

2022 SEASONAL HOLIDAY CLUB PACK PROMOTIONS CALENDAR

CY2022 SEASONAL, HOLIDAY, AND CLUB PACK - INDUSTRY					
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 2021					
VALENTINE'S DAY <u>Monday February 14, 2022</u>	20220030	Jan. 2, 2022 - Feb. 14, 2022	Dec. 16, 2021 - Feb. 28, 2022	Oct. 1, 2021 - Feb. 28, 2022	Monday June 28 - Friday July 9, 2021
EASTER <u>Sunday April 17, 2022</u>	20220031	Feb. 15, 2022 - Apr. 17, 2022	Feb. 1, 2022 - Apr. 30, 2022	Nov. 16, 2021 - Apr. 30, 2022	Monday July 19 - Friday July 30, 2021
SINUS/ALLERGY SPRING 2022	20220060	Mar. 1, 2022 - Apr. 30, 2022	Mar. 1, 2022 - Apr. 30, 2022	Feb. 16, 2022 - Apr. 30, 2022	Monday Aug. 9 - Friday Aug. 20, 2021
PASSOVER <u>Friday April 15 - Saturday April 23, 2022</u>	20220042	Mar. 3, 2022 - Apr. 23, 2022	Mar. 1, 2022 - Apr. 30, 2022	Dec. 16, 2021 - Apr. 30, 2022	Monday Aug. 30 - Friday Sept. 10, 2021
SUNCARE 2022	20220061	Mar. 1, 2022 - Feb. 28, 2023	Mar. 1, 2022 - Feb. 28, 2023	Dec. 16, 2021 - Feb. 28, 2023	Monday Sept. 13 - Friday Sept. 24, 2021
EASTER HAMS 2022	20220041	Mar. 15, 2022 - Apr. 17, 2022	Feb. 16, 2022 - Apr. 30, 2022	Jan. 1, 2022 - Apr. 30, 2022	Monday Nov. 1 - Friday Nov. 12, 2021
SEVERE WEATHER 2022	20220035	Apr. 1, 2022 - Oct 31, 2022	Mar. 16, 2022 - Oct. 31, 2022	Jan. 1, 2022 - Oct. 31, 2022	Monday Sept. 27 - Friday Oct. 8, 2021
MOTHER'S DAY <u>Sunday May 8, 2022</u>	20220032	Apr 16, 2022 - May 8, 2022	Apr. 1, 2022 - May 31, 2022	Jan. 16, 2022 - May. 31, 2022	Monday Oct. 18 - Friday Oct. 29, 2021
HEALTHY PET SUMMER EVENT 2022 <u>Runs from DP 10 - DP 13</u>	20220036	May 9, 2022 - July 3, 2022	May 1, 2022 - July 15, 2022	Feb. 16, 2022 - July 15, 2022	Monday Nov. 8 - Friday Nov. 19, 2021
FATHER'S DAY <u>Sunday June 19, 2022</u>	20220033	May 16, 2022 - June 19, 2022	May 1, 2022 - June 30, 2022	Feb. 16, 2022 - June 30, 2022	Monday Nov. 8 - Friday Nov. 19, 2021
FIRST AID RACK 2022	20220062	May 1, 2022 - July 31, 2022	May 1, 2022 - July 31, 2022	Apr. 16, 2022 - July 31, 2022	Monday Nov. 29 - Friday Dec. 10, 2021
HALLOWEEN DAY <u>Monday October 31, 2022</u>	20220034	Aug. 1, 2022 - Oct. 31, 2022	Aug. 1, 2022 - Nov. 15, 2022	May 1, 2022 - Nov. 15, 2022	Monday Jan. 10 - Friday Jan. 21, 2022
SINUS/ALLERGY FALL 2022	20220063	Aug. 1, 2022 - Sept. 30, 2022	Aug. 1, 2022 - Sept. 30, 2022	July 16, 2022 - Sept. 30, 2022	Monday Feb. 7 - Friday Feb. 18, 2022
HEALTHY PET FALL EVENT 2022 <u>Runs from DP 18 - DP 19</u>	20220038	Aug. 29, 2022 - Sept. 25, 2022	Aug. 16, 2022 - Sept. 30, 2022	June 16, 2022 - Sept 30, 2022	Monday Mar. 7 - Friday Mar. 18, 2022
