

BEYOND THE MILK CARTON PROMOTIONAL CALENDAR

Plan ahead with the implementation and promotion timeline below.

JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
SCHOOL BREAKFAST											
			Planning Period	Promote in Schools							
		LATTES IN HIGH SCHOOL									
					Planning Period	Promote in Schools					
			HOT CHOCOLATE MILK								
						Planning Period	Promote in Schools				
							SMOOTHIES				
										Planning Period	Promote in Schools

TRY PLANNING SPECIAL PROMOTIONS ON THESE ANNUAL "HOLIDAYS"!



January 31
NATIONAL HOT CHOCOLATE DAY



February 11
NATIONAL LATTE DAY



March
NATIONAL SCHOOL BREAKFAST WEEK



June 21
NATIONAL SMOOTHIE DAY

