



THE FOOD **MARKETING** EXPERTS

We have created this marketing calendar for you to use all year round it's packed with key dates, events, and opportunities for social media campaign's activities and reasons to engage with your customers. We hope you enjoy using it.

The Food Marketing Experts is a multi-award-winning agency which specialises in the food and drink sector, servicing clients across the globe. We are a dedicated full-service marketing agency with offices in Cambridgeshire and Kent. The team comprises a tight-knit group of savvy marketeers including PR whizzes, skillful writers, creative geniuses, and food industry experts who understand the need to drive sales. Each with a big appetite for all things food and drink.

We wanted to create this tool to enable you to develop your brand's marketing plans, capitalising on all the key occasions / memorable dates in the established food and drink calendar.

[www.thefoodmarketingexperts.co.uk](http://www.thefoodmarketingexperts.co.uk)  
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Appetite Me stands at the forefront of rural diversification, retail and hospitality development. We accompany you through every stage of your diversification journey to plan and execute award-winning farm shops, café/restaurants and artisan retail villages throughout the UK. Whether you're embarking on a new journey or advancing an existing one, we take the time to understand your unique project needs. Following this, we then create a package that's tailor-made for you.

[www.appetite.me.uk](http://www.appetite.me.uk)



An independent creative agency for ambitious food and drink brands who want to get noticed. We are multi-disciplinary designers focussed on the food and drink industry; from brand design and development to packaging and digital marketing.

We work with clients of all shapes and sizes, from disruptive challengers to market leaders, all of them looking to connect with their target audience and make an impact.

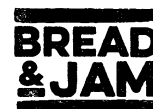
[www.thefoodbrandguys.com](http://www.thefoodbrandguys.com)



Speciality & Fine Food Fair is the home of fine food & drink discovery for buyers from across the retail, hospitality, foodservice, manufacturing, import & export, and wholesale sectors.

Whether you're looking for product inspiration for your business, or you'd like to learn the latest trends and insights from top industry experts, then we're confident you'll uncover the ideas you're searching for at the fair!

[www.specialityandfinefoodfairs.co.uk](http://www.specialityandfinefoodfairs.co.uk)



Bread & Jam is a vibrant community of the UK's most exciting emerging food & drink brands.

Bread & Jam has been shaking up the food and drink industry since 2016 and supported the growth of thousands of food and drink challenger brands. Throughout the year, they run workshops, industry summits, legendary socials, online webinars and an annual festival where hundreds of the UK's hottest emerging brands gather to share trade advice, network and pitch to national retailers.

[www.breadandjamfest.com](http://www.breadandjamfest.com)



Potter Clarkson creates value from your innovation. We bring vision and clarity of thought to guide you through the complexities of intellectual property for business. As consultants and experts in IP law, we help you understand, create, protect and defend the commercial value of your innovations anywhere in the world.

[www.potterclarkson.com](http://www.potterclarkson.com)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
#HappyNewYear #SaveASapling (ITF) #Veganuary #Ginuary #DryJanuary National Oatmeal Month National Soup Month National Slow Cooking Month National Baking Month <b>1</b>	Deadline for GFF membership #BuffetDay <b>2</b>	<a href="#">Free From Awards – entries open</a> <b>3</b>	#NationalSpaghettiDay (US) every year <b>4</b>	<b>5</b>	#NationalShortbreadDay (US) every year <b>6</b>	#TempuraDay <b>7</b>
<a href="#">Great Taste Awards – Members Fortnight opens (8-22)</a> <a href="#">FSB Awards – entries open</a> #EnglishToffeeDay <b>8</b>	#NationalApricotDay <b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<a href="#">Top Drawer Spring, Olympia (14-16)</a> <b>14</b>
<a href="#">Women In Business Awards – entries close</a> <b>15</b>	<b>16</b>	<b>17</b>	#GourmetCoffeeDay #KnowYourCustomersDay (3rd Thursday in Jan) <b>18</b>	<a href="#">Farm Shop and Deli Show Product Awards – entries close</a> #PopcornDay (US) every year <b>19</b>	#CheeseLoversDay <b>20</b>	<a href="#">Scottish Speciality Food Show, SEC Glasgow (21-23)</a> <b>21</b>
<a href="#">Great Taste Awards – General Entry Open</a> <b>22</b>	#NationalPieDay (US) #InternationalStickyToffeePuddingDay <b>23</b>	<b>24</b>	#BurnsNight <b>25</b>	<b>26</b>	#ChocolateCakeDay (US) <b>27</b>	#DataPrivacyDay <a href="#">ISM Cologne Sweets &amp; Snacks Fair (28-31)</a> <b>28</b>
<a href="#">Nourish Awards – entries open</a> <b>29</b>	#CroissantDay (US) <b>30</b>	#NationalHotChocolateDay <b>31</b>				

