



*2023 Social Media Calendar*



## *We're not your average agency*

Serving clients nationwide and overseas, we are a dedicated, full-service Food & Drink Marketing Agency based in Cambridgeshire and Kent.

We are a tight-knit team of savvy marketers, PR whizz's, skilful writers, creative geniuses, and food industry experts with big appetites for all things food-related.

With over 140 years of combined experience and a formidable black book of connections, we work seamlessly to provide marketing expertise to fatten up your sales and build your brand.

### *What we offer*

*Strategy & insight*

*Social media & PR*

*Photography*

*Content creation*

*Brand development*

*Mentoring*

*Collaborative marketing*

*E-Marketing & data-driving*

Managing a social media calendar can be challenging, but it can become more stressful when you're trying to keep track of all the holidays and events throughout the year. We've made it easy to keep track of and plan your content. Celebrations, events, and niche holidays can provide a clever and often easy way to enrich your marketing activity and social feeds, ensuring you stay connected with your online community.

Use this calendar to your advantage in your planning and ensure you never miss a hashtag or holiday!



# January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>1</b> #HappyNewYear <ul style="list-style-type: none"> <li>• Veganuary</li> <li>• Dry January</li> <li>• Ginuary</li> <li>• National Soup Month</li> <li>• National Oatmeal Month</li> <li>• National Slow Cooking Month</li> <li>• National Baking Month</li> </ul>	<b>2</b> #BuffetDay	<b>3</b>	<b>4</b> #NationalspaghettiDay (US)	<b>5</b>	<b>6</b> #NationalShortbreadDay (US)	<b>7</b> #TempuraDay
<b>8</b> #EnglishToffeeDay	<b>9</b> #NationalApricotDay Grocer Gold Awards opens Great Taste Awards members Fortnight 9th-23rd	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>
<b>15</b> Top Drawer Spring Olympia Nourish Vegan Awards entries close	<b>16</b> Top Drawer Spring Olympia	<b>17</b> Top Drawer Spring Olympia	<b>18</b> #GourmetCoffeeDay	<b>19</b> #KnowYourCustomers #PopcornDay (US)	<b>20</b> #CheeseLoversDay	<b>21</b>
<b>22</b> #ChineseNewYear (Year of the Rabbit) Scotland Speciality Food Show, Glasgow	<b>23</b> #StickyToffeePuddingDay #NationalPieDay (US) Scotland Speciality Food Show, Glasgow Great Taste Awards general entries open	<b>24</b> Scotland Speciality Food Show, Glasgow	<b>25</b> #BurnsNight	<b>26</b> FSB East of England Award entries close	<b>27</b> #ChocolateCakeDay (US)	<b>28</b> #DataPrivacyDay
<b>29</b>	<b>30</b> #CroissantDay (US) Nourish Awards entries open	<b>31</b>				

Notes



# February

## Sunday

- Snack Food Month
- Six Nations Starts
- Best Women in Business Awards Open
- Chocolate lovers month

## Monday

## Tuesday

## Wednesday

## Thursday

## Friday

## Saturday

<b>5</b> #WorldNutellaDay #YorkshirePuddingDay Spring Fair, NEC Exeter	<b>6</b> #FrozenYoghurtDay (US) Spring Fair, NEC Exeter	<b>7</b> Spring Fair, NEC Exeter Surface Design Show, London Great Taste Awards entries close	<b>1</b> #GetUpDay (US) #DarkChocolateDay (US)	<b>2</b> #CrepeDay	<b>3</b>	<b>4</b> #HomemadeSoupDay
<b>12</b>	<b>13</b> #NationalCheddarDay #WorldRadioDay	<b>14</b> #ValentinesDay	<b>8</b> Spring Fair, NEC Exeter Source Trade Show, Exeter Fruit Logistica, Berlin Surface Design Show, London	<b>9</b> Source Trade Show, Exeter Fruit Logistica, Berlin Surface Design Show, London #PizzaDay FSB Awards London & South East - entries close	<b>10</b> Fruit Logistica, Berlin FreeFrom Awards entries close	<b>11</b> #NationalInventorsDay
<b>19</b> #ChocolateMintDay (US)	<b>20</b> Fairtrade Fortnight 20th - 5th March	<b>21</b> #ShroveTuesday #StickyBunDay (US)	<b>15</b>	<b>16</b> #NationalInnovationDay	<b>17</b> Farm Shop & Deli Awards entries close British Pie Awards entries close	<b>18</b> #DrinkWineDay (US) Real Bread Week 18th - 26th Feb
<b>26</b>	<b>27</b> #CornishPastyDay Scottish Retail Food & Drink Awards - entries open	<b>28</b> #ScienceDay (India) #DataPrivacyDay	<b>22</b> #WorldThinkingDay #NationalMargaritaDay	<b>23</b> #NationalToastDay	<b>24</b> Scottish Retail Food & Drink Awards entries close	<b>25</b>

