Monthly Promotions Playbook

February 2023

MOSCOW FOOD CO-OP MARKETING TEAM

CONFIDENTIAL
for Moscow Food Co-op Staff Use Only

MONTHLY THEMES & OBJECTIVES:

Broad discussion points: Are customers looking at sale items more than other things? Shopping Co+Deals sales specifically?
Marketing notes: Let's really look into other sales opportunities or how we can separate the Co-op Deals sales versus other movement sale reports.

**Be My Clementine Smoothie Special - Marketing: Check the ingredient list with Deena*

Melinda seeing if there is a way to see an item count per basket size (looking at finance meeting)

NGC Promotions:

- Canned Food Month
- National Chocolate Lovers Month
- National Cherry Month
- National Grapefruit Month - Mellow Gold Grapefruit - Zesty!
- National Snack Food Month
- National Potato Lovers Month

Major Promotional Points:

- Big Game (Superbowl)
- Valentine's Day

Spice Recipe Cards - *Making it easy for shoppers to blend their own spices when seasonal spices aren't on the shelf*
Other seasonal spice recipes (BBQ rubs, guac, ranch dressing, pumpkin pie spice)
Heather asking Chris if the Kitchen can buy any of the spices and items on the 30% sale

Promotional Questions:

- What are we thinking about to prepare for the Big Game and Valentine's Day?
    - *Ideas from October's Promo Mtng - time to refine and make a game plan on how this comes to fruition:*
    - Guac recipes - Follow up with Logan
        - Employees bring recipes, give them credit online
        - Consider vegan queso for future preorders/Game Day availability
- Superbowl Sides preorders - *This is not happening in 2023 with complications on Webcart*
    - Cheese veggie fruit tray
    - Vegan queso
    - Last two weeks
    - Logan talk to Alex or Alex C. for cross merchandise
    - Trays + Charcuterie Boards
    - Grocery already ordered lots of candy (grocery) Valentine's Day
    - Sweetheart Steaks
        - Fresh Flyer - Put this in for Feb A - February 1st
            - 80/20 hamburger for Feb B
            - Pretzel Buns (Big Game)
            - 16 oz. Mochas & Cherry Chocolate Scones on Save $1
                - Purchased together
                - Just on the 14th for this promo

Special Order form - Potentially available online?

*Follow up with Alex on what items from Frontier are available for special order

New owner-only special:

20% off your special order cake

Department collaboration:

Blood Oranges - cupcake with blood orange

- What are we thinking about to prepare for St. Patrick's Day and "start of spring"?
    - Andrew - Corned Beef
    - Produce - Cabbage feature
    - Corned Beef - Featured on the hot bar
    - Irish Soda Bread
    - KINGS CAKE - Fat Tuesday (2/21)

Feedback Needed: Additional Ideas for Department Sales:

- February: 4- Day Produce
    - Platter fixings for Big Game, 21 - 24, market for Berries is still really iffy
- March: Cheese Madness
- April: Bulk April - Earth Week
- August: Bakehouse Pop Up

IMPORTANT DATES

Board Meeting	Tuesday, February 1 at 6 p.m.
Moscow Winterfest	Saturday, February 4

Downtown event in Entertainment District running from 12 - 4 p.m.

Board Meeting	Tuesday, February 7
National Pizza Day	Thursday, February 9
SuperBowl "Big Game"	Sunday, February 12
V-Day Bouquet Bar	Monday, February 13, 12 - 6 p.m.
New Board Candidate Orientation	Monday, February 13, 6 - 8 p.m.
Valentine's Day	Tuesday, February 14
Artwalk	Thursday, February 16
Random Acts of Kindness Day	Friday, February 17
Fat Tuesday	February 21

FYI: Winter Market Dates

February 4, 2023

March 4, 2023

Dates Not Yet Confirmed:

Pollinator Summit

Vandal Athletics Schedule - February (as of 11/29/2022):

University of Idaho Athletics - Composite Schedule

THURSDAY, FEBRUARY 2ND, 2023

Women's Basketball vs Portland State 6 PM Moscow, Idaho
MOSCOW, IDAHO *ICCU ARENA*

