

# CY2024 Display Periods REG and SPO Promotions Calendar - INDUSTRY

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Month	Promo Period	Event #	Date of Displays (all are two-week periods)		Deadline to submit 889's	Deadline to submit 40-16's	Due to Promo Team	Finalize Plan-O-Gram	Minimum FDS / DSD Promotional Pricing Period Required for "K" Items		Minimum FDS / DSD Promotional Pricing Period Required for "O" Items		Themes
Jan	Regular 1	20240001	1/1/24	1/14/24	7/17/2023		8/25/23	9/11/23	1/1/24	1/31/24	12/1/23	1/31/24	Family Fit Lifestyle month/Chinese New Year (2/10)
Jan	Shippers 2	20240302	1/15/24	1/28/24		7/17/2023	8/7/23		1/1/24	1/31/24	12/1/23	1/31/24	
Jan	Regular 2	20240002	1/15/24	1/28/24	7/31/2023		9/8/23	9/25/23	1/1/24	1/31/24	12/1/23	1/31/24	
Feb	Shippers 3	20240303	1/29/24	2/11/24		7/31/2023	8/21/23		1/16/24	2/15/24	12/16/23	2/15/24	
Feb	Regular 3	20240003	1/29/24	2/11/24	8/14/2023		9/22/23	10/9/23	1/16/24	2/15/24	12/16/23	2/15/24	Super Bowl(2/9)/Valentine's Day(2/14)/Heart Healthy Month/ National Canned Food Month/National Cherry Month/National Pet Dental Month
Feb	Shippers 4	20240304	2/12/24	2/25/24		8/14/23	9/4/23		2/1/24	2/29/24	1/1/24	2/29/24	
Feb	Regular 4	20240004	2/12/24	2/25/24	8/28/2023		10/6/23	10/23/23	2/1/24	2/29/24	1/1/24	2/29/24	
Mar	Shippers 5	20240305	2/26/24	3/10/24		8/28/23	9/18/23		2/16/24	3/15/24	1/16/24	3/15/24	
Mar	Regular 5	20240005	2/26/24	3/10/24	9/11/2023		10/20/23	11/6/23	2/16/24	3/15/24	1/16/24	3/15/24	March Madness/National Nutrition Month/National Frozen Food Month/Irish American Heritage Month/St. Patrick's Day (3/17)/National Cleaning Week
Mar	Shippers 6	20240306	3/11/24	3/24/24		9/11/23	10/2/23		3/1/24	3/31/24	2/1/24	3/31/24	
Mar	Regular 6	20240006	3/11/24	3/24/24	9/25/2023		11/3/23	11/20/23	3/1/24	3/31/24	2/1/24	3/31/24	
Apr	Shippers 7	20240307	3/25/24	4/7/24		9/25/23	10/16/23		3/16/24	4/15/24	2/16/24	4/15/24	
Apr	Regular 7	20240007	3/25/24	4/7/24	10/9/2023		11/17/23	12/4/23	3/16/24	4/15/24	2/16/24	4/15/24	National Vietnam War Veterans Day (3/29)/Easter (3/31)/Month of the Military Child/Purple Up (4/15) /Earth Day(4/22)/MAY SIDEWALK SALES (5/1 - 5/31)
Apr	Shippers 8	20240308	4/8/24	4/21/24		10/9/23	10/30/23		4/1/24	4/30/24	3/1/24	4/30/24	
Apr	Regular 8	20240008	4/8/24	4/21/24	10/23/2023		12/1/23	12/18/23	4/1/24	4/30/24	3/1/24	4/30/24	
May	Shippers 9	20240309	4/22/24	5/5/24		10/23/23	11/13/23		4/16/24	5/15/24	3/16/24	5/15/24	
May	Regular 9	20240009	4/22/24	5/5/24	11/6/2023		12/15/23	1/1/24	4/16/24	5/15/24	3/16/24	5/15/24	Cinco de Mayo (5/5), Military Spouse Appreciation Day (5/10)/Mother's Day (5/12)/Military Appreciation Month/National Pet Month/National BBQ Month/Asian Pacific Heritage Month
May	Shippers 10	20240310	5/6/24	5/19/24		11/6/23	11/27/23		5/1/24	5/31/24	4/1/24	5/31/24	
May	Regular 10	20240010	5/6/24	5/19/24	11/20/2023		12/29/23	1/15/24	5/1/24	5/31/24	4/1/24	5/31/24	
Jun	Shippers 11	20240311	5/20/24	6/2/24		11/20/23	12/11/23		5/16/24	6/15/24	4/16/24	6/15/24	
Jun	Regular 11	20240011	5/20/24	6/2/24	12/4/2023		1/12/24	1/29/24	5/16/24	6/15/24	4/16/24	6/15/24	Memorial Day Sales Event/National Dairy Month/Healthy Lifestyle Festival/Father's Day (6/16)
Jun	Shippers 12	20240312	6/3/24	6/16/24		12/4/23	12/25/23		6/1/24	6/30/24	5/1/24	6/30/24	
Jun	Regular 12	20240012	6/3/24	6/16/24	12/18/2023		1/26/24	2/12/24	6/1/24	6/30/24	5/1/24	6/30/24	
Jul	Shippers 13	20240313	6/17/24	6/30/24		12/18/23	1/8/24		6/16/24	7/15/24	5/16/24	7/15/24	
Jul	Regular 13	20240013	6/17/24	6/30/24	1/1/2024		2/9/24	2/26/24	6/16/24	7/15/24	5/16/24	7/15/24	July 4th Patriotic Sales Event
Jul	Shippers 14	20240314	7/1/24	7/14/24		1/1/24	1/22/24		7/1/24	7/31/24	6/1/24	7/31/24	
Jul	Regular 14	20240014	7/1/24	7/14/24	1/15/2024		2/23/24	3/11/24	7/1/24	7/31/24	6/1/24	7/31/24	
Aug	Shippers 15	20240315	7/15/24	7/28/24		1/15/24	2/5/24		7/16/24	8/15/24	6/16/24	8/15/24	National Grilling Month/Back to School
Aug	Regular 15	20240015	7/15/24	7/28/24	1/29/2024		3/8/24	3/25/24	7/16/24	8/15/24	6/16/24	8/15/24	
Aug	Shippers 16	20240316	7/29/24	8/11/24		1/29/24	2/19/24		7/16/24	8/15/24	6/16/24	8/15/24	
Aug	Regular 16	20240016	7/29/24	8/11/24	2/12/2024		3/22/24	4/8/24	7/16/24	8/15/24	6/16/24	8/15/24	
Sep	Shippers 17	20240317	8/12/24	8/25/24		2/12/24	3/4/24		8/1/24	8/31/24	7/1/24	8/31/24	Kids Eat Right Month/Back to School/Annual Pet Event/Purple Heart Day (8/7)/SEPTEMBER

