

CY2024 SEASONAL HOLIDAY SIDEWALK SALE & CLUB PACK PROMOTIONS CALENDAR - INDUSTRY

CY2024 SEASONAL, HOLIDAY, SIDEWALK SALE & CLUB PACK PROMOTIONS CALENDAR - INDUSTRY

PACKAGES	EVENT #	DISPLAY DATES	MINIMUM FDS/DSD	MINIMUM FDS/DSD	PRESENTATION TIMEFRAME
			PROMOTIONAL PRICING	PROMOTIONAL PRICING	
			PERIOD REQUIRED	PERIOD REQUIRED	
			FOR "K" ITEMS	FOR "O" CODED ITEMS	
SEASONAL					
VALENTINE'S DAY Tuesday, Feb. 14, 2024	20240030	Jan. 2, 2024 - Feb. 14, 2024	Dec. 16, 2023 - Feb. 29, 2024	Oct. 1, 2023 - Feb. 29, 2024	Monday, June 26 - Friday, July 7, 2023
Health & Wellness Expo Event Winter <u>Runs During DP 2</u>	20240048	January 15, 2024 - January 28, 2024	January 1, 2024 - January 31, 2024	December 1, 2023 - January 31, 2024	Wednesday, 11 Oct-25 Oct.2023
EASTER Sunday, March 31, 2024	20240031	Feb. 15, 2024 - Mar. 31, 2024	Feb. 1, 2024 - Mar. 31, 2024	Nov. 16, 2023 - Mar. 31, 2024	Monday, July 17 - Friday, July 28, 2023
SINUS/ALLERGY SPRING 2024	20240060	Mar. 1, 2024 - Apr. 30, 2024	Mar. 1, 2024 - Apr. 30, 2024	Feb. 16, 2024 - Apr. 30, 2024	Monday, Aug. 7 - Friday, Aug. 18, 2023
PASSOVER Monday, April 22 - Tuesday, April 30, 2024	20240042	Mar. 25, 2024 - Apr. 30, 2024	Mar. 1, 2024 - Apr. 30, 2024	Dec. 16, 2023 - Apr. 30, 2024	Monday, Aug. 28 - Friday, Sept. 8, 2023
SUN CARE 2024	20240061	Mar. 1, 2024 - Feb. 28, 2025	Mar. 1, 2024 - Feb. 28, 2025	Dec. 16, 2023 - Feb. 28, 2025	Monday, Sept. 11 - Friday, Sept. 22, 2023
SEVERE WEATHER 2024	20240035	Apr. 1, 2024 - Oct. 31, 2024	Mar. 16, 2024 - Oct. 31, 2024	Jan. 1, 2024 - Oct. 31, 2024	Monday, Sept. 25 - Friday, Oct. 6, 2023
BEVERAGE SUMMER EVENT 2024	20240039	May. 1, 2024 - Sept. 30, 2024	May. 1, 2024 - Sept. 30, 2024	Mar. 1, 2024 - Sept. 30, 2024	Monday, Sept. 18 - Friday, Sept. 29, 2023
EASTER HAMS 2024	20240041	Mar. 12, 2024 - Apr. 8, 2024	Feb. 16, 2024 - Apr. 15, 2024	Jan. 1, 2024 - Apr. 15, 2024	Monday, Oct. 9 - Friday, Oct. 20, 2023
MOTHER'S DAY Sunday, May 12, 2024	20240032	Apr. 16, 2024 - May 12, 2024	Apr. 1, 2024 - May 15, 2024	Jan. 16, 2024 - May 15, 2024	Monday, Oct. 2 - Friday, Oct. 13, 2023
HEALTHY PET SUMMER EVENT 2024 <u>Runs from DP 10 - DP 13</u>	20240036	May 6, 2024 - June 30, 2024	May 1, 2024 - July 15, 2024	Feb. 16, 2024 - July 15, 2024	Monday, Nov. 6 - Friday, Nov. 17, 2023
FATHER'S DAY Sunday, June 16, 2024	20240033	May 16, 2024 - June 16, 2024	May 1, 2024 - June 30, 2024	Feb. 16, 2024 - June 30, 2024	Monday, Oct. 23 - Friday, Nov. 3, 2023
FIRST AID RACK 2024	20240062	May 1, 2024 - July 31, 2024	May 1, 2024 - July 31, 2024	Apr. 16, 2024 - July 31, 2024	Monday, Nov. 27 - Friday, Dec. 8, 2023
Health & Wellness Expo Event Summer <u>Runs During DP 13</u>	20240046	June 17, 2024 - June 30, 2024	June 16, 2024 - July 15, 2024	May 16, 2024 - July 15, 2024	Monday, Dec. 4 - Dec. 18, 2023
HALLOWEEN DAY Tuesday, October 31, 2024	20240034	Aug. 1, 2024 - Oct. 31, 2024	Aug. 1, 2024 - Nov. 15, 2024	May 1, 2024 - Nov. 15, 2024	Monday, Dec. 25, 2023 - Friday, Jan. 5, 2024