Men's Basketball at Portland State University 7 PM PT Portland, OR
PORTLAND, OR

FRIDAY, FEBRUARY 3RD, 2023

Women's Swimming and Diving at Lumberjack Diving Invite All Day Flagstaff, AZ
FLAGSTAFF, AZ *WALL AQUATIC CENTER*

Women's Swimming and Diving at Washington State University TBA Pullman, WA
PULLMAN, WA

Track & Field/Cross Country at WSU Open TBA Spokane, WA / The Podium
SPOKANE, WA / THE PODIUM - *INDOOR TRACK & FIELD*

SATURDAY, FEBRUARY 4TH, 2023

Women's Swimming and Diving at Lumberjack Diving Invite All Day Flagstaff, AZ
FLAGSTAFF, AZ *WALL AQUATIC CENTER*

Track & Field/Cross Country at WSU Open TBA Spokane, WA / The Podium
SPOKANE, WA / THE PODIUM - *INDOOR TRACK & FIELD*

Men's Basketball at Sacramento State 2 PM PT Sacramento, CA
SACRAMENTO, CA

Women's Basketball vs Sacramento State 2 PM Moscow, Idaho
MOSCOW, IDAHO *ICCU ARENA*

MONDAY, FEBRUARY 6TH, 2023

Women's Golf at Falcon Florida Classic Lakewood Ranch Country Club - Lakewood Ranch, Fla.
LAKEWOOD RANCH COUNTRY CLUB - LAKEWOOD RANCH, FLA.

TUESDAY, FEBRUARY 7TH, 2023

Women's Golf at Falcon Florida Classic Lakewood Ranch Country Club - Lakewood Ranch, Fla.
LAKEWOOD RANCH COUNTRY CLUB - LAKEWOOD RANCH, FLA.

FRIDAY, FEBRUARY 10TH, 2023

Track & Field/Cross Country at Whitworth Invitational TBA Spokane, WA / The Podium

SATURDAY, FEBRUARY 11TH, 2023

Track & Field/Cross Country at Whitworth Invitational TBA Spokane, WA / The Podium
SPOKANE, WA / THE PODIUM - *INDOOR TRACK & FIELD*

Track & Field/Cross Country at Don Kirby Elite Invitational TBA Albuquerque, NM
ALBUQUERQUE, NM - *INDOOR TRACK & FIELD*

Women's Basketball vs Eastern Washington 1 PM Moscow, Idaho
MOSCOW, IDAHO *ICCU ARENA*

Men's Basketball vs Eastern Washington University 3:30 PM Moscow, Idaho
MOSCOW, IDAHO *ICCU ARENA*

SUNDAY, FEBRUARY 12TH, 2023

Track & Field/Cross Country at Don Kirby Elite Invitational TBA Albuquerque, NM
ALBUQUERQUE, NM - *INDOOR TRACK & FIELD*

THURSDAY, FEBRUARY 16TH, 2023

Women's Basketball at Northern Colorado 11 AM Greeley, Colo.
GREELEY, COLO.

Men's Basketball vs University of Northern Colorado 6 PM Moscow, Idaho
MOSCOW, IDAHO *ICCU ARENA*

SATURDAY, FEBRUARY 18TH, 2023

Men's Basketball vs Northern Arizona University 12 PM Moscow, Idaho
MOSCOW, IDAHO *ICCU ARENA*

Women's Basketball at Northern Arizona 12 PM Flagstaff, Ariz.
FLAGSTAFF, ARIZ.