Notes



# March

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

			1 #StDavidsDay #ShroveTuesday #PeanutButterLoversDay (US)	2	3 #WildLifeDay	4 #NationalSnackDay
5	6 #NationalOreoCookieDay #NationalButchersWeek British Pie Week 7th - 13th March Grocer New Product Awards - entries open	7 #PlantPowerDay	8 #InternationalWomensDay ScotHot, Glasgow	9 #MeatballDay (US) #PopcornLoversDay ScotHot, Glasgow	10 #PackYourLunch	11 #EatYourNoodlesDay
12 #Oscars2023	13 Nutrition & Hydration Week 13th - 19th	14 Independent Hotel Show, Amsterdam	15 Independent Hotel Show, Amsterdam	16	17 #StPatricksDay #ComicRelief	18
19 #MothersDay #ChocolateCaramelDay	20 #SpringEquinox IFE London, Excel IFE Hotel Restaurant & Catering, Excel IFE Manufacturing, Excel	21 IFE London, Excel IFE Hotel Restaurant & Catering, Excel IFE Manufacturing, Excel	22 #WorldWaterDay IFE London, Excel IFE Hotel Restaurant & Catering, Excel IFE Manufacturing, Excel Ramadan Begins	23	24 #ChocolateRaisinDay	25 #InternationalWaffleDay
26 #NationalSpinachDay Daylight Saving - Clocks go forward	27 Grocer Gold awards - entry deadline	28 #BlackForestCakeDay	29	30	31	

Notes



# April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>• National Brunch Month</p>						1 #AprilFools
2	3	4 #CarrotDay	5 #CaramelDay #NationalWalkingDay	6	7 #GoodFriday #WorldHealthDay	8
9 #HappyEaster #NationalUnicornDay #GinAndTonicDay	10 Bank Holiday	11	12	13 #ScrabbleDay	14	15
16 National & Organic Products, London Excel	17 National & Organic Products, London Excel	18	19 #NationalGarlicDay	20 #KnowYourCustomers PUB23 London Coffee Festival	21 #NationalTeaDay #WorldInnovationDay PUB23 London Coffee Festival	22 #EarthDay PUB23 London Coffee Festival
23 #StGeorgesDay #NationalPicnicDay #LondonMarathon PUB23 London Coffee Festival ISM Cologne Sweets & Snack Fair	24 #NationalPigsInBlanketsDay ISM Cologne Sweets & Snack Fair Farm Shop & Deli Show, NEC Food & Drink Expo, NEC National Convenience Show, NEC The Forecourt Show, NEC Lo2NoBev Low Alcohol Show, NEC	25 ISM Cologne Sweets & Snack Fair Farm Shop & Deli Show, NEC Food & Drink Expo, NEC National Convenience Show, NEC The Forecourt Show, NEC Lo2NoBev Low Alcohol Show, NEC	26 #PretzelDay (US) Farm Shop & Deli Show, NEC Food & Drink Expo, NEC National Convenience Show, NEC The Forecourt Show, NEC Lo2NoBev Low Alcohol Show, NEC	27 #TellAStory (US)	28	29 Food Festival, Brighton Great British Food Festival, Trent
30 Food Festival, Brighton Great British Food Festival, Trent	Notes					

