



2012 Promotional Schedule

Promotion	Promotional Period		Promotional Length	Holidays & Occasions
	Monday	Sunday		
January Flyer	December 26 - January 22		4 Weeks	Super Bowl 46 (Sun., 2/5)
February Flyer	January 23 - February 19		4 Weeks	Super Bowl 46 (Sun., 2/5), Valentine's Day (Tues., 2/14), Ash Wed./start of Lent (Wed. 2/22)
March Flyer	February 20 - March 18		4 Weeks	Lent (Wed. 2/22 - Sat. 4/7), St. Patrick's Day (Sat., 3/17), Good Friday, (Fri., 4/6), Easter (Sun., 4/8)
BLITZ Order Guide	March 19 - April 22		5 Weeks	
April Flyer	March 19 - April 22		5 Weeks	Good Friday, (Fri., 4/6), Easter (Sun., 4/8)
May Flyer	April 23 - May 27		5 Weeks	Cinco de Mayo (Sat., 5/5), Mother's Day (Sun., 5/13), Memorial Day (Mon., 5/28), Graduation
June Flyer	May 28 - June 24		4 Weeks	Father's Day (Sun., 6/17), Graduation, National Dairy Month
July <i>AD Bulletin ONLY</i>	June 25 - July 15		3 Weeks	Independence Day (Wed., 7/4)
Food Show 'New Item' Flyer				
Food Show Order Guide	July 16 - August 19		5 Weeks	Show Date Tues., 6/5 (Revised)
August <i>AD Bulletin ONLY</i>	July 16 - August 19		5 Weeks	Back-2-School
September Flyer	August 20 - September 30		6 Weeks	Back-2-School; Labor Day (Mon., 9/3)
October Flyer	October 1 - October 28		4 Weeks	Fall, Oktoberfest, World Series, Halloween (Wed., 10/31)
November Flyer	October 29 - November 25		4 Weeks	Thanksgiving (Thurs., 11/22)
Specialty Show Order Guide	November 5 - December 16		6 Weeks	Show Date Wed., 8/22
December Flyer	November 26 - December 23		4 Weeks	Hanukkah (12/8-12/16), Christmas (Tues., 12/25), Kwanzaa (Wed., 12/26); New Year's (Tues., 1/1)

Food Show: Tuesday, June 5, 2012 (Revised Date)
Specialty Show: Wednesday, August 22, 2012