

MARKETING CALENDAR 2023 - 2024

SEPTEMBER

INDIA
BROCCOLI
BRITISH FOOD FORTNIGHT
CUPCAKE WEEK - 18TH - 22ND
MARMITE DAY - 28TH

OCTOBER

POLAND
PUMPKIN
HARVEST FESTIVAL
BLACK HISTORY MONTH
CHOCOLATE CAKE DAY 18TH

NOVEMBER

CHINA
APPLES
SUGAR AWARENESS WEEK
BRITISH PUDDING WEEK - 9TH
NATIONAL SCHOOL MEALS WEEK

DECEMBER

FESTIVE SEASON
BUTTERNUT
ENGLISH BREAKFAST DAY - 2ND
CHRISTMAS

JANUARY

GERMANY
PARSNIPS
VEGANUARY
16TH - INTERNATIONAL HOT AND SPICY DAY
15TH - NATIONAL BAGEL DAY

FEBRUARY

ITALY
CAULIFLOWER
CHINESE NEW YEAR - 10TH
PANCAKE DAY - 13TH
WORLD PIZZA DAY - 9TH

MARCH

MEXICO
BETROOT
STREET FOOD FESTIVAL
INTERNATIONAL WAFFLE DAY - 25TH
BRITISH PIE WEEK - 4TH - 10TH

APRIL

JAMAICA
CARROTS
WORLD HEALTH DAY - ALL MONTH!
ST GEORGE'S DAY - 23RD
EASTER

MAY

SPAIN
TOMATO
BRAIN BOOST FOR EXAMS
28TH - INTERNATIONAL HAMBURGER DAY

JUNE

GREECE
STRAWBERRIES
NATIONAL PICNIC WEEK
HEALTHY EATING WEEK - 12TH - 16TH

JULY

FRANCE
LETTUCE AND LEAVES
SUMMER IS HERE!
17TH - HOT DOG DAY
BASTILLE DAY - 14TH

KEY

FOOD DESTINATION
SEASONAL FOOD CHOICE
DIETARY FOOD GROUP/ FESTIVALS
CALENDAR EVENTS