*“Consumers are far more in tune with what brands do and what they say, such as for example, their stance on climate change, the philosophy and actions of brands is influencing increasing numbers of buying decisions.”*

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			#GetUpDay (US) #DarkChocolateDay (US) Snack Food Month Chocolate Lovers Month Six Nations starts this month  <b>1</b>	#CrepeDay  <b>2</b>	<b>3</b>	<a href="#">Spring Fair, NEC (4-7)</a> #HomemadeSoupDay #BritishYorkshirePuddingDay (first Sunday in Feb)  <b>4</b>
#WorldNutellaDay <a href="#">Childrens Mental Health Awareness Week (5-11)</a>  <b>5</b>	#FrozenYoghurtDay (US) <a href="#">Great Taste Awards – entries close</a> <a href="#">The Source Trade Show, Exeter (6-7)</a> <a href="#">Surface Design Show, London (6-8)</a>  <b>6</b>	<a href="#">Fruit Logistica, Berlin (7-9)</a>  <b>7</b>	<b>8</b>	#PizzaDay  <b>9</b>	#ChineseNewYear (Year of the Dragon)  <b>10</b>	<a href="#">FSB Awards – entries close</a> #NationalInventorsDay  <b>11</b>
<b>12</b>	#NationalCheddarDay #WorldRadioDay #ShroveTuesday  <b>13</b>	#ValentinesDay  <b>14</b>	<b>15</b>	#NationalInnovationDay <a href="#">Free From Awards – entries close</a> <a href="#">London Fashion Week (16-20)</a>  <b>16</b>	#RandomActOfKindnessDay <a href="#">Real Bread Week (17-25)</a>  <b>17</b>	#DrinkWineDay (US)  <b>18</b>
#ChocolateMintDay (US) every year  <b>19</b>	<b>20</b>	#StickyBunDay (US)  <b>21</b>	#NationalMargaritaDay #WorldThinkingDay Scouts & Guides  <b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>
<a href="#">#CornishPastyWeek (26-3 March)</a>  <b>26</b>	<b>27</b>	#ScienceDay (India) every year #DataPrivacyDay  <b>28</b>	LEAP YEAR #NationalToastDay (last Thurs in Feb)  <b>29</b>			

***“IP strategy is crucial for food and drink brands. This can mean protection through trade marks (protecting your brand), patents (inventions), design rights (protecting the look of your products), trade secrets and commercial agreements.”***



