

# MARKETING CALENDAR 2024 - 2025



## SEPTEMBER

FRESHERS/BACK 2 COLLEGE  
DAILY PROMOTIONS  
APP 93P ONLY DAILY PROMOS  
DAILY ONE OFF PROMOTIONS AND DEALS  
CAFÉ PROMOTIONS  
SCRATCH & LOYALTY CARDS

## OCTOBER

CARRIBEAN CARNIVAL -BLACK HISTORY  
MONTH  
HALLOWEEN  
PASTA POT JUST £1.00 - WORLD PASTA  
DAY 25<sup>TH</sup>  
SEASONAL AUTUMN CAFÉ DRINK LAUNCH &  
SPECIAL DEALS

## NOVEMBER

SPICE & RICE - CELEBRATING DIWALI  
5<sup>TH</sup> GUY FAWKES - HOT DOG SPECIALS  
NATIONAL NACHOS DAY 6<sup>TH</sup>  
FESTIVE DRINKS CAFÉ LAUNCH  
BLACK FRIDAY APP PROMOS

## DECEMBER

FESTIVE SEASON SPECIAL DISHES  
ENGLISH BREAKFAST DAY 2<sup>ND</sup>  
APP-VENT CALENDAR - GREAT DAILY  
PROMOTIONS  
OUR FESTIVE SWEET TREATS

## JANUARY

PASTA KITCHEN - CELEBRATE WITH OUR  
PASTA VEGAN DISHES  
VEGAN KITKAT PROMO  
16<sup>TH</sup> INTERNATIONAL HOT & SPICY DAY  
-SPICY CRISPS DEAL  
NON DAIRY VEGAN MILK OFFERS

## FEBRUARY

PIZZA MARKET - CELEBRATING THE JOY OF  
PIZZAS  
NATIONAL PIZZA DAY  
93P PIZZA SLICE  
PANINI LUNCH MEAL DEAL

## MARCH

LOAD IT ! ON CHIPS OR TORTILLAS , YOUR  
CHOICE  
BRITISH PIE WEEK 3<sup>RD</sup> - 9<sup>TH</sup>  
4<sup>TH</sup> - PANCAKE DAY  
SAUSAGE ROLLS 93P!  
SPRING DRINKS CAFÉ LAUNCH

## APRIL

FUSION - A TASTE OF THE FAR EAST  
21<sup>ST</sup> - NATIONAL TEA DAY - CELEBRATE  
WITH HOT TEA , BUBBLE TEA ANY TEA  
CHOCOLTAE CHOCOLATE AND MORE  
CHOCOLATE - EASTER FAVOURITES

## MAY

FEELING "PECKISH" ? TRY SOMETHING  
DIFFERENT WITH OUR FLAVOURED CHICKEN &  
MORE  
18<sup>th</sup> - 25<sup>th</sup> - BRITISH SANDWICH WEEK  
INTERNATIONAL BURGER DAY - 28<sup>TH</sup>  
SUMMER CAFE DRINKS MENUS LAUNCHED

## JUNE

YAMAS - CELEBRATE THE START OF  
SUMMER GREEK STYLE  
6<sup>TH</sup> NATIONAL FISH & CHIP DAY  
EVERYTHING IS "COMING UP  
STRAWBERRYS" - FROM  
FRAPPUCCINOS TO ETON MESS & MORE

## JULY

HOUNDDOG - CELEBRATE THE 4<sup>TH</sup> OF  
JULY WITH AWESOME HOT DOGS  
1<sup>ST</sup> - INTERNATIONAL CHICKEN WING  
DAY

## KEY

CONCEPT OF THE MONTH  
CALENDAR EVENT  
APP PROMO  
CAFÉ PROMO