# May

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<ul style="list-style-type: none"> <li>Egg Month</li> <li>Asparagus Month</li> <li>National Strawberry Month</li> </ul>	<b>1</b> #MayDay Bank Holiday Food Festival, Brighton	<b>2</b> #NationalHerbDay (US) #NationalTruffleDay(US)	<b>3</b>	<b>4</b> #MayThe4thBeWithYou (Star Wars Day) Badminton Horse Trials	<b>5</b> Foodies Festival, Cardiff Badminton Horse Trials	<b>6</b> #NationalBeverageDay #SauvignonBlancDay Foodies Festival, Cardiff Badminton Horse Trials Coronation of King Charles III
<b>7</b> #PackagingDesignDay Foodies Festival, Cardiff Badminton Horse Trials	<b>8</b> Badminton Horse Trials Bank Holiday due to the Coronation	<b>9</b> Ceoliac Awareness Week 9th - 15th	<b>10</b> National Doughnut Week 10th - 18th	<b>11</b> RHS Malvern Spring Festival	<b>12</b> Foodies Festival, Bristol RHS Malvern Spring Festival	<b>13</b> #WorldFairtradeDay #WorldCocktailDay Foodies Festival, Bristol Great British Food Festival, Hull RHS Malvern Spring Festival
<b>14</b> Foodies Festival, Bristol Great British Food Festival, Hull RHS Malvern Spring Festival	<b>15</b> Vegetarian Week 15th - 21st	<b>16</b>	<b>17</b> English Wine Week 17th - 25th	<b>18</b>	<b>19</b>	<b>20</b> #WorldBeeDay #WorldWhiskeyDay The London Coffee Festival, Brick Lane, London
<b>21</b> #WorldBakingDay British Sandwich Week 21st - 27th The London Coffee Festival, Brick Lane, London	<b>22</b> British Tomato Fortnight 22nd - 4th June The London Coffee Festival, Brick Lane, London	<b>23</b> Chelsea Flower Show The London Coffee Festival, Brick Lane, London	<b>24</b> #AsparagusDay Chelsea Flower Show	<b>25</b> #NationalWineDay (US) Chelsea Flower Show	<b>26</b> Chelsea Flower Show	<b>27</b> Chelsea Flower Show Foodies Festival, Syon Park Great British Food Festival, Leeds
<b>28</b> #WorldHungerDay #HamburgerDay (US) Foodies Festival, Syon Park Great British Food Festival, Leeds	<b>29</b> #NationalBiscuitDay Foodies Festival, Syon Park Great British Food Festival, Leeds National BBQ Week 29th - 5th June Bank Holiday	<b>30</b> Free From Functional Food Expo, Barcelona	<b>31</b> Suffolk Show Free From Functional Food Expo, Barcelona			

## Notes



# June

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

				1 #WorldMilkDay Suffolk Show Bath & West Show Quality Food Awards, entries open	2 #RockyRoadDay #NationalDoughnutDay Bath & West Show The Big Lunch Foodies Festival, St Albans	3 #NationalEggDay #NationalBubblyDay Bath & West Show Foodies Festival, St Albans Wimbledon 3rd - 16th
4 #CheeseDay Foodies Festival, St Albans	5 #WorldEnvironmentDay	6	7	8	9 #FishAndChipDay	10 #WorldGinDay #NationalIcedTeaDay Great British Food Festival, Edinburgh
11 #OpenFarmSunday #MakingLifeBeautiful Great British Food Festival, Edinburgh	12 #FalafelDay Healthy Eating Week 12th - 16th	13	14	15 #BeerDayBritain BBC Good Food Show Summer, NEC Taste of London, Regents Park	16 BBC Good Food Show Summer, NEC Taste of London, Regents Park Foodies Festival, Exeter	17 #EatYourVegetablesDay BBC Good Food Show Summer, NEC Taste of London, Regents Park Foodies Festival, Exeter National Picnic Week English Wine Week
18 #HappyFathersDay #InternationalPicnicDay BBC Good Food Show Summer, NEC Taste of London, Regents Park Foodies Festival, Exeter	19	20	21 #SummerSolstice Glastonbury	22 Glastonbury	23 Glastonbury Foodies Festival, Chelmsford	24 #InternationalFairyDay #ArmedForcesDay Glastonbury Foodies Festival, Chelmsford Shrewsbury Food Festival
25 Glastonbury Foodies Festival, Chelmsford Shrewsbury Food Festival	26 Grocer new product, entry deadline	27 #PineappleDay Henley Regatta Fine Food Show North, Harrogate	28 Henley Regatta Fine Food Show North, Harrogate	29 Henley Regatta	30 #SocialMediaDay Henley Regatta	

