Monthly Promotions Playbook

NOVEMBER 2022

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	November 1
Day of the Dead	November 1 - 2
UI Home Game vs Eastern Wash.	November 5
Winter Market @ 1912	November 5 - March 4

**More information on specific dates below*

UI Parents & Family Weekend	November 5-7
Election Day	November 8
National Cappuccino Day	November 8
UI Home Game vs. UC Davis	November 12
Artwalk	November 17
WSU Home Game vs Arizona	Friday, November 19
UI/WSU Thanksgiving Break	November 20 - 26
Day before Thanksgiving - Normal Hours	Wednesday, November 24

Special orders for Thanksgiving sides and pies will need to be picked up before 6 p.m.

Thanksgiving - CLOSED	Thursday, November 24
Day after Thanksgiving - CLOSED	Friday, November 25
FYI: WSU/UW Apple Cup is in Pullman	Friday, November 26
Small Business Saturday	Saturday, November 26

Dates Not Confirmed:

Board Election Packet Release	Date TBA
American Insurance Food Drive	Dates TBA
DeLIGHTful Decorating Contest	Dates TBA

Looking Ahead:

Winter Solstice	December 21, 2022
Hanukkah	December 18 - 26

FYI: Winter Market Dates at the 1912 Center (Runs 9 a.m. - 1 p.m.)

Link with more information: https://www.1912center.org/wintermarket1.php

November 5, 2022

November 12, 2022

December 3, 2022

December 10, 2022

February 4, 2023

March 4, 2023

Vandal Athletics Schedule - November:

Calendar view not useful as it's not showing the sport per each calendar…so we'll just have the written schedule for November.

University of Idaho Athletics - Composite Schedule

TUESDAY, NOVEMBER 1ST, 2022

Men's Basketball vs Evergreen State 6 PM Moscow, Idaho
MOSCOW, IDAHO *ICCU ARENA*

WEDNESDAY, NOVEMBER 2ND, 2022

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

THURSDAY, NOVEMBER 3RD, 2022

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

Volleyball at Weber State University 5 PM PT Ogden, UT
OGDEN, UT

FRIDAY, NOVEMBER 4TH, 2022

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

Men's Tennis at Gonzaga Tournament Spokane, WA
SPOKANE, WA

SATURDAY, NOVEMBER 5TH, 2022

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

Men's Tennis at Gonzaga Tournament Spokane, WA
SPOKANE, WA

Football vs Eastern Washington 12 p.m. Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER*

Volleyball at Idaho State University 1 PM PT Pocatello, ID
POCATELLO, ID

SUNDAY, NOVEMBER 6TH, 2022

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

Men's Tennis at Gonzaga Tournament Spokane, WA
SPOKANE, WA

MONDAY, NOVEMBER 7TH, 2022

Men's Basketball at University of Denver TBA Denver, CO

THURSDAY, NOVEMBER 10TH, 2022

Men's Basketball vs Walla Walla 6 PM Moscow, Idaho
MOSCOW, IDAHO *ICCU ARENA*

Volleyball at Portland State University 7 PM Portland, OR
PORTLAND, OR

FRIDAY, NOVEMBER 11TH, 2022

Track & Field/Cross Country vs NCAA West Regional Championships TBA Seattle, Wash. /
SEATTLE, WASH. / - *CROSS COUNTRY*

SATURDAY, NOVEMBER 12TH, 2022

Football vs UC Davis 4 p.m. Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER*

Volleyball at Sacramento State 7 PM Sacramento, CA
SACRAMENTO, CA

SUNDAY, NOVEMBER 13TH, 2022

Men's Basketball at Omaha 12 PM Omaha, NE
OMAHA, NE

WEDNESDAY, NOVEMBER 16TH, 2022

Men's Basketball vs Cal-State Bakersfield 6 PM Moscow, Idaho
MOSCOW, IDAHO *ICCU ARENA*

THURSDAY, NOVEMBER 17TH, 2022

Volleyball vs Northern Arizona University 6 PM Moscow, Idaho
MOSCOW, IDAHO *MEMORIAL GYM*

SATURDAY, NOVEMBER 19TH, 2022

Football at Idaho State 12 p.m. Pocatello, Idaho / Holt Arena
POCATELLO, IDAHO / HOLT ARENA

Track & Field/Cross Country vs NCAA Championships TBA Stillwater, Okla. /
STILLWATER, OKLA. / - *CROSS COUNTRY*

Men's Basketball vs Utah Tech 2 PM Moscow, Idaho
MOSCOW, IDAHO *ICCU ARENA*

Volleyball vs University of Northern Colorado 6 PM Moscow, Idaho
MOSCOW, IDAHO *MEMORIAL GYM*

