


St Josephs County Primary School - School dinner marketing plan 2009

	January				February				March					April				May					June					July					August					September				October				November					December							
	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28						
Spring Menu Launch with trial loyalty card (Get 9 meals for 10th free) - letter to parents																																																										
Spring Menu and trial loyalty card launched																																																										
Pancake Day - Pancakes for desert day. Assembly announcement 23rd Feb.																																																										
Pancake Day 24th Feb																																																										
Mother's Day Meal Deal week - free piece of fruit with lunch. Leaflet to parents.																																																										
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Easter eggshell decorating competition - Top 3 get waiter service. Poster in Art Class, letter to parents.																																																										
Easter eggshell competition																																																										
Summer Menu Launch - letter to parents																																																										
Summer Menu Launch																																																										
Father's Day Hawaiian Day - Hawaiian themed food for the day. Poster on school gates.																																																										
Father's Day Hawaiian day																																																										
Parents taster Week. RSVP Letter to parents.																																																										
Parents taster Week. Reminder leaflet to parents who haven't replied.																																																										
Parents taster Week.																																																										
Parents school lunch sign up reminder letter																																																										
Harvest festival week poster																																																										
Harvest festival fortnight, free vegetables all week, free roll with all meals																																																										
Winter Menu launch letter																																																										
Winter Menu launch																																																										
Christmas end of year promotion - best 5 x customers of the year prize - poster in dining hall																																																										
Prize giving in assembly - £10 M&S voucher for parents																																																										


New Year's Day January 01
 Good Friday April 10
 Easter Monday April 13
 May Bank Holiday May 04
 Spring Bank Holiday May 25
 Summer Bank Holiday August 31
 Christmas Day December 25
 Boxing Day Holiday December 28

 Exam Dates
 Key stage 1+2 (11-15 May)
 Yr 7 (11 - 15 May)
 GCSE/A (11 May - 24 June)

 Holidays and half terms

 Festivals & Occasions

 Key catering activities

 Marketing communication