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				#StDavidsDay #PeanutButterLoversDay (US) Veggie Month (Meatless March)  <b>1</b>	<b>2</b>	#WildlifeDay  <b>3</b>
#NationalSnackDay National Butchers Week (4-10) <a href="#">BritishPieWeek (4-10)</a>  <b>4</b>	<b>5</b>	#NationalOreoCookieDay  <b>6</b>	#PlantPowerDay  <b>7</b>	#InternationalWomensDay  <b>8</b>	#MeatballDay (US)  <b>9</b>	#PackYourLunchDay #Oscars Mothers Day Ramadan (10-8 April)  <b>10</b>
#EatYourNoodlesDay <a href="#">Nutrition &amp; Hydration Week (11-17)</a>  <b>11</b>	<b>12</b>	<b>13</b>	#PopcornLoversDay (2nd Thursday in March)  <b>14</b>	#ComicRelief (Red Nose Day)  <b>15</b>	<b>16</b>	#StPatricksDay  <b>17</b>
<b>18</b>	#ChocolateCaramelDay <a href="#">Bread &amp; Jam - Food Service Summit, London</a>  <b>19</b>	#SpringEquinox  <b>20</b>	<b>21</b>	#WorldWaterDay <a href="#">IWSC Awards - entries close</a>  <b>22</b>	#NationalPuppyDay  <b>23</b>	#ChocolateRaisinDay  <b>24</b>
#InternationalWaffleDay  <b>25</b>	<a href="#">IFE - Food and Drink, London Excel (25-27)</a> <a href="#">IFE - Hotel Restaurant and Catering, London Excel (25-27)</a> <a href="#">IFE - Manufacturing, London Excel (25-27)</a> <a href="#">IFE - The Pub Show, London Excel (25-27)</a> <a href="#">IFE - International Salon Culinnaire, London Excel (25-27)</a>  <b>26</b>	<b>27</b>	#BlackForestCakeDay  <b>28</b>	Good Friday  <b>29</b>	<b>30</b>	Easter Sunday Clocks go forward today  <b>31</b>

*“Creating an experience is vital to maximising your customers’ shopping experience and encouraging them to spend.”*

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<p>#AprilFoolsDay National Brunch Month Earth Month <a href="#">Autism Acceptance Month</a></p> <p><b>1</b></p>	<p>#AutismAwarenessDay</p> <p><b>2</b></p>	<p>#NationalWalking Day (first Wed in April)</p> <p><b>3</b></p>	<p>#CarrotDay</p> <p><b>4</b></p>	<p>#CaramelDay</p> <p><b>5</b></p>		<p>#WorldHealthDay</p> <p><b>7</b></p>
<p><b>8</b></p>	<p>#NationalUnicornDay #GinAndTonicDay</p> <p><b>9</b></p>	<p><b>10</b></p>	<p><a href="#">London Coffee Festival, Truman Brewery, Brick Lane (11-14)</a></p> <p><b>11</b></p>	<p><b>12</b></p>	<p>#ScrabbleDay</p> <p><b>13</b></p>	<p><a href="#">National and Organic Products Expo, London Excel (14-15)</a></p> <p><b>14</b></p>
<p><b>15</b></p>	<p><b>16</b></p>	<p><b>17</b></p>	<p>#KnowYourCustomersDay (3rd Thursday in April) <a href="#">RHS Urban Show, Manchester (18-21)</a></p> <p><b>18</b></p>	<p>#NationalGarlicDay</p> <p><b>19</b></p>	<p><b>20</b></p>	<p>#NationalTeaDay #WorldInnovationDay London Marathon</p> <p><b>21</b></p>
<p>#EarthDay</p> <p><b>22</b></p>	<p>#StGeorgesDay <a href="#">#NationalPicnicDay</a></p> <p><b>23</b></p>	<p>#NationalPigsInBlanketsDay (US)</p> <p><b>24</b></p>	<p><b>25</b></p>	<p>#PretzelDay (US) Nourish Awards close on 26 April</p> <p><b>26</b></p>	<p>#TellAStory (US)</p> <p><b>27</b></p>	<p><b>28</b></p>
<p>#NationalPigsInBlanketsDay (US)</p> <p><b>29</b></p>	<p><a href="#">Farm Shop &amp; Deli Show, NEC (29-1 May)</a> <a href="#">Food &amp; Drink Expo, NEC (29-1 May)</a> <a href="#">National Convenience Show, NEC (29-1 May)</a> <a href="#">The Forecourt Show, NEC (29-1 May)</a> <a href="#">The Restaurant Show, NEC (29-1 May)</a></p> <p><b>30</b></p>					

*“Your product packaging needs to be effective and optimised for the point of purchase, which is why brand marketers are increasingly investing more time and energy in their pack design.”*

