMPUS - Date TBD

PEPPERMINT THEME @ COFFEE BAR/BAKEHOUSE - Date TBD

WEEK-BY-WEEK PROMOTIONS

HANUKKAH - Sunday, Nov. 28 - Monday, Dec. 6

KWANZAA - Sunday, December 26 - Saturday, January 1, 2022