Notes





# July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
#PlasticFreeJuly			the			1 #BabyLedWeaningDay Henley Regatta	
2 Henley Regatta	3 #ChocolateWaferDay Imbibe, Olympia RHS Hampton Court Flower Show	4 Imbibe, Olympia RHS Hampton Court Flower Show	5 RHS Hampton Court Flower Show	6 #FriedChickenDay RHS Hampton Court Flower Show	7 #WorldChocolateDay RHS Hampton Court Flower Show Alergy & FF Show, Olympia Foodies Festival, Tatton Park	8 RHS Hampton Court Flower Show Alergy & FF Show, Olympia Foodies Festival, Tatton Park	
9 RHS Hampton Court Flower Show Alergy & FF Show, Olympia Foodies Festival, Tatton Park	10 #PinaColadaDay	11 #MojitoDay	12 #NationalSimplicityDay	13 #FrenchFryDay	14 Foodies Festival, Winchester	15 Foodies Festival, Winchester London Wine Fair, Olympia Great British Food Festival, Knebworth	
16 #CherryDay #NationalIceCreamDay Foodies Festival, Winchester London Wine Fair, Olympia Great British Food Festival, Knebworth	17 #WorldEmojiDay London Wine Fair, Olympia	18 Bread & Jam Festival	19 Bread & Jam Festival RHS Tatton Park	20 #KnowYourCustomers #NationalLollipopDay Latitude Festival RHS Tatton Park	21 Latitude Festival RHS Tatton Park Yorkshire Dales Food Festival	22 Latitude Festival RHS Tatton Park Yorkshire Dales Food Festival	
23 Latitude Festival RHS Tatton Park Yorkshire Dales Food Festival	24 #TequilaDay Christmas in July	25 #WineAndCheese	26	27	28 #MilkChocolateDay Game Fair Warwickshire Great British Food Festival, Derbyshire	29 Game Fair Warwickshire Great British Food Festival, Derbyshire	
30 #FriendshipDay Game Fair Warwickshire Great British Food Festival, Derbyshire	31 #NationalTreeDay #NationalAvocadoDay	Notes					

# August

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Ideas Fest, Wickham	2 Ideas Fest, Wickham	3 #WatermelonDay #WhiteWineDay	4 #InternationalBeerDay Foodies Festival, Edinburgh	5 #MustardDay Foodies Festival, Edinburgh
6 Foodies Festival, Edinburgh	7 National Allotment Week 7th - 13th Afternoon Tea Week 7th - 13th	8	9 #BookLoversDay	10 #UpdateYourBioDay	11 Shrewsbury Flower Show Foodies Festival, Glasgow	12 Shrewsbury Flower Show Foodies Festival, Glasgow
13 #ProseccoDay Foodies Festival, Glasgow	14	15	16 #NationalRumDay	17	18 #FajitaDay #PinotNoirDay BBC Good Food Festival Goodwood	19 #WorldPhotoDay Great British Food Festival, Yorkshire BBC Good Food Festival Goodwood
20 Great British Food Festival, Yorkshire BBC Good Food Festival Goodwood	21	22 #NationalPlantMilkDay	23 #SpongeCakeDay	24 #NationalBurgerDay	25 Big Feastival CarFest, Hampshire	26 Big Feastival CarFest, Hampshire Hampton Court Palace Food Festival Foodies Festival, Oxford
27 Big Feastival CarFest, Hampshire Hampton Court Palace Food Festival Foodies Festival, Oxford	28 Bank Holiday Monday Hampton Court Palace Food Festival Foodies Festival, Oxford	29 #ChopSueyDay	30	31 Burleigh Horse Trials		