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		#MayDay Egg Month Asparagus Month National Strawberry Month National Walking Month	#NationalHerbDay (US) #NationalTruffleDay (US)		#MayThe4thBeWithYou (Star Wars Day) <a href="#">Great British Food Festival, Trent, Staffs (4-6)</a> <a href="#">Foodies Festival, Brighton (4-6)</a>	#NationalBeverageDay #SauvignonBlancDay
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Bank Holiday Monday	#PackagingDesignDay	<a href="#">Badminton Horse Trials (8-12)</a>	<a href="#">RHS Malvern Spring Festival (9-12)</a>	<a href="#">Foodies Festival, Cardiff (10-12)</a>	#WorldFairtradeDay (2nd Saturday in May)	#InternationalNursesDay
<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
#WorldCocktailDay <a href="#">Mental Health Awareness Week (12-19)</a> <a href="#">Celiac Awareness Week - 2nd full week in May (13-19)</a>			#LoveATreeDay		#WorldWhiskeyDay (3rd Saturday in May) National Doughnut Week (18-26)	#WorldBakingDay (3rd Sunday in May) British Sandwich Week (19-25)
<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>
#WorldBeeDay <a href="#">London Wine Fair, Olympia London (20-22)</a> British Tomato Fortnight (20-2 June)	<a href="#">Chelsea Flower Show (21-25)</a>		<a href="#">Bread &amp; Jam - Start Up Summit, London</a>	#Asparagus Day	#NationalWineDay (US) <a href="#">Great British Food Festival, Harewood, Leeds (25-27)</a> <a href="#">Foodies Festival, Syon Park (25-27)</a>	
<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>
Bank Holiday Monday <a href="#">National BBQ Week (27-2 June)</a>	#WorldHungerDay #HamburgerDay (US)	#NationalBiscuitDay <a href="#">Suffolk Show (29-30)</a>	<a href="#">Royal Bath &amp; West Show (30-1 June)</a>	<a href="#">Great British Food Festival, Hardwick Hall, Derbyshire (31-2 June)</a> <a href="#">Foodies Festival, St Albans (31-2 June)</a>		
<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>		

*“Networking is a vital element to connecting with new people and buyers to drive your business forward.”*



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					#WorldMilkDay #NationalBubblyDay (first Sat in June) Pride Month <a href="#">National Volunteers Week (1-7)</a> <a href="#">The Big Lunch (first weekend in June)</a> <a href="#">World Cheese Awards - entries open this month</a> <b>1</b>	#RockyRoadDay <b>2</b>
#NationalEggDay <b>3</b>	#CheeseDay <b>4</b>	#WorldEnvironmentDay <b>5</b>	<b>6</b>	#NationalDonutDay (first Friday in June) #FishAndChipDay (first Friday in June) <a href="#">Foodies Festival, Bath (7-9)</a> <b>7</b>	#WorldGinDay (second Saturday in June) <b>8</b>	<a href="#">Open Farm Sunday</a> <b>9</b>
#NationalIcedTeaDay Healthy Eating Week (10-14) <b>10</b>	#MakingLifeBeautiful <b>11</b>	#FalafelDay <a href="#">Taste of London, Regents Park (12-16)</a> <a href="#">Mens Health Awareness Week Starts (12-18)</a> <b>12</b>	<a href="#">BBC Good Food Show Summer NEC, Birmingham (13-16)</a> <b>13</b>	<b>14</b>	#BeerDayBritain #EnglishWineWeek (15-23) third Saturday in June <a href="#">Great British Food Festival, Dalkeith, Edinburgh (15-16)</a> <b>15</b>	Fathers Day <b>16</b>
#EatYourVegetablesDay <a href="#">National Picnic Week (17-25)</a> <b>17</b>	#InternationalPicnicDay <b>18</b>	<b>19</b>	<b>20</b>	#InternationalYogaDay #SummerSolstice <a href="#">Foodies Festival, Chelmsford (21-23)</a> <b>21</b>	<a href="#">Allergy and FF Show Olympia (22-23)</a> <b>22</b>	#NationalBringYourDogToWorkDay <b>23</b>
#InternationalFairyDay #ArmedForcesDay #Midsummer'sDay <b>24</b>	<b>25</b>	Glastonbury (26-30) <b>26</b>	#PineappleDay <b>27</b>	<b>28</b>	<a href="#">Shrewsbury Food Festival (29-30)</a> <b>29</b>	#SocialMediaDay <b>30</b>