WEDNESDAY, FEBRUARY 22ND, 2023

Women's Swimming and Diving vs WAC Championships All Day Pharr, TX
PHARR, TX - *WESTERN ATHLETIC CONFERENCE CHAMPIONSHIPS*

THURSDAY, FEBRUARY 23RD, 2023

Women's Swimming and Diving vs WAC Championships All Day Pharr, TX
PHARR, TX - *WESTERN ATHLETIC CONFERENCE CHAMPIONSHIPS*

Track & Field/Cross Country vs Big Sky Indoor Conference Championships All Day Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER - INDOOR TRACK & FIELD*

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

Men's Basketball at Idaho State University 6 PM PT Pocatello, ID

FRIDAY, FEBRUARY 24TH, 2023

Women's Swimming and Diving vs WAC Championships All Day Pharr, TX
PHARR, TX - *WESTERN ATHLETIC CONFERENCE CHAMPIONSHIPS*

Track & Field/Cross Country vs Big Sky Indoor Conference Championships All Day Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER - INDOOR TRACK & FIELD*

SATURDAY, FEBRUARY 25TH, 2023

Women's Swimming and Diving vs WAC Championships All Day Pharr, TX
PHARR, TX - *WESTERN ATHLETIC CONFERENCE CHAMPIONSHIPS*

Track & Field/Cross Country vs Big Sky Indoor Conference Championships All Day Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER - INDOOR TRACK & FIELD*

Women's Basketball vs Weber State 2 PM Moscow, Idaho
MOSCOW, IDAHO *ICCU ARENA*

Men's Basketball at Weber State University 6 PM PT Ogden, UT
OGDEN, UT

SUNDAY, FEBRUARY 26TH, 2023

Men's Golf vs Loyola Intercollegiate Palm Valley Golf Club - Phoenix, Ariz.
PALM VALLEY GOLF CLUB - PHOENIX, ARIZ.

MONDAY, FEBRUARY 27TH, 2023

Men's Golf vs Loyola Intercollegiate Palm Valley Golf Club - Phoenix, Ariz.
PALM VALLEY GOLF CLUB - PHOENIX, ARIZ.

Women's Golf at GCU Invite GCU Course - Phoenix, Ariz.
GCU COURSE - PHOENIX, ARIZ.

Women's Basketball at Montana 5 PM Missoula, Mont.
MISSOULA, MONT.

Men's Basketball vs University of Montana 6 PM Moscow, Idaho
MOSCOW, IDAHO *ICCU ARENA*

TUESDAY, FEBRUARY 28TH, 2023

Men's Golf vs Loyola Intercollegiate Palm Valley Golf Club - Phoenix, Ariz.
PALM VALLEY GOLF CLUB - PHOENIX, ARIZ.

Women's Golf at GCU Invite GCU Course - Phoenix, Ariz.
GCU COURSE - PHOENIX, ARIZ.

CO-OP DEALS + FRESH FLYER CYCLES

February A — **Wednesday, Feb. 1 - Tuesday, Feb. 14**

FF submissions due Wed. Jan. 25
NCG Theme: Game Day/Sweet Treats
NCG Recipe 1: Margherita Dip
NCG Recipe 2: Strawberry Lassi
*Special Feature: Retro Recipe - Side Dish

February B — **Wednesday, Feb. 15 - Tuesday, Feb. 28**

FF submissions due Wed. Feb. 8
NCG Theme: Heart Health
Theme Suggestion: Stay Well this Winter
NCG Recipe 1: White Chocolate Raspberry Mousse
NCG Recipe 2: Honey Ginger Lemonade
NCG Produce Feature: Mandarins/Citrus
*Special Feature: Retro Recipe - Tofu Based Main

March A — **Wednesday, March 1 - Tuesday, March 14**

FF submissions due Wed. Feb. 22
NCG Theme: Lighten Up
Theme Suggestion: Comfort Food Favorites
NCG Recipe 1: Marinated French Lentil Salad
NCG Recipe 2: Baby Bok Choy in Black Bean Sauce
*Special Feature: Retro Recipe - Salad

CO-OP KIDS:

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

Coffee Bar Features:

White Chocolate Raspberry Mocha

Promo - Save $1 on any 16 oz. mocha when you buy a Cherry Chocolate Scone also (Feb. 14 only)

Valentine's Celebrations

- Confirmed Bakehouse items
  - Conversation heart butter cookies
  - Valentine's Cakes in the cold case @ the Deli
  - V and regular truffles
  - Mi Amore Rolles & Chocolate Raspberry Brioche