Monthly Promotions Playbook

MAY 2021

MOSCOW FOOD CO-OP MARKETING TEAM

PROJECT INFORMATION

CONFIDENTIAL
for Moscow Food Co-op Staff Use Only

MOSCOW FOOD CO+OP

IMPORTANT DATES

1st Moscow Farmers Market!	Saturday, May 1 *(Open 7 a.m. Saturdays starting on May 1)*
Cinco de Mayo	Wednesday, May 5
May First Thursday (Outside!)	Thursday, May 6
World Fair Trade Day	Saturday, May 8
WSU Virtual Commencement	Saturday, May 8
Mother's Day	Sunday, May 9
UI In-Person Commencement	Saturday, May 15
Tax Day	Monday, May 17
Memorial Day	Monday, May 31

CO-OP DEALS + FRESH FLYER CYCLES

May A — **Wednesday, May 5 – Tuesday, May 18**
*Fresh Flyer submissions due Wednesday, April 28
NCG Theme: Celebrate Mom

May B — **Wednesday, May 19 – Tuesday, June 1**
*Fresh Flyer submissions due Wednesday, May 12
NCG Theme: Outdoor Meals

June A — **Wednesday, June 2 – Tuesday, June 15**
*Fresh Flyer submissions due Wednesday, May 26

MAY CO-OP KIDS TO GO!

Unless otherwise noted, Co-op Kids To Go activity kits can be picked up each Tuesday from any cashier. Please direct any interested families to email marketing@moscowfood.coop to be added to the list.

Tuesday, May 4: Homemade Pinwheels

Tuesday, May 11: Shrinky Dink Gifts for Moms

Tuesday, May 18: Critter Feeders

Tuesday, May 25: Playtime at PCEI

FIRST THURSDAY LINEUP - THURSDAY, MAY 6

Spiral Rock

Spiral Rock Vineyard is located halfway up the Old Spiral Highway with stunning views of the Lewis Clark Valley. Owners Stu and Becky, along with their good friend and manager Shane, started winemaking by accident. They first intended to just sell their grapes to winemakers, but when some weather damage occurred, their grapes weren't visually appealing. So, they purchased wine making equipment and set to work making their own wine. They've been winning awards and loving the experience since then!

But wine isn't the only specialty of Spiral Rock Vineyard! They also make delicious alcoholic and non-alcoholic kombucha, utilizing their winemaking equipment that sits idly between grape harvests. Their kombucha features grapes, raspberries, nectarines, cherries, plums and peaches grown on-site, along with wild apples, blackberries, and huckleberries.

You can find Spiral Rock's refreshing and delicious wine and kombucha in our wine aisle, coolers, and bulk kombucha station.

Brush Creek

This small-scale creamery based in Deary, Idaho makes delicious award-winning artisan cheeses from their own Jersey cow's milk. Two local families work together to bring these fresh, flavorful cheeses, which are definite fan favorites around the Co-op and beyond. Brush Creek uses raw, unpasteurized milk, allowing beneficial bacteria to be left intact, unlike commercially-produced cheese.

The Moscow Food Co-op was the first retailer to carry Brush Creek products since they moved to Idaho in 2010. Many varieties can be found on our cheese island, including Roasted Garlic Labneh, Marinated Labneh, Marinated Feta, Brie, Mountain Maple Brie, Clearwater Select, and seasonal favorites Morel Montasio and Huckleberry Havarti.

Nutritive Body Care

Kristy Bonner of Moscow began making body care products "out of a desire for simple products made with simple ingredients", and in 2013, Nutritive Body Care was born. Their products are hand-crafted with sustainably-produced ingredients—not synthetic—so they work naturally with the body. Additionally, Nutritive Body Care is committed to using sustainable packaging, opting for glass and recyclable containers.

You can find these local all-natural products in the Co-op's Wellness department. Many varieties of push tube, sensitive, and travel-sized deodorants as well as all-natural toothpastes are in stock waiting to become your favorite new product!

Snactivist

Snactivist Foods is a woman-owned, B-corp company based in Coeur d'Alene, Idaho. Local busy mom and nurse created gluten free, vegan dry mixes on the weekends for her family to use during hectic weeks. When friends started asking where they could purchase the mixes, and with a desire to spread the word that healthy, gluten free eating can be fast and easy, she founded Snactivist! The company has three main pillars of focus: "to revamp baking, reawaken your health, and revitalize agriculture."

A delicious variety of gluten free, vegan mixes can be found in the Co-op's baking aisle, including pancakes, waffles, cookies, focaccia, bread, and brownies.

May First Thursday will not be an in-person event this month. The Marketing Department will work with departments to continue online promotion of First Thursday. Promotion will include a feature on all social media platforms, enewsletter, website, shelf signage, and more as needed.

MONTH-LONG PROMOTIONS

NATIONAL BIKE MONTH

- The Marketing Department will advertise the Bicycle Benefits program, as participants pay $5 for the helmet sticker and receive 5% off purchases indefinitely.
- The Marketing Department will ensure the following program participants (places you can buy the helmet sticker) including Bookpeople, One World Cafe, and Hyperspud, are still valid. This information is on our website.
- The Marketing Department will feature to-go friendly snacks, granola bars, beverages, etc.