WINTER COCOA/CIDER 2022	20220040	Oct. 1, 2022 - Mar. 31, 2023	Sept. 16, 2022 - Mar. 31, 2023	July 1, 2022 - Mar. 31, 2023	Monday Apr. 4 - Friday Apr. 15, 2022
FOOTBALL MADNESS/SUPER BOWL <u>Sunday February 5, 2023</u>	20220098	Oct. 1, 2022 - Feb. 5, 2023	Sept. 16, 2022 - Feb. 28, 2023	July 16, 2022 - Feb. 28, 2023	Monday Apr. 4 - Friday Apr. 15, 2022
COUGH/COLD 2022	20220064	Oct. 1, 2022 - Feb. 28, 2023	Oct. 1, 2022 - Feb. 28, 2023	Sept. 16, 2022 - Feb. 28, 2023	Monday May 2 - Friday May 13, 2022
HOLIDAYS 2021					
INTERNATIONAL 2022	20220090	Oct 3, 2022 - Dec 25, 2022	Oct 1, 2022 - Jan 15, 2023	June 1, 2022 - Jan 15, 2023	Monday Jan. 31 - Friday Feb. 11, 2022
HOLIDAYS 2022 INCLUDES:					
COOKIES/CRACKERS/FRUITCAKE	20220092	Oct 3, 2022 - Dec 25, 2022	Oct 1, 2022 - Jan 15, 2023	July 1, 2022 - Jan 15, 2023	Monday Feb. 28 - Friday Mar. 11, 2022
GIFT PACKS/HBC GIFT PACKS	20220093	Oct 3, 2022 - Dec 25, 2022	Oct 1, 2022 - Jan 15, 2023	July 1, 2022 - Jan 15, 2023	Monday Feb. 28 - Friday Mar. 11, 2022
NONFOOD	20220094	Oct 3, 2022 - Dec 25, 2022	Oct 1, 2022 - Jan 15, 2023	July 1, 2022 - Jan 15, 2023	Monday Feb. 28 - Friday Mar. 11, 2022
DRY GROCERY	20220099	Oct 3, 2022 - Dec 25, 2022	Oct 1, 2022 - Jan 15, 2023	July 1, 2022 - Jan 15, 2023	Monday Apr. 4 - Friday Apr. 15, 2022
BAKING	20220095	Oct 3, 2022 - Dec 25, 2022	Oct 1, 2022 - Jan 15, 2023	July 1, 2022 - Jan 15, 2023	Monday Apr. 4 - Friday Apr. 15, 2022
CHILL/FREEZE/PREPACKED MEAT	20220091	Oct 3, 2022 - Dec 25, 2022	Oct 1, 2022 - Jan 15, 2023	July 1, 2022 - Jan 15, 2023	Monday Apr. 4 - Friday Apr. 15, 2022
CANDY 2022	20220096	Nov 1, 2022 - Dec 25, 2022	Oct 16, 2022 - Jan 15, 2023	Aug 1, 2022 - Jan 15, 2023	Monday May 2 - Friday May 13, 2022
HOLIDAY HAMS 2022	20220097	Oct 3, 2022 - Dec 25, 2022	Oct 1, 2022 - Jan 15, 2023	Aug 16, 2022 - Jan 15, 2023	Monday May 9 - Friday May 20, 2022
CLUB PACKS 2021					
SPRING/SUMMER CLUB PACK UPDATE 2022 SSCP	20220058	Apr 1, 2022 - Sep 30, 2022		Jan 1, 2022 - Sep 30, 2022	Monday Oct. - Friday Oct. 15, 2021
FALL/WINTER CLUB PACK UPDATE 2022 FWCP	20220057	Oct 1, 2022 - Mar 31, 2023		Jul 1, 2022 - Mar 31, 2023	Monday Apr. 4 - Friday Apr. 15, 2022

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ANNUAL CLUB PACK UPDATE 2023 ACP	20230056	Jan 1, 2023 - Dec 31, 2023		Oct 1, 2022 - Dec 31, 2023	Monday July 4 - Friday July 15, 2022
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