

2023 SEASONAL HOLIDAY CLUB PACK PROMOTIONS CALENDAR

CY2023 SEASONAL, HOLIDAY, SIDEWALK SALE & CLUB PACK - 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 2023					
VALENTINE'S DAY Tuesday, Feb. 14, 2023	20230030	Jan. 2, 2023 - Feb. 14, 2023	Dec. 16, 2022 - Feb. 28, 2023	Oct. 1, 2022 - Feb. 28, 2023	Monday, June 27 - Friday, July 8, 2022
EASTER Sunday, April 9, 2023	20230031	Feb. 15, 2023 - April 9, 2023	Feb. 1, 2023 - April 15, 2023	Nov. 16, 2023 - April 15, 2023	Monday, July 18 - Friday, July 29, 2022
SINUS/ALLERGY SPRING 2023	20230060	March 1, 2023 - April 30, 2023	March 1, 2023 - April 30, 2023	Feb. 16, 2023 - April 30, 2023	Monday, Aug. 8 - Friday, Aug. 19, 2022
PASSOVER Wednesday, April 5 - Thursday, April 13, 2023	20230042	March 3, 2023 - April 13, 2023	March 1, 2023 - April 15, 2023	Dec. 16, 2022 - April 15, 2023	Monday, Aug. 29 - Friday, Sept. 9, 2022
SUN CARE 2023	20230061	March 1, 2023 - Feb. 28, 2024	March 1, 2023 - Feb. 28, 2024	Dec. 16, 2022- Feb. 28, 2024	Monday, Sept. 12 - Friday, Sept. 23, 2022
EASTER HAMS 2023	20230041	March 14, 2023 - April 9, 2023	Feb. 16, 2023 - April 15, 2023	Jan. 1, 2023 - April 15, 2023	Monday, Oct. 10 - Friday, Oct. 21, 2022
SEVERE WEATHER 2023	20230035	April 1, 2023 - Oct. 31, 2023	March 16, 2023 - Oct. 31, 2023	Jan. 1, 2023 - Oct. 31, 2023	Monday, Sept. 26 - Friday, Oct. 7, 2022
MOTHER'S DAY Sunday, May 14, 2023	20230032	April 16, 2023 - May 14, 2023	April 1, 2023 - May 15, 2023	Jan. 16, 2023 - May 15, 2023	Monday, Oct. 3 - Friday, Oct. 14, 2022
HEALTHY PET SUMMER EVENT 2023 <u>Runs from DP 10 - DP 13</u>	20230036	May 8, 2023 - July 2, 2023	May 1, 2023 - July 15, 2023	Feb. 16, 2023 - July 15, 2023	Monday, Nov. 7 - Friday, Nov. 18, 2022
FATHER'S DAY Sunday, June 18, 2023	20230033	May 16, 2023 - June 18, 2023	May 1, 2023 - June 30, 2023	Feb. 16, 2023 - June 30, 2023	Monday, Oct. 24 - Friday, Nov. 4, 2022
FIRST AID RACK 2023	20230062	May 1, 2023 - July 31, 2023	May 1, 2023 - July 31, 2023	April 16, 2023 - July 31, 2023	Monday, Nov. 28 - Friday, Dec. 9, 2022
HALLOWEEN DAY Tuesday, October 31, 2023	20230034	Aug. 1, 2023 - Oct. 31, 2023	Aug. 1, 2023 - Nov. 15, 2023	May 1, 2023 - Nov. 15, 2023	Monday, Dec. 26, 2022 - Friday, Jan. 6, 2023
SINUS/ALLERGY FALL 2023	20230063	Aug. 1, 2023 - Sept. 30, 2023	Aug. 1, 2023 - Sept. 30, 2023	July 16, 2023 - Sept. 30, 2023	Monday, Feb. 6 - Friday, Feb. 17, 2023
HEALTHY PET FALL EVENT 2023 <u>Runs from DP 18 - DP 19</u>	20230038	Aug. 28, 2023 - Sept. 24, 2023	Aug. 16, 2023 - Sept. 30, 2023	June 16, 2023 - Sept. 30, 2023	Monday, Feb. 13 - Friday, Feb. 24, 2023
WINTER COCOA/CIDER 2023	20230040	Oct. 1, 2023 - March 31, 2024	Sept. 16, 2023 - March 31, 2024	July 1, 2023 - March 31, 2024	Monday, April 3 - Friday, April 14, 2023
