Monthly Promotions Playbook

SEPTEMBER 2022

MOSCOW FOOD CO-OP MARKETING TEAM

PROJECT INFORMATION

CONFIDENTIAL
for Moscow Food Co-op Staff Use Only

MOSCOW FOOD CO+OP

IMPORTANT DATES

UI v WSU Football Game @ Pullman (6:30) Saturday, September 3

Labor Day Monday, September 5
Store closing @ 6 p.m., Campus is closed, all staff working time + 1/2

Tentative: Co-op Board Meeting September 6

National Beer Lovers Day September 7

UI Greek Multicultural Recruitment September 7 - 10

Palouse Empire Fair (Colfax) September 8-11

Palouse Alumni Chapter End of Summer Celebration September 11
Link for more information:
https://www.uidaho.edu/alumni/events?trumbaEmbed=view%3Devent%26eventid%3D159871742

National Peanut Day September 13

Latah County Fair (Moscow) September 15 - 18

WSU Home Game v. Colorado State September 17

WSU Home Game v. UO Time TBA September 24

Pour Company Farmhouse Beer Event September 24 @ PCEI
We're not tabling or selling items here - here is the link for more information:
https://www.pourcompanymoscow.com/pour-company-farmhouse-beer-fest

Wine 101: Red Wines Class Thursday, September 29

University of Idaho Homecoming Sept. 25 - Oct 2 2022
https://www.uidaho.edu/events/signature-events/homecoming

National Coffee Day Thursday, Sept. 29

Looking ahead:

FYI: International Coffee Day Saturday, Oct. 1

Moscowberfest Saturday, Oct. 8

Vandal Athletics Schedule - September:

THURSDAY, SEPTEMBER 1ST, 2022

Women's Soccer at St. Thomas TBD St. Paul, Minn.
ST. PAUL, MINN.

FRIDAY, SEPTEMBER 2ND, 2022

Volleyball at Grand Canyon University 6 PM PT Phoenix, AZ
PHOENIX, AZ - *GRAND CANYON TOURNAMENT*

SATURDAY, SEPTEMBER 3RD, 2022

Volleyball vs Santa Clara University 9 AM PT Phoenix, AZ
PHOENIX, AZ - *GRAND CANYON TOURNAMENT*

Volleyball vs University of Wyoming 3:30 PM PT Phoenix, AZ
PHOENIX, AZ - *GRAND CANYON TOURNAMENT*

Football at Washington State 6:30 p.m. Pullman, Wash. / Gesa Field
PULLMAN, WASH. / GESA FIELD

SUNDAY, SEPTEMBER 4TH, 2022

Women's Soccer at Chicago State TBD Chicago, Ill.
CHICAGO, ILL.

FRIDAY, SEPTEMBER 9TH, 2022

Women's Soccer vs Louisiana TBD Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER*

Volleyball vs Florida Atlantic University 10 AM PT Jacksonville, FL
JACKSONVILLE, FL - *JACKSONVILLE UNIVERSITY TOURNAMENT*

Volleyball at Jacksonville University 4 PM PT Jacksonville, FL
JACKSONVILLE, FL - *JACKSONVILLE UNIVERSITY TOURNAMENT*

SATURDAY, SEPTEMBER 10TH, 2022

Volleyball vs Tartleton State 8 AM PT Jacksonville, FL
JACKSONVILLE, FL - *JACKSONVILLE UNIVERSITY TOURNAMENT*

Football at Indiana 5 p.m. Bloomington, Ind. / Memorial Stadium
BLOOMINGTON, IND. / MEMORIAL STADIUM

SUNDAY, SEPTEMBER 11TH, 2022

Women's Soccer vs UC Santa Barbara TBD Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER*

FRIDAY, SEPTEMBER 16TH, 2022

Women's Soccer vs North Dakota State TBD Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER*

Volleyball vs Morehead State University 9 AM PT Laramie, WY
LARAMIE, WY - *UNIVERSITY OF WYOMING TOURNAMENT*

SATURDAY, SEPTEMBER 17TH, 2022

Football vs Drake University TBA Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER*

Volleyball vs Nicholls State 9 AM PT Laramie, WY
LARAMIE, WY - *UNIVERSITY OF WYOMING TOURNAMENT*

THURSDAY, SEPTEMBER 22ND, 2022

Women's Soccer at Weber State University TBD Ogden, Utah
OGDEN, UTAH

Volleyball vs Sacramento State 6 PM Moscow, Idaho
MOSCOW, IDAHO *MEMORIAL GYM*

SATURDAY, SEPTEMBER 24TH, 2022

Volleyball at University of Montana TBA Missoula, Montana

MISSOULA, MONTANA

Football at Northern Arizona TBA Flagstaff, Ariz./ Walkup Skydome
FLAGSTAFF, ARIZ./ WALKUP SKYDOME

SUNDAY, SEPTEMBER 25TH, 2022

Women's Soccer vs Idaho State University TBD Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER*

FRIDAY, SEPTEMBER 30TH, 2022

Women's Soccer at Montana TBD Missoula, Mont.
MISSOULA, MONT.

