

2020 SEASONAL HOLIDAY CLUB PACK PROMOTIONS CALENDAR

CY2020 SEASONAL, HOLIDAY, AND CLUB PACK					
PACKAGES	EVENT #	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 2020					
VALENTINE'S DAY FEB 14, 2020	20200030	Jan 2, 2020 - Feb 14, 2020	Dec 16, 2019 - Feb 29, 2020	Oct 1, 2019 - Feb 29, 2020	Jul 1-12, 2019
EASTER APR 12, 2020	20200031	Feb 15, 2020 - Apr 12, 2020	Feb 1, 2020 - Apr 15, 2020	Nov 16, 2019 - Apr 15, 2020	Jul 22 - Aug 2, 2019
SINUS/ALLERGY SPRING 2020	20200060	Mar 1, 2020 - Apr 30, 2020	Mar 1, 2020 - Apr 30, 2020	Feb 16, 2020 - Apr 30, 2020	Aug 12 - 23, 2019
WELCOME HOME VETERANS	20200037	Mar 2, 2020 - Mar 29, 2020	Feb 16, 2020 - Mar 31, 2020	Dec 1, 2019 - Mar 31, 2020	Aug 12 - 23, 2019
PASSOVER APR 8 - 16, 2020	20200042	Mar 17, 2020 - Apr 16, 2020	Mar 1, 2020 - Apr 30, 2020	Dec 16, 2019 - Apr 30, 2020	Sep 2 - 13, 2019
SUNCARE 2020	20200061	Mar 1, 2020 - Feb 28, 2021	Mar 1, 2020 - Feb 28, 2021	Dec 16, 2019 - Feb 28, 2021	Sep 9 - 20, 2019
EASTER HAMS 2020	20200041	Mar 16, 2020 - Apr 12, 2020	Feb 16, 2020 - Apr 15, 2020	Jan 1, 2020 - Apr 15, 2020	Nov 4 - 15, 2019
SEVERE WEATHER 2020	20200035	Apr 1, 2020 - Oct 31, 2020	Mar 16, 2020 - Oct 31, 2020	Jan 1, 2020 - Oct 31, 2020	Sep 30 - Oct 11, 2019
MOTHER'S DAY MAY 10, 2020	20200032	Apr 16, 2020 - May 10, 2020	Apr 1, 2020 - May 31, 2020	Jan 16, 2020 - May 31, 2020	Oct 14 - 25, 2019
HEALTHY PET SUMMER EVENT	20200036	May 11, 2020 - Jul 5, 2020	May 1, 2020 - Jul 15, 2020	Feb 16, 2020 - Jul 15, 2020	Nov 11 - 22, 2019
FATHER'S DAY JUN 21, 2020	20200033	May 16, 2020 - Jun 21, 2020	May 1, 2020 - Jun 30, 2020	Feb 16, 2020 - Jun 30, 2020	Nov 11 - 22, 2019
FIRST AID RACK 2020	20200062	May 1, 2020 - Jul 31, 2020	May 1, 2020 - Jul 31, 2020	Apr 16, 2020 - Jul 31, 2020	Dec 2 - 13, 2019
HALLOWEEN OCTOBER 2020	20200034	Aug 1, 2020 - Oct 31, 2020	Aug 1, 2020 - Nov 15, 2020	May 1, 2020 - Nov 15, 2020	Jan 13 - 31, 2020
SINUS/ALLERGY FALL 2020	20200063	Aug 1, 2020 - Sep 30, 2020	Aug 1, 2020 - Sept 30, 2020	Jul 16, 2020 - Sep 30, 2020	Feb 3 - 14, 2020
HEALTHY PET FALL EVENT	20200038	Aug 31, 2020 - Sep 27, 2020	Aug 16, 2020 - Sept 30, 2020	Jun 16, 2020 - Sep 30, 2020	Mar 2 - 13, 2020
WINTER COCOA/CIDER 2020	20200040	Oct 1, 2020 - Mar 31, 2021	Sep 16, 2020 - Mar 31, 2021	July 1, 2020 - Mar 31, 2021	Apr 6 - 17, 2020
FOOTBALL MADNESS SUPER BL FEB 7, 2021	20200098	Oct 1, 2020 - Feb 7, 2021	Sep 16, 2020 - Feb 28, 2021	July 16, 2020 - Feb 28, 2021	Apr 6 - 17, 2020
COUGH/COLD 2020	20200064	Oct 1, 2020 - Feb 28, 2021	Oct 1, 2020 - Feb 28, 2021	Sep 16, 2020 - Feb 28, 2021	May 4 - 15, 2020
HOLIDAYS 2020					
INTERNATIONAL	20200090	Oct 5, 2020 - Dec 25, 2020	Oct 1, 2020 - Jan 15, 2021	June 1, 2020 - Jan 15, 2021	Feb 3 - 14, 2020
HOLIDAYS 2020 INCLUDES:		Oct 5, 2020 - Dec 25, 2020	Oct 1, 2020 - Jan 15, 2021	July 1, 2020 - Jan 15, 2021	
COOKIES/CRACKERS/FRUITCAKE	20200092				Mar 2 - 13, 2020
GIFT PACKS/HBC GIFT PACKS	20200093				Mar 2 - 13, 2020
NONFOOD	20200094				Mar 2 - 13, 2020
DRY GROCERY	20200099				Apr 6 - 17, 2020

2020 SEASONAL HOLIDAY CLUB PACK PROMOTIONS CALENDAR

BAKING	20200095				Apr 6 - 17, 2020
CHILL/FREEZE/PREPACKED MEAT	20200091				Apr 6 - 17, 2020
CANDY	20200096	Nov 1, 2020 - Dec 25, 2020	Oct 16, 2020 - Jan 15, 2021	Aug 1, 2020 - Jan 15, 2021	May 4 - 15, 2020
HOLIDAY HAMS	20200097	Oct 5, 2020 - Dec 25, 2020	Oct 1, 2020 - Jan 15, 2021	Aug 16, 2020 - Jan 15, 2021	May 11 - 22, 2020
CLUB PACKS 2020					
SPRING/SUMMER CLUB PACK UPDATE 2020	20200058	Apr 1, 2020 - Sep 30, 2020			Oct 7 - 18, 2019
FALL/WINTER CLUB PACK UPDATE 2020	20200057	Oct 1, 2020 - Mar 31, 2021			Apr 6 - 17, 2020
ANNUAL CLUB PACK UPDATE 2021	20210056	Jan 1, 2021 - Dec 31, 2021			Jul 6 - 17, 2020