NATIONAL BEEF MONTH/NATIONAL BBQ MONTH

- The Marketing Department will work with Store Manager, Center Store, and Meat to advertise grilling for May B
    - Meat: Andrew is making pre-pressed patties
    - Center Store: Spiceology, mesquite, charcoal, utensils
        - Spiceology delivered samples for use/giveaways
    - Marketing has 2 sets of BBQ giveaway items (one set reserved for Father's Day giveaway)

INTERNAL - MENTAL HEALTH MONTH

- Internal/Promote to staff: The Co-op pays for EAP/Ally Health & Families, and Mental Health through Blue Cross

WEEK-BY-WEEK PROMOTIONS

FARMERS MARKETS - Starting Saturday, May 1

- The Marketing Department will support in advertising our adjusted opening hour at 7 a.m. on Market Saturdays throughout the season. This will include door/in-store signage, inclusion in the enewsletter, social media updates.

CINCO DE MAYO - Wednesday, May 5

- The Marketing Department will create a social media + enewsletter blast RE: Cinco de Mayo and the department features discussed below:
    - Produce: Working with sources for promo on avocados and cilantro
    - Center Store: May A: Garden of Eatin' Chips + Salsa endcap (being put up in the evening May 4)
    - Meat: Marinated skirt steak & carne asada (also included on April B sales cycle)
    - Potential for promotion on canned alcohol, beer, etc.

END OF SEMESTER FOOD DRIVE ON CAMPUS - Co-op on Campus, Monday, May 3 - Sunday, May 16

- The Marketing Department will work with the UI Center for Volunteerism and Social Action to provide a "Cabinet Clean Out" food drive on campus. We're still working on official names for this event, which will be held in the future at the end of fall and spring semester annually.
- The Marketing Department will advertise the availability to drop off pantry items at the Co-op on Campus from Monday, May 3 - Sunday, May 16, (dead week and finals week).
- Willow is the contact for this program.

MOTHER'S DAY – May A (Wednesday, May 5 – Sunday, May 9)

There will be select items available for pre-order to celebrate Mother's Day from the Cooperative Bakehouse and the Kitchen.

- The Bakehouse will be offering Mother's Day cakes via a custom pre-order form. The form is available through ECommerce/Curbside at: https://moscowfoodcoop.cloudcoop.info/specialOrder
    - Orders will open April 11 and will close May 2.
- The Store Manager and Marketing Department will work with the Prepared Foods to create a pre-order form for Mother's Day quiches. Prepared Foods will be creating 3 quiche varieties, (3-Onion, Ham & Broccoli, Spinach + Tomato + Feta). They will all be 9" standard pie tins and priced $24.99.

- Orders will be placed through a Google Form: https://forms.gle/EA8oZDPFUNQLFMLF7
- Orders will be due end of day May 3, and will be ready for pick up either: 1) Saturday, May 8 from 12 p.m. - 8 p.m. chilled; 2) Sunday, May 9 from 8 a.m. - 8 p.m. chilled; or 3) Sunday, May 9 from 8 a.m. - 8 p.m. heated/ready-to-eat

- The Marketing Department will also work with Store Manager to promote the following:
  - Center Store: Sparkling wine and chocolate varieties (Rawmio), brunch items, looking into body care features, sales, and sets (Orchard Farm?)
  - Meat: Brunch items, bacon, ham, blueberry maple sausages, considering bringing back Sweetheart Steaks
  - Produce: Fresh flowers will be here the week before Mother's Day

WORLD FAIR TRADE DAY - Saturday, May 8

- The Marketing Department will create a social media + enewsletter blast RE: World Fair Trade Day and the department features discussed below:
  - Produce: Would like more signage to bring attention to fair trade produce. This could include tomatoes, green beans, avocados, maybe bananas.
  - Center Store: Equal Exchange coffee & chocolate, Peace Coffee.
  - Coffee Bar: Will look into using Equal Exchange for all drip coffee for this day only.

UNIVERSITY COMMENCEMENTS - Saturday May 8 and Saturday May 15

- The Marketing Department will create a social media + enewsletter blast RE: commencements, (congrats grads, while not encouraging parties or gathering), including the department features discussed below:
  - Center Store: Finding a sparkling wine for Graduations (and Mother's Day)
  - Meat: Brats
  - Prepared Foods: Deli Roasted Chickens, Veggie Trays?
  - Bakehouse: Cupcakes

Tentative: TAX DAY – Monday, May 17

- Store Manager and Center Store will look into the potential of having a wine sale.

GRILLIN'/OUTDOOR MEALS - MAY B

- The Marketing Department will work with Store Manager, Center Store, and Meat to advertise grilling for May B:
    - Meat: Andrew is making pre-pressed patties
    - Produce: Kebab veggies
        - Marketing will support by sharing NCG recipes as appropriate
    - Center Store: Spiceology, mesquite, charcoal, utensils
        - Spiceology sent samples for use/giveaways
    - Marketing has 2 sets of BBQ giveaway items (one set reserved for Father's Day giveaway)

ENDCAPS/DISPLAYS

Information TBA