Monthly Promotions Playbook

JUNE 2021

MOSCOW FOOD CO-OP MARKETING TEAM

PROJECT INFORMATION

CONFIDENTIAL
for Moscow Food Co-op Staff Use Only

MOSCOW FOOD CO+OP

IMPORTANT DATES

First Thursday	Thursday, June 3
Moscow HS Graduation	Friday, June 11
Fresh Veggies Day	Wednesday, June 16
Art Walk	Thursday, June 17
Cal Ripken Baseball Tourney	Thursday, June 17 - June 20
Juneteenth	Saturday, June 19
Father's Day	Sunday, June 20
Smoothie Day	Monday, June 21
Great American Picnic Day	Saturday, June 26

CO-OP DEALS + FRESH FLYER CYCLES

June A Wednesday, June 2 – Tuesday, June 15

*Fresh Flyer submissions due Wed, May 26
NCG Theme: Light & Healthy
NCG Recipe 1: Roasted Artichokes w Feta and Lemon Vin
NCG Recipe 2: Oven-roasted Pulled Pork
NCG Produce Feature: Artichokes

June B Wednesday, June 16 – Tuesday, June 29

*Fresh Flyer submissions due Wednesday, June 9
NCG Theme: Fire Up the Grill
NCG Recipe 1: Balsamic Marinated Steak w Grape Relish
NCG Recipe 2: Strawberry Slab Pie
NCG Produce Feature: Grapes

July A Wednesday, June 30 – Tuesday, July 20

*Fresh Flyer submissions due Wednesday, June 23
NCG Theme: 4th of July Fun
NCG Recipe 1: Stone Fruit Clafoutis w Cinnamon
NCG Recipe 2: Citrus-marinated Shrimp Skewers
NCG Produce Feature: Stone Fruit

FIRST THURSDAY LINEUP

- Spiceology
- Irish Spike's
- Idaho Wine
- Idaho Cider

CO-OP KIDS SCHEDULE

Co-op Kids is meeting in person for the first two Tuesdays of the month. The other activities will be Co-op Kids To Go, and families can pick up a craft kit from cashiers anytime on Tuesday.

Tuesday, June 1: Hike at Phillips Farm
Tuesday, June 8: Hike at Idler's Rest
Tuesday, June 15: Popsicle stick photo frame for Dad
Tuesday, June 22: Wine cork boats
Tuesday, June 29: TP tube snake

MONTH-LONG PROMOTIONS

PRIDE MONTH:

Produce:

- A bright, rainbow-inspired display
- "Eat the Rainbow"

Center Store:

- Rainbow Waterloo display on the landing pad
- Pronoun buttons - utilize ROYGBIV rainbow and other representative colors
  - Make sales of specified buttons a fundraiser for high school group

Button designs by Willow

- Can make more "Solidarity" buttons for staff
- Rainbow flags throughout the store

Bakehouse: Rainbow bark

IDAHO WINE & CIDER MONTH

- Feature Idaho wineries and cider makers similarly to the week-by-week promotion of Idaho Craft Beer Month via social media, enewsletter, and via a webpage.
- Highlighting local partners who sell at the Co-op.
- Idaho Wine Commission has promoted virtual events, tastings, and has shared events being hosted by Idaho wineries in response to COVID.
- Free wine tastings for Thursday evenings and Saturday middays in June.

  Schedule: Thursday tastings are from 4:30-6:30 p.m.; Saturday 11a.m. -1 p.m.

  June 3: Sheppard's Fruit Wines
  June 5: Spiral Rock
  June 10: Vine 46
  June 12: Two Bad Labs Vineyard
  June 17: Colter's Creek and Clearwater Canyon Cellars
  June 19: Sawtooth Winery and Ste Chapelle Winery
  June 24: Pend O'Reille Winery
  June 26: Lindsay Creek
- Each featured wine will be on sale for 10% off the day it is being tasted.
- NWPB Advertisement playing all of June: Idaho Wine & Cider Month: Support for Northwest Public Broadcasting comes from the Moscow Food Co-op, with a wine selection that offers red, white, rosé, and fresh ciders, all from Idaho. In June, the Co-op is spotlighting Idaho Wine & Cider Month with tastings scheduled every Thursday and Saturday. Featured wineries at Moscow Food dot Co-op/wine-month.

In-store signage provided by Peg

WEEK-BY-WEEK PROMOTIONS

FRESH VEGGIES DAY - Wednesday, June 16

- Marketing: Short scavenger hunt for children focused on finding produce or items of each color in the rainbow.

ARTWALK - Thursday, June 17

- Co-op Artwalk display will be outside including wine/beer + bite samples.
    - Hunga Dunga Brewing Company, Colter's Creek, Clearwater Canyon Cellars will be offering tastings from 4 - 8 p.m.
- Event will be a "pop-up" in the parking lot (Fish Folks space).
- The City of Moscow has decided not to block off Main Street - with enough signage this is a great driver for folks to join us in our parking lot

CAL RIPKEN BASEBALL TOURNAMENT - Thursday, June 17 - June 20

- Marketing is currently researching the best ways to reach visiting families.

JUNETEENTH - Saturday, June 19

- (NY Times) Juneteenth — also known as Freedom Day — has been a tradition in the United States for more than 150 years. The holiday finds its roots in Texas, where enslaved African-Americans in the city of Galveston were finally informed of their freedom on June 19, 1865, about two and half years after President Abraham Lincoln issued the Emancipation Proclamation on Jan. 1, 1863. Participation in Juneteenth celebrations grew throughout the years as descendants continued traditions in Texas and, as African-Americans in the South migrated across the country, Juneteenth celebrations began appearing in different cities.
- Marketing will share third-party articles from respected sources sharing more information on the history of Juneteenth via enewsletter, social media, and Beekeeper. There will be no promos or sales associated with the holiday.

FATHER'S DAY - Sunday, June 20

Marketing:

- Coordinating a giveaway of 1 set of BBQ accessories via social media.

Meat:

- Highlighting cowboy steaks

Center Store:

- Considering a specific beer on sale, or will feature in social media at full-price
- Focus on beard oil/men's products
- Feature on "dad gifts"

Bakehouse: Still deciding if specialty dessert will be available

- 9" German Chocolate Cakes in the Grab and Go

Produce:

- Highlighting veggies for grilling and prepped veggies for skewers

- NWBP Advertisement: Support for Northwest Public Broadcasting comes from Moscow Food Co-op, offering local produce, poultry and meat for summer menus and grilling up family meals. The Co-op's local producers are from Idaho, Washington or within 250 miles of the store. The Co-op is open daily, and now opens early -- at 7 a.m. -- on Market Saturdays.

GREAT AMERICAN PICNIC DAY - Saturday, June 26

Marketing:

- Feature great picnic items, to-go snacks, cold beverages, housewares/to-go boxes and food containers as appropriate on social media and in enewsletter.

- Giveaway for a filled picnic basket.
- Content on best day hikes and adventures to be shared on the blog, newsletter, and social media.