



Marketing Excellence Clinic

*Centres for
Excellence*

**Secondary Promotion Dates
September 2024 to July 2025**

Promotion Dates - Secondaries

ASPENS	MONTH	PROPOSED PROMOTION DATE	PROMOTION THEME DAY	SPECIFIC EVENT DATE
	September 2024	19/09/24	Caribbean Fusion From Cuba	
CENSUS DAY	October 2024	03/10/24	Incredible India from the Punjab	9th-15th National Curry Week
	November 2024	21/11/24	Authentic Italian	1st National Calzone Day
	December 2024	19/12/24	Let The Feastivities Begin!	
CENSUS DAY	January 2025	16/01/25	Pan Asian Goes To Korea	29th CNY year of snake
	February 2025	20/02/25	Mezze Goes Greek	
	March 2025	06/03/25	Great British Pies	4th - 10th British Pie Week
	April 2025	22/04/25	Plant Power - No Waste	22nd Earth Day
CENSUS DAY	May 2025	15/05/25	Hacienda Mexicana Burrito Bowls	5th Cinco de Mayo
	June 2025	06/06/25	John Dory Gets Loaded	6th June National fish and chip day
	July 2025	17/07/25	American Diner Kansas City BBQ	4th Independence Day

Dates are based on the 3rd Thursday of the month unless it relates to a specific event date, census day or Christmas.

Additional Secondary - Optional Promotions

ONE WEEK DURATION EVERY HALF TERM	TASTER BREAKS
October 2024	Black History Month
December 2024	Winter Wonderland
Jan/February 2025	Greek Week
March/April 2025	Pastry Station
May 2025	Cosy Comforts/Cakes/Heath? - TBC
June/July 2025	BBQ Flavours

MAKE AVAILABLE THROUGHOUT EVERY ½ TERM	HOT RIGHT NOW!
3rd June - 12th July 2024	Hot Dogs
17th June -12th July 2024	The Euros 2024
Sept 2024/Oct 2024	Let's Get Ready To Crumble!
Nov/Dec 2024	TBC
Jan/Feb 2025	TBC
Mar/April 2025	TBC
May/June 2025	TBC