WEDNESDAY, NOVEMBER 23RD, 2022

Men's Basketball at Cal Poly TBA San Luis Obispo, CA

THURSDAY, NOVEMBER 24TH, 2022

Volleyball at Big Sky Conference Tournament TBA Ogden, Utah
OGDEN, UTAH - *BIG SKY CONFERENCE TOURNAMENT*

FRIDAY, NOVEMBER 25TH, 2022

Volleyball at Big Sky Conference Tournament TBA Ogden, Utah
OGDEN, UTAH - *BIG SKY CONFERENCE TOURNAMENT*

Men's Basketball at University of the Pacific TBA Stockton, CA
STOCKTON, CA

SATURDAY, NOVEMBER 26TH, 2022

Volleyball at Big Sky Conference Tournament TBA Ogden, Utah
OGDEN, UTAH - *BIG SKY CONFERENCE TOURNAMENT*

Last updated 8.30.2022

FYI - MONTH-LONG THEMES

- Kindness Campaign - Spreading Kindness Wherever We Go
    - QUARTER 4: Our World
    - *GOAL: Pushing kindness out into the world*
        - Highlighting fair trade values and the vendors we carry who support them
        - Highlighting benefits of supporting a cooperative business
            - Features on our partnering cooperative businesses
- National Stuffing Month
- National Peanut Butter Lover's Month

CO-OP DEALS + FRESH FLYER CYCLES

November A	**Wednesday, November 2 - Nov. 15** **FF Submissions due Wednesday, Oct. 26 NCG Theme: Dishes to Share Recipe #1: Tamarind Date Brussels Sprouts Recipe #2: Rice and Feta and Cranberry Mint Relish
November B	**Wednesday, November 16 - Nov. 29** *Fresh Flyer submissions due Wednesday, Nov. 9 NCG Theme: Thanksgiving Recipe #1: Chili Verde w Sausage and Pumpkin Recipe #2: Pumpkin Puddings

December A **Wednesday, November 30 - Dec. 13**

*Fresh Flyer submissions due Wednesday, Nov. 23
Our theme: Sweet Treats, Warm Drinks
NCG Theme FYI: Holiday Baking
Recipe #1: Choc Chip Oat Pomegranate Cookies
Recipe #2: Cranberry Mandarin Sauce

CO-OP KIDS

- Will be continuing through the month of November 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

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. Can discuss and see if there is anything Marketing can do to support if any of the below ideas are of interest.

- 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

FYI: INDIGENOUS PEOPLES' MONTH

MFC GRATITUDE CAMPAIGN

In 2020 Marketing put together a "gratitude campaign" focused on collecting letters or notes of gratitude from customers/our community and sharing them publicly and with vendors/producers. These messages will be shared through the following venues:

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

Marketing will start collecting messages November 1 and share messages/letters as they come in via the channels described above.

FYI: THANKSGIVING HOLIDAY PIE PRE-ORDERS - October 1 - November 14

Marketing:

- Will revise and release the new order form on October 1 via social media and enewsletter
- Update webpage and schedule in consistent social media marketing through the promotion period
- Pie Order Form (Complete): https://forms.gle/L1U5DqGC6hWvDhNq5

FYI: THANKSGIVING SIDE PRE-ORDERS - October 1 - November 18

- Will revise and release the new order form on October 1 via social media and enewsletter
- Update webpage and schedule in consistent social media marketing through the promotion period
- Sides Order Form (Complete): https://forms.gle/xk7SQs7KycXNrqds5

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 - Dates TBD

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. *More details to come.*

HOLIDAY GIFT GUIDE - Projected release date, Sunday 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.

Here's the link to the 2020 edition: https://issuu.com/moscowfoodcoop/docs/gift_guide_final

Potential Items for inclusion - please review, share feedback regarding level of interest in potential out-of-stock scenarios. Would love any and all ideas for new and exciting (and specific) items to include:

- Local coffee
- Local beer
- Local and cooperative wine - with highlight of buy-6 discount
    - Tasting notes on local varieties and La Riojana for co-op tie in
- Logo merc, including totes, sweatshirts, wine bags, logo ceramic mugs
- Ideas tuned to all holidays including Kwanza, Diwali, Chinese New Year, etc
- Ideas for small gifts or "Stocking stuffers"
    - Dried soup and herb mixes
    - Decomposition books
    - 2022 calendars
    - Local soaps, bodycare

Notes on sharing:

- The guide will be put in Beekeeper a few days before release so staff can familiarize themselves

What else would make a great feature?