Monthly Promotions Playbook

NOVEMBER 2021

MOSCOW FOOD CO-OP MARKETING TEAM

PROJECT INFORMATION

CONFIDENTIAL
for Moscow Food Co-op Staff Use Only

MOSCOW FOOD CO+OP

IMPORTANT DATES

World Vegan Day	Monday, November 1
Day of the Dead	November 2
Election Day	Tuesday, November 2
Wellness Wednesday	Wednesday, November 3
First Thursday	Thursday, November 4
UI Home Game vs Southern Utah	Saturday, November 6
UI Parents & Family Weekend	November 5-7
National Cappuccino Day	Monday, November 8
Board Election Packet Release	Monday, November 8
American Insurance Food Drive	Nov. 15 - 19
WSU Home Game vs Arizona	Friday, November 19
UI/WSU Thanksgiving Break	Monday, November 22 - 26
Thanksgiving - CLOSED	Thursday, November 25
Day after Thanksgiving - CLOSED	Friday, November 26
FYI: WSU/UW Apple Cup is in Seattle	Friday, November 26
Small Business Saturday	Saturday, November 27
Hanukkah	Sunday, Nov. 28 - Monday, Dec. 6

Vandal Athletics Schedule - November:

University of Idaho Athletics - Composite Schedule

WEDNESDAY, NOVEMBER 3RD, 2021

Women's Soccer vs Big Sky Conference Greeley, Colo.
GREELEY, COLO. - *BIG SKY CHAMPIONSHIPS*

THURSDAY, NOVEMBER 4TH, 2021

Women's Soccer vs Big Sky Conference Greeley, Colo.
GREELEY, COLO. - *BIG SKY CHAMPIONSHIPS*

Volleyball at Montana State University 6 P.M. Bozeman, Mont.
BOZEMAN, MONT.

FRIDAY, NOVEMBER 5TH, 2021

Women's Soccer vs Big Sky Conference Greeley, Colo.
GREELEY, COLO. - *BIG SKY CHAMPIONSHIPS*

SATURDAY, NOVEMBER 6TH, 2021

Women's Soccer vs Big Sky Conference Greeley, Colo.
GREELEY, COLO. - *BIG SKY CHAMPIONSHIPS*

Football vs Southern Utah TBA Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER*

Volleyball at University of Montana 1 P.M. Missoula, Mont.
MISSOULA, MONT.

SUNDAY, NOVEMBER 7TH, 2021

Women's Soccer vs Big Sky Conference Greeley, Colo.
GREELEY, COLO. - *BIG SKY CHAMPIONSHIPS*

TUESDAY, NOVEMBER 9TH, 2021

Volleyball at Eastern Washington University 6 P.M. Cheney, WA
CHENEY, WA

FRIDAY, NOVEMBER 12TH, 2021

Track & Field/Cross Country vs NCAA West Regional Sacramento, Calif.
SACRAMENTO, CALIF.

SATURDAY, NOVEMBER 13TH, 2021

Football at Montana State TBA Bozeman, Mont.
BOZEMAN, MONT.

Volleyball vs University of Northern Colorado 6 P.M. Moscow, Idaho
MOSCOW, IDAHO *MEMORIAL GYM*

THURSDAY, NOVEMBER 18TH, 2021

Volleyball vs Big Sky Conference Tournament TBA

FRIDAY, NOVEMBER 19TH, 2021

Volleyball vs Big Sky Conference Tournament TBA

SATURDAY, NOVEMBER 20TH, 2021

Volleyball vs Big Sky Conference Tournament TBA

Football at Idaho State TBA Pocatello, Idaho
POCATELLO, IDAHO

Track & Field/Cross Country vs NCAA Championships Tallahassee, Fla.
TALLAHASSEE, FLA.

November 2021 | All Games | All Sports | 08/02/2021 | GO

Expand/Collapse all dates?

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	1	2	3 WSOC vs Big Sky Conference Big Sky Championships Greeley, Colo.	4 WSOC vs Big Sky Conference Big Sky Championships Greeley, Colo. VB at Montana State University Bozeman, Mont. 6 P.M.	5 WSOC vs Big Sky Conference Big Sky Championships Greeley, Colo.	6 WSOC vs Big Sky Conference Big Sky Championships Greeley, Colo. vs Southern Utah Moscow, Idaho TBA
7 WSOC vs Big Sky Conference Big Sky Championships Greeley, Colo.	8	9 VB at Eastern Washington University Cheney, WA 6 P.M. ESPN+ Live Stats	10	11	12 TF/XC vs NCAA West Regional Sacramento, Calif.	13 at Montana State Bozeman, Mont. TBA VB vs University of Northern Colorado Moscow, Idaho 6 P.M. ESPN+ Live Stats
14	15	16	17	18 VB vs Big Sky Conference Tournament TBA ESPN+	19 VB vs Big Sky Conference Tournament TBA ESPN+	20 VB vs Big Sky Conference Tournament TBA ESPN+ at Idaho State Pocatello, Idaho TBA
21	22	23	24	25	26	27
28	29	30	1	2	3	4

CO-OP DEALS + FRESH FLYER CYCLES

November A	**Wednesday, November 3 – Tuesday, Nov. 16** *Fresh Flyer submissions due Wednesday, Oct. 27 *NCG Theme: Indigenous Peoples' Month / Soup* *NCG Recipe 1: Cranberry Short Ribs* *NCG Recipe 2: Pumpkin Naan* *NCG Produce Feature: Cranberries*
November B	**Wednesday, November 17 - Tuesday, Nov. 30** *Fresh Flyer submissions due Wednesday, Nov. 10 *NCG Theme: Thanksgiving / Gathering / Potlucks* *NCG Recipe 1: Candied Sweet Potatoes* *NCG Recipe 2: Chorizo Cornbread Stuffing* *NCG Produce Feature: Yams*
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*

CO-OP KIDS

Co-op Kids to Go, (individually-packaged activity kits) will be available at each sales pod every Tuesday in November.

