Monthly Promotions Playbook

OCTOBER 2022

MOSCOW FOOD CO-OP MARKETING TEAM

PROJECT INFORMATION

CONFIDENTIAL
for Moscow Food Co-op Staff Use Only

MOSCOW FOOD CO+OP

IMPORTANT DATES

WSU Homecoming FB Game	Either Sept. 24, Oct. 1, or 27
WSU Home Game vs CA	Saturday, October 1
UI Homecoming Weekend	Sept. 25 - Oct. 2
UI Leadership Weekend	October 1 - 2
Vandal Rally, Homecoming Bonfire	October 1
UI Homecoming Football Game v N Colorado	October 2
UI Homecoming Parade	October 2
Tentative: Co-op Board Meeting	October 4
Moscowberfest *Our level of involvement is TBD*	October 8
Indigenous Peoples' Day	Monday, October 10
WSU Family Weekend	October 15-17
ArtWalk	October 20
UI Home Game vs Portland State	October 22
Diwali (Festival of Lights) *Diwali is a festival of lights and one of the major festivals celebrated by Hindus, Jains, Sikhs, and some Buddhists.*	October 24
WSU Home Game v Utah @ 7 p.m.	October 27
Halloween	October 31

<u>Dates not confirmed:</u>

Downtown Moscow Trick or Treat

WSU Homecoming Week/events *(Due to Pac12 scheduling/TV contracts, the date has changed. It may be either May 12 or 19, but TBD)*

Moscow School District Homecoming

Agustin arriving/visiting/sampling for Co-op Month/Fairtrade Month

Vandal Athletics Schedule - October:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	29	30	1 vs Northern Colorado Moscow, Idaho TBA
2 at Northern Colorado Greeley, Colo. TBD	3	4	5	6 VB vs Idaho State University Moscow, Idaho 6 PM	7	8 VB vs Weber State University Moscow, Idaho 1 PM
9 at Northern Arizona Flagstaff, Ariz. TBD	10	11	12	13	14 vs Portland State Moscow, Idaho TBD	15 at Montana Missoula, Mont. / Washington-Grizzly Stadium 12 p.m. VB at Eastern Washington University Cheney, WA
16 vs Sacramento State Moscow, Idaho TBD	17	18	19	20 VB at University of Northern Colorado Greeley, CO 5 PM PT	21	22 vs Portland State Moscow, Idaho TBA VB at Northern Arizona University Flagstaff, AZ 11 AM PT
23 vs Eastern Washington Moscow, Idaho TBD	24	25	26	27 VB vs Montana State University Moscow, Idaho 6 PM	28	29 VB vs University of Montana Moscow, Idaho 1 PM at Sacramento State Sacramento, Calif. / Hornet Stadium TBA

University of Idaho Athletics - Composite Schedule

SATURDAY, OCTOBER 1ST, 2022

Football vs Northern Colorado TBA Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER*

SUNDAY, OCTOBER 2ND, 2022

Women's Soccer at Northern Colorado TBD Greeley, Colo.
GREELEY, COLO.

THURSDAY, OCTOBER 6TH, 2022

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

SATURDAY, OCTOBER 8TH, 2022

Volleyball vs Weber State University 1 PM Moscow, Idaho
MOSCOW, IDAHO *MEMORIAL GYM*

SUNDAY, OCTOBER 9TH, 2022

Women's Soccer at Northern Arizona TBD Flagstaff, Ariz.
FLAGSTAFF, ARIZ.

FRIDAY, OCTOBER 14TH, 2022

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

SATURDAY, OCTOBER 15TH, 2022

Football at Montana 12 p.m. Missoula, Mont. / Washington-Grizzly Stadium
MISSOULA, MONT. / WASHINGTON-GRIZZLY STADIUM

Volleyball at Eastern Washington University 7 PM Cheney, WA
CHENEY, WA

SUNDAY, OCTOBER 16TH, 2022

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

THURSDAY, OCTOBER 20TH, 2022

Volleyball at University of Northern Colorado 5 PM PT Greeley, CO
GREELEY, CO

SATURDAY, OCTOBER 22ND, 2022

Football vs Portland State TBA Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER*

Volleyball at Northern Arizona University 11 AM PT Flagstaff, AZ
FLAGSTAFF, AZ

SUNDAY, OCTOBER 23RD, 2022

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

THURSDAY, OCTOBER 27TH, 2022

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

SATURDAY, OCTOBER 29TH, 2022

Volleyball vs University of Montana 1 PM Moscow, Idaho
MOSCOW, IDAHO *MEMORIAL GYM*

Football at Sacramento State TBA Sacramento, Calif. / Hornet Stadium
SACRAMENTO, CALIF. / HORNET STADIUM

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 Co-op Month
- Fair Trade Month
- National Bulk Foods Week (3rd week in October)
- Non-GMO Month
- National Apple Month
- National Pizza Month

