



Marketing Calendar



Sept

Oct

Nov

Dec

Jan

Feb

Theme Days & Events

British Food Fortnight
All your cosy British classics re-imagined this lunch time



Halloween
Some frightful feasts await you if you dare!



Wrap 'N' Roll Street Food Day
Favourites



Festive Food Week
favourites from our In House Brands



Lunar New Year
A taste of South East Asia with Dizzy Panda



Pancake Day
, choose from selected sweet or savoury toppings



Engagement & Food Events

Bang In Some Beans
Chef lead talks, with taster tables for students to try some beans!



Black History Month
Try foods inspired by a taste of the Carribean & Africa



Which House Wrapped It Best?
Each house enters their signature wrap, we make them & students vote for the best one



Secret Santa
Find a Santa sticker hidden on your tray / pot / coffee & win a festive prize



Veganuary
Dare to Meat Out? Plant based tasting dishes & counter take overs



National Pizza Day
Each house enters their signature pizza, we make them and students vote for the best.



Wellbeing & Sustainability

Be Well. Do Well
Eating sustainably & seasonally. Understanding where our food comes from.



Young Minds & Gutober Mood Food
Hello Yellow fundraisers Understanding the link between your gut & mental health



World Vegan Day
Bang in some beans sample dishes and vegan treats



Zero Waste Christmas
Delivered by our chefs to encourage a more sustainable Christmas & recipe cards



Feel Good Food
A strong focus on mood boosting foods to improve wellbeing



Young Minds
students, add a shot of kindness to your favourite drink and donate 10p to young minds - Collateral to support young adults wellbeing



Always On

Not just for one month, these are the things you'll see from us on a regular basis





Marketing Calendar



Mar

Apr

May

Jun

Jul

Aug

Theme Days & Events

ST. Patrick's Day
British Pie Week



That's A New Wrap!
Introducing our range of wraps for spring



Cinco De Mayo
A taste of Mexico
National Doughnut Week



A Taste of Summer
BBQ Week, A Trip to the Seaside, Indoor / Outdoor Picnic Pack



A Taste of America
Brought to you by our inhouse brands Pit & Pickle & Flight Birds



Summer Break

Engagement & Food Events

Student Takeover
Have your winning recipe featured on our new term menu

Find a Golden Easter Egg



Battle of the Beans
Which house will win? Collect points for each bean dish for your house



National Vegetarian Week
Tasting tables to try different veggie dishes



Have Your Say
Student Feedback Week



House Menu Favourites
Follow on from Feedback Week Tomlinscote voted on their favourite dishes on our menus and have them featured



Wellbeing & Sustainability

Nutrition & Hydration Week
Prioritising healthy grab & go snacks



Hack Your Snacks
Rainbow dipper snack pots, veggie dips, pop corn designed to fuel mood & young bodies



Exam Focus
Supporting students with exam stress, dishes to be zoned for focus, energy, light & fresh



Food Waste Action Week
Wipe out waste counter & supporting recipes to try at home



Sweet Beans
Using beans in desserts for extra protein & fibre - dessert can taste great & be healthy



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