SINUS/ALLERGY FALL 2024	20240063	Aug. 1, 2024 - Sept. 30, 2024	Aug. 1, 2024 - Sept. 30, 2024	July 16, 2024 - Sept. 30, 2024	Monday, Feb. 5 - Friday, Feb. 16, 2024
HEALTHY PET FALL EVENT 2024 <u>Runs from DP 18 - DP 19</u>	20240038	Aug. 26, 2024 - Sept. 22, 2024	Aug. 16, 2024 - Sept. 30, 2024	June 16, 2024 - Sept. 30, 2024	Monday, Feb. 12 - Friday, Feb. 23, 2024
WINTER COCOA/CIDER 2024	20240040	Oct. 1, 2024 - Mar. 31, 2025	Sept. 16, 2024 - Mar. 31, 2025	July 1, 2024 - Mar. 31, 2025	Monday, Apr. 1 - Friday, Apr. 12, 2024
FOOTBALL MADNESS/SUPER BOWL Sunday, February 9, 2025	20240098	Oct. 1, 2024 - Feb. 9, 2025	Sept. 16, 2024 - Feb. 28, 2025	July 16, 2024 - Feb. 28, 2025	Monday, Mar. 18 - Friday, Mar. 29, 2024
COUGH/COLD 2024	20240064	Oct. 1, 2024 - Feb. 28, 2025	Oct. 1, 2024 - Feb. 28, 2025	Sept. 16, 2024 - Feb. 28, 2025	Monday, Apr. 8 - Friday, Apr. 19, 2024
HOLIDAYS INCLUDES:					
INTERNATIONAL 2024	20240090	Oct. 1, 2024 - Dec. 25, 2024	Oct. 1, 2024 - Jan. 15, 2025	June 1, 2024 - Jan. 15, 2025	Monday, Jan. 15 - Friday, Jan. 26, 2024
COOKIES/CRACKERS/FRUITCAKE 2024	20240092	Oct. 1, 2024 - Dec. 25, 2024	Oct. 1, 2024 - Jan. 15, 2025	July 1, 2024 - Jan. 15, 2025	Monday, Feb. 19 - Friday, Mar. 1, 2024
GIFT PACKS/HBC GIFT PACKS 2024	20240093	Oct. 1, 2024 - Dec. 25, 2024	Oct. 1, 2024 - Jan. 15, 2025	July 1, 2024 - Jan. 15, 2025	Monday, Feb. 19 - Friday, Mar. 1, 2024
NONFOOD 2024	20240094	Oct. 1, 2024 - Dec. 25, 2024	Oct. 1, 2024 - Jan. 15, 2025	July 1, 2024 - Jan. 15, 2025	Monday, Feb. 19 - Friday, Mar. 1, 2024
DRY GROCERY 2024	20240099	Oct. 1, 2024 - Dec. 25, 2024	Oct. 1, 2024 - Jan. 15, 2025	July 1, 2024 - Jan. 15, 2025	Monday, Mar. 11 - Friday, Mar. 22, 2024
BAKING 2024	20240095	Oct. 1, 2024 - Dec. 25, 2024	Oct. 1, 2024 - Jan. 15, 2025	July 1, 2024 - Jan. 15, 2025	Monday, Mar. 11 - Friday, Mar. 22, 2024
CHILL/FREEZE/PREPACKED MEAT 2024	20240091	Oct. 1, 2024 - Dec. 25, 2024	Oct. 1, 2024 - Jan. 15, 2025	July 1, 2024 - Jan. 15, 2025	Monday, Mar. 11 - Friday, Mar. 22, 2024
CANDY 2024	20240096	Nov. 1, 2024 - Dec. 25, 2024	Oct. 16, 2024 - Jan. 15, 2025	Aug. 1, 2024 - Jan. 15, 2025	Monday, Mar. 25 - Friday, Apr. 12, 2024
HOLIDAY HAMS 2024	20240097	Oct. 1, 2024 - Dec. 25, 2024	Oct. 1, 2024 - Jan. 15, 2025	Aug. 16, 2024 - Jan. 15, 2025	Monday, Apr. 29 - Friday, May 10, 2024
CLUB PACKS					
SPRING/SUMMER CLUB PACK 2024 SSCP	20240058	Apr. 1, 2024 - Sept. 30, 2024		Jan. 1, 2024 - Sept. 30, 2024	Monday, Sept. 18 - Friday, Sept. 29, 2023
FALL/WINTER CLUB PACK 2024 FWCP	20240057	Oct. 1, 2024 - Mar. 31, 2025		July 1, 2024 - Mar. 31, 2025	Monday, Mar. 18 - Friday, Mar. 29, 2024
ANNUAL CLUB PACK 2025 ACP	20250056	Jan. 1, 2025 - Dec. 31, 2025		Oct. 1, 2024 - Dec. 31, 2025	Monday, Jun. 17 - Friday, Jun. 28, 2024
SIDEWALK SALES					
MAY SIDEWALK SALE 2024	20240054	May 1, 2024 - May 31, 2024	Apr. 16, 2024 - May 31, 2024	Mar. 1, 2024 - May 31, 2024	Monday, Oct. 23 - Friday, Nov. 3, 2023
SEPTEMBER SIDEWALK SALE 2024	20240055	Sept. 1, 2024 - Sept. 30, 2024	Aug. 16, 2024 - Sept. 30, 2024	July 1, 2024 - Sept. 30, 2024	Monday, Feb. 12 - Friday, Feb. 23, 2024