***“Sampling is key to driving sales so why not ask your suppliers to come and sample in-store, creating theatre and engagement for your customers.”***



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<p>#BabyLedWeaningDay Wimbledon (1-14) Plastic Free July <a href="#">Great British Food Awards - entries close</a> <a href="#">Imbibe Live, Olympia London (1-2)</a></p> <p><b>1</b></p>	<p><a href="#">Henley Regatta (2-7)</a> <a href="#">RHS Hampton Court Flower Show (2-7)</a></p> <p><b>2</b></p>	<p>#chocolatewaferday</p> <p><b>3</b></p>	<p><b>4</b></p>	<p><a href="#">Foodies Festival, Tunbridge Wells (5-7)</a></p> <p><b>5</b></p>	<p>#FriedChickenDay #NationalKissingDay</p> <p><b>6</b></p>	<p>#WorldChocolateDay</p> <p><b>7</b></p>
<p><b>8</b></p>	<p><b>9</b></p>	<p>#PinaColadaDay</p> <p><b>10</b></p>	<p>#MojitoDay</p> <p><b>11</b></p>	<p>#NationalSimplicityDay <a href="#">Foodies Festival, Tatton Park (12-14)</a></p> <p><b>12</b></p>	<p>#FrenchFryDay</p> <p><b>13</b></p>	<p><b>14</b></p>
<p><b>15</b></p>	<p>#CherryDay <a href="#">Bread &amp; Jam Festival (16-17)</a></p> <p><b>16</b></p>	<p>#WorldEmojiDay <a href="#">RHS Flower Show, Tatton Park (17-21)</a></p> <p><b>17</b></p>	<p>#KnowYourCustomers (3rd Thursday in July)</p> <p><b>18</b></p>	<p>#NationalPotatoDay <a href="#">Foodies Festival, Winchester (19-21)</a> <a href="#">Yorkshire Dales Food Festival (19-21)</a></p> <p><b>19</b></p>	<p>#NationalLollipopDay <a href="#">Great British Food Festival, Knebworth, Herts (20-21)</a></p> <p><b>20</b></p>	<p>#NationalIceCreamDay (3rd Sunday in July)</p> <p><b>21</b></p>
<p><b>22</b></p>	<p><b>23</b></p>	<p>#NationalTequilaDay #InternationalSelfCareDay</p> <p><b>24</b></p>	<p>#WineAndCheeseDay <a href="#">Latitude Festival, Suffolk (25-28)</a></p> <p><b>25</b></p>	<p><a href="#">Game Fair, Blenheim Palace (26-28)</a></p> <p><b>26</b></p>	<p><b>27</b></p>	<p>#MilkChocolateDay</p> <p><b>28</b></p>
<p>#NationalLipstickDay</p> <p><b>29</b></p>	<p>#FriendshipDay Great Taste Awards - results day</p> <p><b>30</b></p>	<p>#NationalTreeDay #NationalAvocadoDay</p> <p><b>31</b></p>				

***“Remember, customers need to see a brand at least three times before they buy it. Make your product packaging unique and appealing so you stand out from the crowd.”***

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	#InternationalBeerDay (first Friday in August) <a href="#">Foodies Festival, Edinburgh (2-4)</a>	#WatermelonDay #NationalWhiteWineDay #MustardDay (first Saturday in August)	#NationalSistersDay (first Sunday in August)
5	6	7	8	9	10	11
<a href="#">Afternoon Tea Week (12-18) (second full week in August)</a> <a href="#">National Allotment Week (12-18)</a>	#ProseccoDay			#NationalRumDay <a href="#">BBC Good Food Festival, Goodwood (16-18)</a>	<a href="#">Great British Food Festival, Wentworth House, Yorks (17-18)</a>	#FajitaDay #PinotNoirDay
12	13	14	15	16	17	18
#WorldPhotoDay			#NationalPlantMilkDay #NationalBurgerDay (Thursday before August Bank Hol)	#SpongeCakeDay <a href="#">Big Feastival (23-25)</a> <a href="#">Carfest, Hampshire (23-25)</a>	<a href="#">Foodies Festival, Oxford (24-26)</a> <a href="#">Hampton Court Palace Food Festival (24-26)</a>	
19	20	21	22	23	24	25
Bank Holiday			#ChopSueyDay	<a href="#">Chatsworth Country Fair (30-1 Sep)</a> <a href="#">Foodies Festival, Guildford (30-1 Sep)</a>		
26	27	28	29	30	31	

