

# Monthly Promotions Playbook

*JUNE 2022*

MOSCOW FOOD CO-OP MARKETING TEAM

## PROJECT INFORMATION

CONFIDENTIAL

for Moscow Food Co-op Staff Use Only



MOSCOW FOOD CO+OP

## IMPORTANT DATES

<b>Uldaho Bound</b> <i>On-campus event for admitted students</i>	<b>June 3, 10, 17, 24</b>
<b>Camp Moscowanna</b> <i>(Downtown event in Entertainment District)</i>	Saturday, June 4 (4-8 p.m.)
<b>FFA Convention in Moscow</b> <i>Potential Leadership Convention with location TBA June 13 - 16</i>	June 7-10
<b>Agustin from La Rioja @ the Store</b>	June 9
<b>Moscow HS Graduation</b> <i>ICCU Arena</i>	June 10
<b>Artwalk</b> <i>Last "Third Thursday" Artwalk of the season, will start back up again in October 2022</i>	June 16
<b>National Eat Veggies Day</b>	June 17
<b>Board Retreat</b> <i>**Tentative - Board visiting store on Friday, 6/17. Focus on store conditioning. Melinda and Kerry out of office all day Saturday, June 18</i>	June 17 - 18
<b>Juneteenth (Idaho)</b>	June 19
<b>Father's Day</b>	June 19
<b>Juneteenth (Federal)</b>	June 20
<b>Smoothie Day</b>	June 21
<b>Summer Solstice</b>	June 21
<b>Great American Picnic Day</b>	June 25

To learn more about community events visit <https://moscowchamber.com/community/events-calendar/>

## FYI - MONTH-LONG THEMES:

- Kindness Campaign - Focus on Customers
- Pride Month
- Inclusive Trade program launch (NCG)
- Idaho Wine & Cider Month
- National Fresh Fruit and Vegetables Month

*Monthly Marketing Playbook – June 2022*

- *Other ideas?*

## CO-OP DEALS + FRESH FLYER CYCLES

### June A

**Wednesday, June 1 - Tuesday, June 14**

*\*Fresh Flyer submissions due Wednesday, May 25*

*NCG Theme: Fun in the Sun / Idaho Wine & Cider Month*

*NCG Recipe 1: Stone Fruit Slaw*

*NCG Recipe 2: Grilled Pork Chops with Cherry Sauce*

### June B

**Wednesday, June 15 - Tuesday, June 28**

*\*Fresh Flyer submissions due Wednesday, June 8*

*NCG Theme: Outdoor Grilling / Idaho Wine & Cider Month*

*NCG Recipe 1: Mushroom Lamb*

*NCG Recipe 2: Black-eyed Pea Salad*

### July A

**As of 5/23 \*Q3 promo playbook not yet released**

## FYI - JUNE CO-OP KIDSTO GO:

Will be continuing through the month of June on Wednesdays. Feel free to reach out if you have any questions! Co-op Kids organizers are currently evaluating the safety and general interest of meeting in-person.

## MONTH-LONG PROMOTIONS

### FYI - FIVE DAY FOCUS (MONTHLY):

- June 1 - 5
  - Push for ownership sign-ups at the register
  - All new owners will be entered to win a \$50 giftcard (Marketing covers)
  - Surcharge Ownership Plan conversation
  - Marketing will get all the owner signage created in May up for June 1 and will take down end of day June 5

### Feedback Needed - OWNERSHIP INCENTIVES:

- Seed Sale:
  - May 29 - June 4 (Sunday to Saturday)
  - All Seeds 10% off (for everyone)
  - All Seeds 20% off (if you are an owner)
- Free Santa Cruz Lemonade - 1/owner for first 500 owners from June 8-10 or 15-17  
*Potentially order some now while they are on sale and hold until then?*

### Feedback needed: PRIDE MONTH

- Marketing: Front window flags go up June 1, come down June 30
- Rainbow display on the landing pad? (Last year was Waterloo) - Alex checking with Julie
  - Discussed Kettle Chips
  - Dr. Bronner's
- Refresh on pronoun buttons available for purchase - Confirmed
- Eat the Rainbow - Produce
- New button design for staff - Confirmed
- Rainbow flags throughout the store - Confirmed, arrived
- Update: Irish Spike releasing Unicorn Blood w specialty label benefitting Trevor Project. We'll do one or two tasting events to coincide with Wine Month tastings (Thursdays) to support sales.
- Will change over one Change for Good Fund to Inland Oasis
- Other Ideas?