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Sep	Regular 17	20240017	8/12/24	8/25/24	2/26/2024		4/5/24	4/22/24	8/1/24	8/31/24	7/1/24	8/31/24	SIDEWALK SALES (9/1 - 9/30)
Sep	Shippers 18	20240318	8/26/24	9/8/24		2/26/24	3/18/24		8/16/24	9/15/24	7/16/24	9/15/24	
Sep	Regular 18	20240018	8/26/24	9/8/24	3/11/2024		4/19/24	5/6/24	8/16/24	9/15/24	7/16/24	9/15/24	Labor Day Sales Event/National Family Meals Month/Disaster Preparedness/National Cleanup Day/Hispanic Heritage Month(9/15-10/15)
Oct	Shippers 19	20240319	9/9/24	9/22/24		3/11/24	4/1/24		9/1/24	9/30/24	8/1/24	9/30/24	
Oct	Regular 19	20240019	9/9/24	9/22/24	3/25/2024		5/3/24	5/20/24	9/1/24	9/30/24	8/1/24	9/30/24	
Oct	Shippers 20	20240320	9/23/24	10/6/24		3/25/24	4/15/24		9/16/24	10/15/24	8/16/24	10/15/24	
Oct	Regular 20	20240020	9/23/24	10/6/24	4/8/2024		5/17/24	6/3/24	9/16/24	10/15/24	8/16/24	10/15/24	Commissary Store Brands Fall Event/National Breast Cancer Awareness Month/Halloween Sales Month/Italian American Heritage Month/Produce Fall Promotion
Nov	Shippers 21	20240321	10/7/24	10/20/24		4/8/24	4/29/24		10/1/24	10/31/24	9/1/24	10/31/24	
Nov	Regular 21	20240021	10/7/24	10/20/24	4/22/2024		5/31/24	6/17/24	10/1/24	10/31/24	9/1/24	10/31/24	
Nov	Shippers 22	20240322	10/21/24	11/3/24		4/22/24	5/13/24		10/16/24	11/15/24	9/16/24	11/15/24	Halloween/Military Family Appreciation Month/Veterans Day (11/11)/Thanksgiving (11/28)/COMMISSARY GIFT CARD PROMOTION
Nov	Regular 22	20240022	10/21/24	11/3/24	5/6/2024		6/14/24	7/1/24	10/16/24	11/15/24	9/16/24	11/15/24	
Dec	Shippers 23	20240323	11/4/24	11/17/24		5/6/24	5/27/24		11/1/24	11/30/24	10/1/24	11/30/24	
Dec	Regular 23	20240023	11/4/24	11/17/24	5/20/2024		6/28/24	7/15/24	11/1/24	11/30/24	10/1/24	11/30/24	
Dec	Shippers 24	20240324	11/18/24	12/1/24		5/20/24	6/10/24		11/16/24	12/15/24	10/16/24	12/15/24	Christmas(12/25)/New Year's Day(1/1)
Dec	Regular 24	20240024	11/18/24	12/1/24	6/3/2024		7/12/24	7/29/24	11/16/24	12/15/24	10/16/24	12/15/24	
Jan	Shippers 25	20240325	12/2/24	12/15/24		6/3/24	6/24/24		12/1/24	12/31/24	11/1/24	12/31/24	
Dec	Regular 25	20240025	12/2/24	12/15/24	6/17/2024		7/26/24	8/12/24	12/1/24	12/31/24	11/1/24	12/31/24	Christmas(12/25)/New Year's Day(1/1)
Jan	Shippers 26	20240326	12/16/24	12/29/24		6/17/24	7/8/24		12/16/24	1/15/25	11/16/24	1/15/25	
Dec	Regular 26	20240026	12/16/24	12/29/24	7/1/2024		8/9/24	8/26/24	12/16/24	1/15/25	11/16/24	1/15/25	
Jan	Shippers 1	20250301	12/30/24	1/12/25		7/1/24	7/22/24		1/1/25	1/31/25	12/1/24	1/31/25	