*"Having a strong brand is key to driving customer engagement."*

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						#NationalTofuDay Love Lamb Week (1-7) every year Organic September Sourdough September Autumn Starts <a href="#">World Cheese awards - entries close this month</a> <a href="#">Farm Shop &amp; Deli Product Awards 2025 - entries open this month</a> <b>1</b>
<a href="#">#ZeroWasteWeek (1st full week in September)</a> <a href="#">Scottish Food Fortnight (2-16)</a>  <b>2</b>		#InternationalBaconDay  <b>4</b>	#WorldSamosaDay #BackToSchool <a href="#">Burleigh Horse Trials (5-8)</a>  <b>5</b>	<a href="#">Foodies Festival, Tunbridge Wells (6-8)</a>  <b>6</b>	#NationalBeerLoversDay #WorldSalamiDay <a href="#">Great British Food Festival, Margam Park, South Wales (7-8)</a>  <b>7</b>	
<a href="#">Fair Trade Fortnight (9-22)</a>  <b>9</b>	#NationalSwapIdeasDay Great Taste Awards - Golden Fork Ceremony <a href="#">Speciality Fine Food Fair (10-11)</a>  <b>10</b>	#DairyDay  <b>11</b>	<a href="#">Ideas Fest, Tring, Herts (12-13)</a>  <b>12</b>	#BackBritishFarmingDay <a href="#">Ludlow Food Festival (13-15)</a>  <b>13</b>	<a href="#">Foodies Festival, Norwich (14-16)</a>  <b>14</b>	
#GuacamoleDay <a href="#">BBC Good Food Festival, Goodwood (16-18)</a>  <b>16</b>		<a href="#">Lunch! 2024, Excel London (18-19)</a>  <b>18</b>		<a href="#">British Food Fortnight (20-6 Oct)</a>  <b>20</b>	<a href="#">Abergavenny Food Festival (21-22)</a> <a href="#">Great British Food Festival, Arley Hall, Cheshire (21-22)</a>  <b>21</b>	#DoodleDay #AutumnEquinox  <b>22</b>
#WeekOfHappinessAtWork (last week in Sept)  <b>23</b>		#WorldSchoolMilkDay (last Wed in Sept)  <b>25</b>	#NationalDumplingDay  <b>26</b>	<a href="#">RHS Malvern Autumn Show (27-29)</a> #WorldsBiggestCoffeeMorning for Macmillan  <b>27</b>	#WorldMarmiteDay <a href="#">Aldeburgh Food and Drink Festival (28-29)</a> <a href="#">Thame Food Festival (28-29)</a>  <b>28</b>	#NationalBiscottiDay  <b>29</b>
#PodcastDay  <b>30</b>						

**“Following up on any contacts made is key to success. Make sure you check in with any new prospects you chatted to at any event. Timely follow-up equals great results.”**



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	#InternationalCoffeeDay #WorldVegetarianDay <a href="#">Plantober</a> National Sausage Month <a href="#">National Vegetarian Week (1-7)</a>		#BuyBritishDay	#TacoDay		#NationalNoodleDay (US)
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
	<a href="#">Fruit Attraction, Madrid (8-10)</a>	#InternationalBeerAndPizzaDay	#CakeDecoratingDay #WorldPorridgeDay #NationalCurryWeek (10-16)	#WorldEggDay (second Friday in Oct)	#NationalFarmersDay	
<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>
#UKCoffeeWeek #NationalBakingWeek (14-20)	<a href="#">Trade Drinks Expo, London Excel (15-16)</a> <a href="#">Cafe Business Expo, London Excel (15-16)</a>	#WorldFoodDay	#KnowYourCustomers (3rd Thursday every October)	<a href="#">OM Yoga Show, Alexandra Palace, London (18-20)</a>	<a href="#">#GinAndTonicDaySial Food Show, Paris (19-23)</a>	#InternationalChefDay
<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>
#AppleDay	#WorldNutDay			#WorldPastaDay #WorldChampagneDay (4th Friday in Oct)	#NationalPumpkinDay	Clocks go back today
<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>
	#OatmealDay	#ExtraVirginOliveOilDay	#HappyHalloween			
<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>			

