Monthly Promotions Playbook

FEBRUARY 2022

MOSCOW FOOD CO-OP MARKETING TEAM

PROJECT INFORMATION

CONFIDENTIAL
for Moscow Food Co-op Staff Use Only

MOSCOW FOOD CO+OP

IMPORTANT DATES

Board Meeting	Tuesday, February 1 at 6 p.m.
New Board Candidate Orientation	Tuesday, February 8, 6 - 8 p.m.
National Pizza Day	Wednesday, February 9
SuperBowl	Sunday, February 13
Valentine's Day	Monday, February 14
Community News Deadline	Tuesday, February 15
Mardi Gras	February 17 - March 1
Lionel Hampton Jazz Festival	Wed. Feb. 23 - Sun. Feb. 27
Pollinator Summit	Thurs. Feb. 24 - Fri. Feb. 25
Fat Tuesday	Tuesday, March 1

FYI: Winter Market Dates

Heart of the Arts, Inc. presents the 17th season of the
Winter Market

9 am - 1 pm | 1912 Center - Moscow, ID

Winter Market Dates:
Saturday, November 6, 2021
Saturday, November 13, 2021
Saturday, December 4, 2021
Saturday, December 11, 2021
Saturday, February 5, 2022
Saturday, March 5, 2022

Vandal Athletics Schedule - February (as of 11/24/2021):

☐ Expand/Collapse all dates?

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	1	2	3 WBB vs Southern Utah University Moscow, Idaho 6 P.M. ESPN+ Live Stats MBB at Southern Utah University Cedar City, Utah 6 p.m. PT	4	5
6	7	8	9	10 MBB vs Idaho State University Moscow, Idaho 6 p.m. WBB at Idaho State University Pocatello, ID 6 P.M. ESPN+	11	12 WSWIM vs College of Idaho/Ottowa Moscow, Idaho TBA WBB at Weber State University Ogden, UT 12 P.M. ESPN+
13 WSWIM vs College of Idaho/Ottowa Moscow, Idaho TBA	14	15	16	17 MBB vs University of Montana Moscow, Idaho 6 p.m. WBB at University of Montana Missoula, Mont. 6 P.M. ESPN+	18	19 WBB vs Eastern Washington University 2 P.M. ESPN+ MBB vs Eastern Washington University Moscow, Idaho
20	21 MGOLF at The Joust Mira Loma, Calif.	22 MGOLF at The Joust Mira Loma, Calif.	23 WSWIM at WAC Tournament Western Athletic Conference Tournament Houston, Texas TBA	24 WBB vs Sacramento State Moscow, Idaho 6 P.M. ESPN+ Live Stats MBB at Sacramento State Sacramento, Calif. 7:05 p.m.	25	26 WBB vs University of Northern Colorado Moscow, Idaho 2 P.M. ESPN+ Live Stats MBB at University of Northern Colorado Greeley, Colo. 5 p.m. PT

CO-OP DEALS + FRESH FLYER CYCLES

February A	**Wednesday, Feb. 2 - Tuesday, Feb. 15** *FF submissions due Wed. Jan. 26* *NCG Theme: Sweet Savings/Decadent Deals* *NCG Recipe 1: Easy Avocado Sauce* *NCG Recipe 2: Grapefruit Ceviche*
February B	**Wednesday, Feb. 16 - Tuesday, March 1** *FF submissions due Wed. Feb. 9* *NCG Theme: Stay Well this Winter/Stock the Pantry* *NCG Recipe 1: white Chocolate Raspberry Mousse* *NCG Recipe 2: Honey Ginger Lemonade* *NCG Produce Feature: Mandarins/Citrus*
March A	**Wednesday, March 2 - Tuesday, March 15** *FF submissions due Wed. Feb. 23* *NCG Theme: Comfort Food Favorites* *NCG Recipe 1: Spicy Miso Soup* *NCG Recipe 2: Sheet Pan Cod w Sweet Potatoes*

CO-OP KIDS:

Will be continuing through the month of February on Wednesdays. Feel free to reach out if you have any questions!

ENDCAPS & DISPLAYS:

What ideas do you have for endcaps or displays? How can marketing support?

MONTH-LONG PROMOTIONS

NGC Promotions:

- Canned Food Month - *Hosting food drive to support West Side Food Bank*
- National Chocolate Lovers Month
- National Cherry Month
- National Grapefruit Month
- National Snack Food Month
- National Potato Lovers Month (?)

Coffee Bar Features:
White Chocolate Raspberry Mocha

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:
  - Dried cherries, mixed nuts, melting chocolate, bulk coffee
- Grocery:
  - Craft Beer - amber, IPAs, stouts; seltzers, craft cocktails
  - Wines and sparkling wines merchandised for Valentine's Day celebrations
  - Potential for wine sale? Unconfirmed - circle back with Alex and Kerry
- Refrig Grocery:
  - Bar cheeses, yogurt, plant-based meats and cheeses
  - Gelato, frozen desserts
- Wellness:
  - Hand and body lotions, massage oils, candles, cosmetics, sleep support
- Produce:
  - Floral, in addition to berries and citrus
- Meat:
  - Will have sweetheart steaks again

Valentine's Celebrations

Idea - is this something we're interested in? Thoughts, feedback?

- Confirmed - Special Valentine's Cake orders from the Bakehouse
- Chocolate dipped strawberries, marshmallows, cookies, specialty treats
- Platters

Fat Tuesday

- King's Cake, potentially

WEEK-BY-WEEK PROMOTIONS