Marketing:

- Will coordinate with volunteers Melissa and Verity to create the activity kits.
- Will get the box of each week's activity kit delivered to the Front End Office before close of business each Monday.
- Will send weekly newsletters out to specialized email list to announce the program, (will also share via social media) to help spread the word.

LOGO MERC:

Received great feedback on the display on the "logo wall." Upcoming logo purchases include:

EnviroTotes in a logo series for end-of year - should arrive end of November 2021:

Canvas wine totes in 2 sizes - should arrive mid-November, logo design TBD:
(L: Canvas 14 oz. 2-bottle grocery tote) (R: Smaller 2-bottle tote with side pockets)

ChicoBags - design and order date TBD:

MARQUEE MESSAGING:

NEWSLETTER THEMES:

Week 1:

- Edition 1: Sales flyers, announce winner pumpkin carving contest, gratitude campaign
- Ed 2: Special invite for Parent + Family Weekend
- Ed 3: First Thursday (?), gallery turnover

Week 2:

- Ed 1: Reminder on holiday store hours, recipe cards, Board election packet release, food drive kick-off
- Ed 2: Pre-ordered frozen turkeys, reminder on holiday hours

Week 3:

- Ed 1: TBD

Week 4:

- Ed 1: TBD

MONTH-LONG PROMOTIONS

NGC Promotions:

- National Stuffing Month
- National Peanut Butter Lover's Month

DISPLAYS & CROSS MERCHANDISING IDEAS:

Items below are display suggestions pulled from NCG's promo playbook:

- Bulk & Grocery:
    - Baking flours, sugars, sliced and slivered almonds, pecans, baking herbs and spices, coffee
    - Canned pumpkin and squash, pie crusts/shells
    - Ingredients for eggnog, cranberry sauce, pie crusts, along with recipe cards to provide solutions associated w/ expected shortages
    - Beer, sparkling wines, promoting 10% 6-bottle purchase, logo canvas wine/bottle totes, non-alcoholic sparkling wines and juices
- Wellness/Merc:
    - Vitamins C, D, K, and multivitamins, hand and face lotion, liquid hand soaps and sanitizer
- Prepared Foods:
    - Running holiday side dishes for lunch and dinner options
    - Promoting deli & cheese platters
- Meats:
    - Value added - oven-ready pot roast, meat balls, chicken wings

INDIGENOUS PEOPLES' MONTH

MFC GRATITUDE CAMPAIGN

In 2020 Marketing put together a "gratitude campaign" that was shared through the following venues:

- Social media
- Newsletter
- In-store submissions accepted (small box with pieces of paper)

Marketing will again share this campaign this year.

THANKSGIVING HOLIDAY PIE PRE-ORDERS - October 1 - November 16

Marketing will continue to advertise the opportunity to pre order Thanksgiving pies via the Google Form. Update as of 10/24: 22 pies reserved [CR]

THANKSGIVING HOLIDAY SIDE DISHES - Announcement date 10/27

The below menu was confirmed 10/26 and will be promoted starting 10/27 through Nov. 19. We will not be offering pureed pumpkin.

Historical context: In 2020 we ran this promotion from November 19 - 22 and sold a total of 20 orders for selling a total of 32 items. Customers picked up their orders on Wednesday, Nov. 25 at the downtown store from the Deli counter. Prices for items below may change.

2021 Updates:

- Marketing will again create a Google form to collect orders.
- This will be advertised through all channels and in-store signage, just like last year.
- The promotion will run Oct. 26 - Nov. 19
- Click here to see the online order form.

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

GINGERBREAD THEME @ COFFEE BAR/CAMPUS - Date TBD

WEEK-BY-WEEK PROMOTIONS

HOLIDAY BAZAAR THROWBACK

This will not take place this year. Will revisit the conversation Spring/Summer 2022.

AMERICAN INSURANCE FOOD DRIVE - Nov. 15 - 19

Marketing will again collaborate with American Insurance to create 10+ pre-packed food bags in the amounts of $10, $25, and $50 bags that customers can purchase and take through the registers. Instead of stockpiling bags, the funds donated will accumulate in the already-established food drive account. Marketing will

HOLIDAY GIFT GUIDE - Release date, November 27

Digital shopping guide with gift ideas across the store, with emphasis on sustainable & local gifts. On release date, Marketing will create a half-sheet flyer with a QR code and URL and will provide them Front End to place in shopping bags.

- All logo merc tote bag options (Envirotote logo series, canvas wine bags, Chico bags, logo drinkware)
- Sustainable gift wrap (old fabric, paper bag + decorate it)
- Local gifts (focused on supporting local makers)

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

Marketing can create custom signage for grocery displays. Will include a custom newsletter.