*"It's all very well having a great product, but developing a clear brand proposition is hugely important to business success."*

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				#WorldVeganDay World Vegan Month National Gratitude Month Diwali  <b>1</b>	<b>2</b>	#SandwichDay #InternationalStoutDay  <b>3</b>
#NationalCandyDay #RoastDinnerDay <a href="#">Spirit of Christmas, London Olympia (4-10)</a>  <b>4</b>	#BonfireNight Stress Awareness Week (5-9) <a href="#">Free From Functional Food Expo, Amsterdam (5-6)</a>  <b>5</b>	#NachosDay  <b>6</b>	<b>7</b>	#CappuccinoDay  <b>8</b>	#BritishPuddingDay  <b>9</b>	#WorldScienceDay - Unesco #SocialMediaKindnessDay  <b>10</b>
#RemembranceDay  <b>11</b>	#NationalPizzaWithEverythingDay  <b>12</b>	#WorldKindnessDay <a href="#">Country Living Christmas Fair, London (13-16)</a>  <b>13</b>	#NationalPickleDay #SpicyGuacamoleDay #WorldDiabetesDay  <b>14</b>	#ChildrenInNeed  <b>15</b>	#FastFoodDay  <b>16</b>	#HomemadeBreadDay  <b>17</b>
<b>18</b>	<b>19</b>	<b>20</b>	<a href="#">Country Living Christmas Fair, Glasgow (21-24)</a> <a href="#">BBC Good Food Winter Show, NEC (21-24)</a>  <b>21</b>	<b>22</b>	#EspressoDay  <b>23</b>	<b>24</b>
#NationalEatWithAFriendDay  <b>25</b>	#CakeDay  <b>26</b>	<b>27</b>	#Thanksgiving (4th Thursday in Nov)  <b>28</b>	#BlackFriday  <b>29</b>	#SmallBusinessSaturday  <b>30</b>	

***“Maximising awareness of your presence at any event is integral to a successful outcome. Treat it like another marketing channel and capitalise on the opportunity to showcase your products.”***



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						#EatARedAppleDay #StirUpSunday - Christmas pudding (last Sunday in Nov) National Fruitcake Month  <b>1</b>
#EnglishBreakfastDay #GriefAwarenessWeek #CyberMonday  <b>2</b>		#CookieDay #SantasListDay  <b>4</b>	#WorldSoilDay <a href="#">Country Living Christmas Fair, Harrogate (5-8)</a>  <b>5</b>	#NationalGazpachoDay  <b>6</b>		#NationalBrownieDay  <b>8</b>
<b>9</b>			#GingerbreadHouseDay #MincePieDay #ChristmasJumperDay  <b>12</b>			#NationalCupcakeDay  <b>15</b>
<b>16</b>	#NationalMapleSyrupDay  <b>17</b>	#BakeCookiesDay  <b>18</b>	<b>19</b>	#NationalSangriaDay  <b>20</b>	#HumbugDay #WinterSolstice  <b>21</b>	<b>22</b>
<b>23</b>	#NationalEggNogDay  <b>24</b>	#MerryChristmas  <b>25</b>	<b>26</b>	#NationalFruitcakeDay  <b>27</b>	<b>28</b>	<b>29</b>
#NationalBaconDay  <b>30</b>	#NYE  <b>31</b>	#HappyNewYear2025  <b>1</b>				

*“Our top tip for attracting investment is having a clear business plan and strategy.”*





THE FOOD **MARKETING** EXPERTS