Notes



# September

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Sourdough September Organic September			the		1 #NationalTofuDay Chatsworth Country Fair Burleigh Horse Trials Love Lamb Week 1st - 7th	2 Chatsworth Country Fair Burleigh Horse Trials
3 Chatsworth Country Fair Burleigh Horse Trials	4 #InternationalBaconDay Zero Waste Week 4th - 10th Scottish Food Fortnight 4th - 19th	5 #WorldSamosaDay #BacktoSchool	6	7 #NationalBeerLoversDay #WorldSalamiDay	8 Ludlow Food Festival BBC Good Food Festival, Goodwood	9 Ludlow Food Festival BBC Good Food Festival, Goodwood Great British Food Festival, West Sussex
10 #NationalSwapIdeasDay Ludlow Food Festival BBC Good Food Festival, Goodwood Great British Food Festival, West Sussex	11 Speciality Fine Food Show, Olympia	12 Speciality Fine Food Show, Olympia	13	14	15	16 #GuacamoleDay Abergavenny Food Festival
17 British Food Fortnight 17th - 2nd Oct Abergavenny Food Festival	18	19	20	21	22 #DoodleDay	23 Great British Food Festival, Cheshire Aldeburgh Food & Drink Festival
24 #OffToUniversity Great British Food Festival, Cheshire Aldeburgh Food & Drink Festival	25 #WeekOfHappinessAtWork	26 #NationalDumplingDay	27 #WorldSchoolMilkDay Lunch! 2023	28 #WorldMarmiteDay Lunch! 2023	29 #NationalBiscottiDay	30 #PodcastDay #WorldsBiggestCoffeeMorning (for Macmillan) Thame Food Festival

Notes



# October

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>1</b> #InternationalCoffeeDay #WorldVegeterianDay #NationalSausageMonth Thame Food Festival	<b>2</b> Low2NoBev, Low Alcohol Show, Olympia The Restaurant Show, Olympia	<b>3</b> #BuyBritishDay Low2NoBev, Low Alcohol Show, Olympia The Restaurant Show, Olympia	<b>4</b> #TacoDay Low2NoBev, Low Alcohol Show, Olympia The Restaurant Show, Olympia Fruit Attraction, Madrid	<b>5</b> Fruit Attraction, Madrid	<b>6</b> #NationalNoodleDay (US) Big Cheese Weekender Fruit Attraction, Madrid	<b>7</b> Big Cheese Weekender
<b>8</b> Big Cheese Weekender	<b>9</b> #BeerAndPizzaDay	<b>10</b> #CakeDecoratingDay #WorldPorridgeDay #NationalCurryWeek International Drinks Expo, Excel Coffee Shop Innovation Expo, Excel	<b>11</b> International Drinks Expo, Excel Coffee Shop Innovation Expo, Excel	<b>12</b> #NationalFarmersDay	<b>13</b> #WorldEggDay OM Yoga Show, London	<b>14</b> #NationalBakingWeek OM Yoga Show, London Sial, Paris
<b>15</b> OM Yoga Show, London Sial, Paris	<b>16</b> #WorldFoodDay #UKCoffeeWeek Sial, Paris	<b>17</b> Sial, Paris	<b>18</b> Sial, Paris	<b>19</b> #GinAndTonicDay #KnowYourCustomers	<b>20</b> #InternationalChefsDay	<b>21</b> #AppleDay
<b>22</b> #WorldNutDay	<b>23</b>	<b>24</b>	<b>25</b> #WorldPastaDay	<b>26</b> #NationalPumpkinDay	<b>27</b>	<b>28</b> #WorldChampagneDay
<b>29</b> #OatmealDay Clocks Go Back	<b>30</b> #ExtraVirginOliveOilDay Spirit of Christmas	<b>31</b> #HappyHalloween Spirit of Christmas				