CO-OP DEALS + FRESH FLYER CYCLES - Updated

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
October B	**Wednesday, October 19 - Nov. 1** ** FF Submissions due Wednesday, Oct. 12 NCG Theme: Halloween Recipe #1: Hoisin Onion Wings Recipe #2: Pressure Cooker Pot Roast
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

CO-OP KIDS

Will be continuing through the month of October 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
CO-OP MONTH:

- Weekly Sampling Events featuring cooperative businesses
- Chloe will send tabling information to Alex and Nick
    - La Riojana Wine - Agustin
    - EE Chocolate, EE Teas, EE Coffee Tasting (may combine, may separate, we'll see how it shakes out)
    - Maple Valley
    - Frontier Co-op Teas + Spices
    - Once Again Nut Butters

    - PNW
    - Alaffia
    - Organic Valley (perhaps this could look like free samples of a featured beverage at the coffee bar for an afternoon)
    - ***What else would we like to feature?***
        - *Feature PNW pulses in the hot bar? - Not currently the lentils we're getting*
        - *EE coffee on the coffee bar?*
            - *Decaf is already featured*
        - *Bulk/Grocery:*
            - *Special tags for bulk things that are also cooperative?*
- "Shop co-ops" BINGO card
    - Similar to the "Local Love" bingo card, this will feature cooperative brands
    - Those who submit their "Shop co-ops" card will be entered to win a giftcard and prize (organized by Marketing)
- Flip chart
    - What do you love about cooperative businesses?

Feedback Needed - GREAT PUMPKIN:

Produce will inform Marketing on when the pumpkin is arriving, and from whom.

Feedback Needed - FAIR TRADE MONTH

NCG has not notified us if there will be another merchandising contest (or merchandising materials provided) as there were last year.

Featured Fair-Trade Products (2021):

Center Store:

- Will plan who they want to highlight and will request signage/endcap headers from Marketing.

OCTOBER A: - Rec'd from Julie 9/25

Maple Valley Co-op (received on promo, so we can put it on sale if its not already)

Moncaro (wine) Italian producr

Riojana Wine (co-op and fair trade) and Chocolate (Endangered species)

Nature's Path (some fair trade products, specifically items with chocolate) (oct a)

(Landing Pad) Baking (below)

Wholesome sugar (fair trade)

Wholesome Molasses (fair trade)

Big Tree Coconut sugar (fair Trade) (don't have to do both sugars, but they are both fair trade)

Field Day Flour (basics)

Frontier Vanilla and Cinnamon (?) if not already too crowded (X Cycle)

If you care Foil and/or parchment paper, or muffin tins maybe hanging on a strip on the side? (fair rubber certified, follows same rules as fair trade)

Navitas Cacao Butter, powder, and nibs (fair trade) (RECEIVING ON PROMO)

OCTOBER B 2021:

Equal Exchange (X Cycle)

Field Day Jam (fair trade, basics) and **Once again nut butters** (honest trade, meets fair trade certifications)

Alter Eco and Endangered Species? or can switch to another brand/ item. Most fair trade is chocolate, so I was having a hard time with this last one.(Alter eco b file)

(Landing Pad) **Halloween Display**

Marketing:

- Will share information on Fair Trade and cooperatively-created/grown products stocked at the store to share on social media and in newsletters.
- Will update the front page of the website to share more information on Fair Trade products and practices.

WEEK-BY-WEEK PROMOTIONS

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
- Side Order Form (Review/edits due to Chloe by end of day Sept. 26): https://forms.gle/G1mXTi5X2QKFnL7h8

FYI - MOSCOWBERFEST - Saturday, October 8, 4 - 8 p.m.

This community event will take place downtown on Main Stree in the Entertainment District. This event is free to the community. Melinda and Chloe will be working at the event, what we're selling is TBD.
Link for more information: https://moscowchamber.com/event/moscowberfest-2022/

Feedback Needed - INDIGENOUS PEOPLES' DAY - Monday, October 10

Marketing:

- Will launch land acknowledgement statement on social media and websites
- Will create custom enewsletter
- ***Is there anything else we should feature?***

Feedback Needed: National Bulk Foods Week - Sun, October 16 - Oct 22

- ***Is there interest in participating in this in some way?***

FYI: ArtWalk - Thursday, October 20

We are a season (October 2022 - June 2023) Artwalk location, meaning we will be hosting a reception or event of sorts every month on the third Thursday.

FYI - FOOD/PRODUCT DRIVE W/ MOSCOW ALEHOUSE & SOJOURNERS' ALLIANCE

More information TBA

FYI - DOWNTOWN TRICK OR TREAT - Date TBA

This annual event is hosted by the Moscow Chamber of Commerce. Marketing has signed the Co-op up as a "location" for the trick-or-treat event.
Marketing:

- Will advertise the Co-op as a location through enewsletter and social media.
- Will coordinate some kind of "photo booth" or photo opportunity for families outside the store
- Confirmed: Giving away Annie's Mac n Cheese
- Potentially sample hot cider outside