### **FYI - NCG INCLUSIVE TRADE PROGRAM LAUNCH** *(see attachment for more info)*

- NCG is launching Inclusive Trade in Co+op Deals, giving member co-ops and shoppers the opportunity to promote and purchase products from companies that are owned and operated by people who identify as women, Black, Indigenous, people of color, LGBTQIA+, persons with disabilities and veterans. This initiative will include presence in the Co+op Deals flyer and sale signs, as well as other marketing materials like digital assets, signs and at-shelf signage. Learn more by watching the [Inclusive Trade in Co+op Deals member webinar](#).
- NCG will be bringing this callout to Co+Deals Flyers starting with September B, we'd like to soft



launch for June A to tie in with Pride Month

- We can share the recording of the webinar (it was ~ 15 minutes) if anyone would like to watch it

### **FYI - IDAHO WINE & CIDER MONTH**

- Feature Idaho wineries and cider makers similarly to the week-by-week promotion of Idaho Craft Beer Month via social media, enewsletter, and via webpage: <https://moscowfood.coop/idaho-wine-month>
- Highlighting local partners/vintners who sell at the Co-op.
- Marketing will make custom stickers for the Wine Carriers
- Idaho Wine Commission has [promoted virtual events, tastings](#).
- Free wine tastings - schedule below (all tastings, minus Artwalk, are from 4:30 - 6:30 p.m.)
  - June 2: Sheppard Fruit Wines
  - June 9: Two Bad Labs Vineyards + Summit Cider
  - Additional presence from Agustin from La Rioja
  - June 16: Colter's Creek Winery (Artwalk) - 4 - 7:30 p.m.
  - June 23: Clearwater Canyon Cellars
  - June 30: Camas Prairie Winery
- Customers save 15% on 6 bottles of Idaho wines all month
- Link to Facebook event: <https://fb.me/e/5kF6VPwW3>

- The tasting schedule has been advertised via social media and newsletter, and marketing will soon make posters to hang-in store. Marketing will post the schedule in Beekeeper before the first tasting on June 2.
- Classes TBD.

## WEEK-BY-WEEK PROMOTIONS

### FYI - ARTWALK - Thursday, June 16

- Co-op Artwalk display will be outside including wine/beer + samples.
- Ron has confirmed Roadhouse Brewing and Peg has confirmed Colter's Creek to pour samples during the event.

### Feedback Needed - FRESH VEGGIES DAY - Wednesday, June 17

- Marketing: Working with Co-op Kids (COVID dependent, still TBD) to share a short scavenger hunt in-store for children focused on finding produce or items of each color in the rainbow. After the hunt share the Co-op Explorers passports to set up for the rest of the summer season.

### FYI - JUNETEENTH - Idaho - June 19, Federal - June 20

- (NY Times) Juneteenth — also known as Freedom Day — has been a tradition in the United States for more than 150 years. The holiday finds its roots in Texas, where enslaved African-Americans in the city of Galveston were [finally informed of their freedom](#) on June 19, 1865, about two and half years after President Abraham Lincoln issued the Emancipation Proclamation on Jan. 1, 1863. [Participation in Juneteenth celebrations grew throughout the years as descendants continued traditions in Texas](#) and, as African-Americans in the South migrated across the country, Juneteenth celebrations began appearing in different cities.
- Marketing will share third-party articles from respected sources sharing more information on the history of Juneteenth via newsletter, social media, and Beekeeper. There will be no promos or sales associated with the holiday.

### Feedback Needed - FATHER'S DAY - Sunday, June 19

Meat:

- Highlighting cowboy steaks

Center Store:

- Considering a specific beer on sale, or will feature in social media at full-price
- Focus on beard oil/men's products
- Feature on "dad gifts" & cards

Bakehouse: Still deciding if specialty dessert will be available

- 9" German Chocolate Cakes in the Grab and Go

Produce:

- Highlighting veggies for grilling and prepped veggies for skewers

**FYI - CHANGE FOR GOOD RECIPIENTS (April - June):**

Moscow Day School

PCEI

FLOWER will be replaced with Inland Oasis for the month of June.

Marketing has already created the jar labels and talking points for Front End for June 1.

Applications for Q3 Change for Good will be due June 10 online at <https://moscowfood.coop/change-for-good>

This has already been advertised via the newsletter and will also be shared via social media and Community News.