FOOTBALL MADNESS/SUPER BOWL Sunday, February 11, 2024	20230098	Oct. 1, 2023 - Feb. 11, 2024	Sept. 16, 2023 - Feb. 28, 2024	July 16, 2023 - Feb. 28, 2024	Monday, March 20 - Friday, March 31, 2023
COUGH/COLD 2023	20230064	Oct. 1, 2023 - Feb. 28, 2024	Oct. 1, 2023 - Feb. 28, 2024	Sept. 16, 2023 - Feb. 28, 2024	Monday, April 10 - Friday, April 21, 2023
BEVERAGE SUMMER EVENT 2023	20230039	April 1, 2023 - Sep 30, 2023	May 1, 2023 - Sep 30, 2023	March 1, 2023 - Sep 30, 2023	Monday, Sept. 19 - Friday, Sept. 30, 2022
HOLIDAYS 2023 INCLUDES:					
INTERNATIONAL 2023	20230090	Oct. 2, 2023 - Dec. 25, 2023	Oct. 1, 2023 - Jan. 15, 2024	June 1, 2023 - Jan. 15, 2024	Monday, Jan. 16 - Friday, Jan. 27, 2023
HOLIDAYS 2023 INCLUDES:					
COOKIES/CRACKERS/FRUITCAKE 2023	20230092	Oct. 2, 2023 - Dec. 25, 2023	Oct. 1, 2023 - Jan. 15, 2024	July 1, 2023 - Jan. 15, 2024	Monday, Feb. 20 - Friday, March 3, 2023
GIFT PACKS/HBC GIFT PACKS 2023	20230093	Oct. 2, 2023 - Dec. 25, 2023	Oct. 1, 2023 - Jan. 15, 2024	July 1, 2023 - Jan. 15, 2024	Monday, Feb. 20 - Friday, March 3, 2023
NONFOOD 2023	20230094	Oct. 2, 2023 - Dec. 25, 2023	Oct. 1, 2023 - Jan. 15, 2024	July 1, 2023 - Jan. 15, 2024	Monday, Feb. 20 - Friday, March 3, 2023
DRY GROCERY 2023	20230099	Oct. 2, 2023 - Dec. 25, 2023	Oct. 1, 2023 - Jan. 15, 2024	July 1, 2023 - Jan. 15, 2024	Monday, March 13 - Friday, March 24, 2023
BAKING 2023	20230095	Oct. 2, 2022 - Dec. 25, 2023	Oct. 1, 2023 - Jan. 15, 2024	July 1, 2023 - Jan. 15, 2024	Monday, March 13 - Friday, March 24, 2023
CHILL/FREEZE/PREPACKED MEAT 2023	20230091	Oct. 2, 2023 - Dec. 25, 2023	Oct. 1, 2023 - Jan. 15, 2024	July 1, 2023 - Jan. 15, 2024	Monday, March 13 - Friday, March 24, 2023
CANDY 2023	20230096	Nov. 1, 2023 - Dec. 25, 2023	Oct. 16, 2023 - Jan. 15, 2024	Aug. 1, 2023 - Jan. 15, 2024	Monday, March 27 - Friday, April 14, 2023
HOLIDAY HAMS 2023	20230097	Oct. 2, 2022 - Dec. 25, 2023	Oct. 1, 2023 - Jan. 15, 2024	Aug. 16, 2023 - Jan. 15, 2024	Monday, May 1 - Friday, May 12, 2023
CLUB PACKS 2023					
SPRING/SUMMER CLUB PACK UPDATE 2023 SSCP	20230058	April 1, 2023 - Sep 30, 2023		Jan. 1, 2023 - Sep 30, 2023	Monday, Sept. 19 - Friday, Sept. 30, 2022
FALL/WINTER CLUB PACK UPDATE 2023 FWCP	20230057	Oct. 1, 2023 - March 31, 2024		July 1, 2023 - March 31, 2024	Monday, March 20 - Friday, March 31, 2023
ANNUAL CLUB PACK UPDATE 2024 ACP	20240056	Jan. 1, 2024 - Dec. 31, 2024		Oct. 1, 2023 - Dec. 31, 2024	Monday, Jun. 19 - Friday, Jun. 30, 2023
SIDEWALK SALES 2023					
MAY SIDEWALK SALE 2023	20230054	May 1, 2023 - May 31, 2023	April 16, 2023 - May 31, 2023	March 1, 2023 - May 31, 2023	Monday, Oct. 24 - Friday, Nov. 4, 2022
SEPTEMBER SIDEWALK SALE 2023	20230055	Sept. 1, 2023 - Sept. 30, 2023	August 16, 2023 - Sept. 30, 2023	July 1, 2023 - September 30, 2023	Monday, Feb. 13 - Friday, Feb. 24, 2023