





Annual Marketing Calendar – October 2011 – September 2012

Month	Activity	Description	Benefit
January 2012	<p>Theatre Cookery & Nutritional Road Show!</p> <p>International Food Week</p>	<p>Chris Lemmon our Executive Chef, on site demonstrating quick, easy and healthy.</p> <p>Celebrate International Food Week 2012 with Burns Night, Chinese New Year & Australia Day.</p>	<p>After all the Christmas indulgence, an opportunity to reduce the calories!</p> 
February	 <p>Valentine Delights</p> <p>Pancake Day</p>	<p>Pick and mix your own selection fresh fruit, marshmallows, choux pastries etc to dip in the chocolate fountain! Or have your loved ones name freshly iced onto a gingerbread heart!</p> <p>Celebrate Shrove Tuesday on with hot filled Crepes! And maybe a pancake race or 2!!</p>	<p>Chocky-Wocky-Do-Dah-Day</p> <p>Interest from pupils with the buzz of sweet treats to dip or dribble and increasing the sales due to increased spend</p>
March	<p>Comic Relief Red Nose Day</p>  <p>St Patrick's Day Celebrations</p>	<p>A host of homemade Red Nose Buns, Tarts & Cookies with competitions for the best Fancy Dress Costumes & all proceeds to go to the Comic Relief Charity.</p> <p>Celebrate all things Irish with a competition & quiz – so what is the Blarney Stone?</p>	<p>Increase sales due to increased spend & interest, creating a great atmosphere in the restaurant</p>



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April	<p>'Buzz Off' & Easter Deal or No Deal</p> 	<p>Get the single most important item for free if the buzzer goes off while you are at the till! Special Easter Deal or No Deal! Find the Golden Ticket for great giveaways!</p>	<p>Interest from pupils with the Golden Ticket. Great atmosphere in the restaurant.</p>
May	<p>'Go Fasta Pasta!'</p> <p>National Vegetarian Week</p>	<p>Pasta Bar with Homemade Pasta & Sauces, homemade pasta & pesto for sale and a pasta making demo in the restaurant during lunch time.</p> <p>A plethora of 'meat free' vegetarian dishes, salads and sandwiches etc celebrating a meat free diet.</p>	<p>Showing the ease of making great tasting pasta dishes, Wow factor of the demo and interest, which will boost sales.</p> <p>Promotion of the Vegetarian Menu.</p> 
June	<p>BBQ on the Sun Deck! Diamond Jubilee Celebrations</p> 	<p>Weather permitting every Thursday - authentic Summer BBQ with dishes from the coals, like sticky ribs, homemade burgers, steaks or fish complete with Summer music, non alcoholic fruit punch and a food quiz relating to the summer.</p> <p>11th to 15th June 2012</p> <p>A celebration of 60 years of traditional British Dishes – from Prawn Cocktails to Coronation Chicken, the Galloping Gourmet & Fanny Craddock!!</p>	<p>Great Atmosphere making the most of the good weather to boost staff morale, interest in different BBQ dishes and increase sales.</p> <p>A touch of culinary nostalgia that encompass the Queens 60th Anniversary!</p>



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June	Euro 2012	<p style="text-align: center;">Euro Passport Enjoy drinks from participating countries</p>	<p style="text-align: center;">Fill up your passport to win Euro 2012 goodies!</p>
July	<p style="text-align: center;">American Independence Day & Olympics 2012</p>	<p style="text-align: center;">All things American from Southern Fried Chicken Maryland with Sweet corn Pancakes, Tex Mex Steaks & Pumpkin Pie! A fortnight of Dishes that reflect & celebrate the diversity of our truly International Visitors for the Olympics.</p> 	 <p style="text-align: center;">Hang out the Stars'n'Stripes! A very diverse international menu together with a Quiz sheet competition relating to each country with Gold, Silver & Bronze Medal prizes!</p>
September	<p style="text-align: center;">Back to School!! Indian Summer Special!</p> 	<p style="text-align: center;">A weeks worth of dishes that feature old school favorites from Fish Fingers, Beans & Chips, Lemon Sauce Pudding or Chocolate Concrete! Let us know what your favorite was and let us recreate it! As the nights draw in we warm things up with an Indian Themed Buffet Menu. From the Korma to the Vindaloo, whether Vegetarian or a Meat eater there is something for everyone!</p>	<p style="text-align: center;">Can teachers still get into their old school uniform and school tie? If you have the courage to wear them – FREE MEAL!</p>