Notes



# November

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

• World Vegan Month			1 #WorldVeganDay World Cheese Awards Spirit of Christmas	2 World Cheese Awards Spirit of Christmas	3 #SandwichDay #InternationalStoutDay World Cheese Awards Spirit of Christmas	4 #NationalCandyDay #RoastDinnerDay Spirit of Christmas
5 #BonfireNight Spirit of Christmas	6 #NachosDay	7	8 #CappuccinoDay Country Living Christmas Fair, London	9 #BritishPuddingDay Country Living Christmas Fair, London	10 #WorldScienceDay Country Living Christmas Fair, London	11 Country Living Christmas Fair, London
12 #PizzaWithEverythingDay #Diwali Country Living Christmas Fair, London	13 #WorldKindnessDay	14 #SpicyGuacamoleDay #NationalPickleDay	15 Global Berry Congress, Rotterdam	16 #FastFoodDay Country Living Christmas Fair, Glasgow	17 #HomeMadeBreadDay Children in Need Country Living Christmas Fair, Glasgow	18 Country Living Christmas Fair, Glasgow
19 #StirItUpSunday Country Living Christmas Fair, Glasgow	20	21	22	23 #ThanksGiving #EspressoDay BBC Good Food Winter Show, NEC	24 #BlackFriday BBC Good Food Winter Show, NEC	25 #NationalEatWithAFriendDay BBC Good Food Winter Show, NEC
26 #CakeDay #StirUpSunday (Christmas Pudding) BBC Good Food Winter Show, NEC	27 #CyberMonday	28	29	30 Country Living Christmas Fair, Harrogate		

Notes



# December

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

<ul style="list-style-type: none"> <li>National Fruit Cake Month</li> </ul>			the		1 Country Living Christmas Fair, Harrogate	2 #EnglishBreakfastDay Country Living Christmas Fair, Harrogate
3 #CookieDay Country Living Christmas Fair, Harrogate	4	5	6 #NationalGazpachoDay	7	8 #ChristmasJumperDay #NationalBrownieDay	9
10	11	12 #GingerBreadHouseDay #MincePieDay	13	14	15 #NationalCupcakeDay	16
17 #NationalMapleSyrupDay	18 #BakeCookiesDay	19	20 #NationalSangriaDay	21	22	23
24 #NationalEggnogDay	25 #MerryChristmas	26	27 #NationalFruitCakeDay	28	29	30 #NationalBaconDay
31 #NYE2023	Notes					

*Don't take our word for it.* Here's what some of our clients have to say about The Food Marketing Experts' work

“Working with TFME has been hugely beneficial in terms of helping to grow the Seggiano brand. They are a great team to work with, always thinking ahead to produce engaging content that has the potential to drive sales and support the brand's key messages. They are successfully and consistently delivering great results across social media, PR, and consumer engagement, which are contributing to a growth in sales and raising brand awareness.”

Peri Eagleton, Director  
Seggiano

**SEGGIANO**  
*Real Food from Italy*



“It was a pleasure working with The Food Marketing Experts team. I loved their enthusiasm and professionalism. TFME's connections in the food industry were invaluable and they introduced us to a range of opportunities that we wouldn't have known about otherwise - such as taking part in the Foodies Festivals and speaking on a panel of food industry experts at the Speciality Fine Food Fair, among others. TFME also helped us to boost our Instagram profile by organising a number of Giveaways in collaboration with complementing brands which were very well received. Overall, a great and professional company who were a joy to work with!”

Founder  
The Cheese Lady



**The Food Marketing Experts**  
With offices in Cambridgeshire & Kent

Tel: 07368 886441

Email: [ask@thefoodmarketingexperts.co.uk](mailto:ask@thefoodmarketingexperts.co.uk)

Web: [www.thefoodmarketingexperts.co.uk](http://www.thefoodmarketingexperts.co.uk)



\* All dates & events correct at the time of the creation of this document.