

MARKETING CALENDAR 2025-2026

SEPTEMBER

INDIA

BROCCOLI

BAKE OFF WEEK - STARTS 29TH

BRITISH FOOD FORTNIGHT - WC 26TH

BACK TO SCHOOL

ZERO WASTE WEEK - WC 1ST

OCTOBER

SOUTH AFRICA

PUMPKIN

HALLOWEEN - 31ST

BLACK HISTORY MONTH

CUPCAKE WEEK - WC 13TH

NO DISPOSABLE CUP DAY - 4TH

NOVEMBER

USA

PEAR

THANKSGIVING - 27TH

BONFIRE NIGHT - 5TH

ARMISTICE DAY - 11TH

DECEMBER

FESTIVE SEASON

ENGLISH BREAKFAST DAY - 2ND

CHRISTMAS JUMPER DAY 12TH

JANUARY

THAILAND

PARSNIPS

VEGANUARY

INTERNATIONAL HOT AND SPICY DAY - 16TH

FEBRUARY

ITALY

CAULIFLOWER

LUNAR NEW YEAR - 15TH

WORLD PIZZA DAY - 9TH

PANCAKE DAY - 17TH

CATERLINK'S BAGEL DAY - 14TH

MARCH

MORROCCO

BANANA

ST PATRICK'S DAY - 17TH

PI DAY - 14TH

THE BIG PLASTIC COUNT - WC 23RD

APRIL

UK 4 NATIONS

EASTER - HOT CROSS BUNS - FROM 1ST

EARTH DAY - 22ND

NATIONAL GRILLED CHEESE DAY - 12TH

STOP FOOD WASTE DAY - 30TH

MAY

SPAIN

TOMATO

BRITISH SANDWICH WEEK - WC 17TH

WORLD HAMBURGER DAY - 28TH

WATER SAVING WEEK

NATIONAL CHILDREN'S GARDENING WEEK -

WC 26TH

JUNE

TURKEY

SUMMER BERRIES

EID

NATIONAL FISH AND CHIP DAY - 6TH

HEALTHY EATING WEEK - WC 8TH

WORLD REFILL DAY - 16TH

JULY

GREAT BRITISH SUMMER

WATERMELON

WIMBLEDON

WORLD CHOCOLATE DAY - 7TH

CHICKEN WING DAY - 1ST

INDEPENDENCE DAY - 4TH

KEY

FOOD DESTINATION

SEASONAL FOOD CHOICE

DIETARY FOOD GROUP/ FESTIVALS

CALENDAR EVENTS

SUSTAINABILITY