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FYI - MONTH-LONG THEMES

- Kindness Campaign - Focus on Customers
    - QUARTER 3: Our Community
    - *GOAL: Demonstrating our commitment to kindness to our broader community, including our producers, vendors, and artisans*
        - Thank you cards for vendors, growers, artisans *(September A is "organic celebrations" and will tie in with this)*
        - Chloe and Melinda will draft cards, management team can sign
        - Chloe to set up card station for customers to write cards for vendors, growers, artisans
- National Chicken Month
- National Honey Month
- National Mushroom Month
- National Papaya Month
- National Rice Month

CO-OP DEALS + FRESH FLYER CYCLES

September A	**Wednesday, August 31 - Sept. 13** **FF Submissions due Wednesday, August 24 NCG Theme: Organic Celebrations Recipe #1: Roasted Root Veg Salad Recipe #2: Apple and Date Stuffed Butternut Squash
September B	**Wednesday, Sept. 14 - Oct. 4 (3 weeks)** **FF Submissions due Wednesday, September 7 *Our Theme: Tailgating Essentials* Recipe #1: Grilled Panzanella Recipe #2: Crispy Rosemary Chickpeas ***Inclusive Trade program rollout, below*

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

October A

Wednesday, Oct. 5 - Oct. 18

**FF Submissions due Wednesday, Sept. 28

Our Theme: Proposing "Flavors of Fall"

Recipe #1: Turmeric Pork Loin w Root Veggie Slaw

Recipe #2: Apple-stuffed Pumpkins

CO-OP KIDS

Will be continuing through the month of September 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:

Feedback Needed - FIVE DAY FOCUS (MONTHLY):

**All new owners in the month of September will be entered to win an Om gift basket in support of September as Mushroom Month. (We already have the gift basket from Om).

- September 1 - 5
    - Push for ownership sign-ups at the register

FYI - NATIONAL ORGANIC HARVEST MONTH

Marketing will work on messaging for National Organic Harvest Month. This will include a newsletter blast and targeted social media posts, with the addition of potential signage in-store.

FYI: September A - PRODUCERS & GROWERS GRATITUDE CAMPAIGN

Marketing:

- Will create small cards and will invite customers to write thank you notes or notes of gratitude directed toward our producers and growers.
- Will also solicit notes via social media platforms and enewsletter.
- Will revisit the "thank you" board that was up in Produce prior

Feedback Needed: September B - Tailgating Essentials

Items to feature (discussed in July's promotions meeting):

- Brats/grilling
    - Potentially a black and gold brat flavor?
- Buns
- Condiments
- Local Beers/seltzers/ciders
- Cans/small boxes of wines
- Chips/Snacks/Dips
- Recipes for salads and sides to share

WEEK-BY-WEEK PROMOTIONS

Feedback Needed: PUMPKIN SPICE THEME @ COFFEE BAR/BAKEHOUSE

2021: Potentially September 1 - November 1

FYI - WINE 101: REDS Class @ Fairgrounds - Sept. 29 - 6 - 7:30 p.m.

- Sold out of tickets as of 8/28. Depending on space, may potentially add 5+ more seats
- Grange Room at the Latah County Fairgrounds.
- Will advertise via the event marketing protocol, including creating an event sheet, Facebook event, social media campaign, "save the date" email reminders, and in-store signage. Tickets will only be available online.

Feedback Needed/FYI on what we ran last year:

INTERNATIONAL/NATIONAL COFFEE DAY SALE - Sept. 26 - Oct. 1, 2021

- **To discuss:**
  Thursday, September 29 = National Coffee Day
  Saturday, October 1 = International Coffee Day
  Discuss working with Marketing to coordinate individual tastings from vendors
  Discuss discount streamlining the sale if possible (flat 15% off, etc)

Cafe Mam
20% off Bulk Coffee

DOMA
Buy 2 x 12oz Coffee, get 1 Instant Sachet + Coupon ($3.00 off DOMA Coffees) Free

Equal Exchange
Bulk Coffee $9.99, Bulk Decaf $11.99, both $2.00 Savings

Evans Brothers
$2.00 off Retail Coffee

Landgrove
$3.00 off Retail Coffee

2021: Sales period for all is **9.26 - 10.2**

FYI - Q3 CHANGE FOR GOOD RECIPIENTS (July - September):
Part of the updated requirements when we transitioned the program from Dime in Time to Change for Good includes tabling at the store at least one time per month. (Random FYI - all vendors, organizations, or demo tables are allowed to table max 2 times per month, at this time).

- Community Action Center - Pullman, Washington
  - Table dates:
    - Tuesday, July 5 from 10 - 12
    - Tuesday, Aug. 16 from 10 - 12
    - Tuesday, Sept. 13 from 10 - 12

- Palouse Advocacy League - Serves Latah County (Idaho) and Whitman County (Washington)
  - Table dates:
    - Thursday, July 21 from 4:30 - 6:30
    - Thursday, August 11 from 4:30 - 6:30
    - Thursday, Sept. 8 from 4:30 - 6:30

- University of Idaho Women's Center
  - Table dates: TBD