

CY2017 Display Periods Promotion Calendar

Month	Promo Period	Date of Displays		Duration of Displays	Industry Presentations due to Category Managers	Regular Promotional Package Decision Meeting	Minimum FDS / DSD Promotional Pricing Period Required for "K" Items		Pricing Period Length	DEADLINE TO SUBMIT PRICING FOR "K" ITEMS	Minimum FDS / DSD Promotional Pricing Period Required for "O" Items		DEADLINE TO SUBMIT PRICING FOR "O" ITEMS	Themes
Jan	1	2-Jan-17	15-Jan-17	2		8/15/16	16-Dec-16	15-Jan-17	30	11/25/16	16-Sep-16	15-Jan-17	8/25/16	Ring in the New Year/Family Fit Lifestyle Month/Dollar Days
Jan	2	16-Jan-17	29-Jan-17	2	15-Aug-16	8/29/16	1-Jan-17	31-Jan-17	30	12/10/16	1-Oct-16	31-Jan-17	9/10/16	Special Olympics/Comfort Foods Meal Solutions
Feb	3	30-Jan-17	12-Feb-17	2	29-Aug-16	9/12/16	16-Jan-17	15-Feb-17	30	12/25/16	16-Oct-16	15-Feb-17	9/25/16	National Hot Breakfast Month/Super Bowl (2/5/17)/Snack Food Month
Feb	4	13-Feb-17	26-Feb-17	2	12-Sep-16	9/26/16	1-Feb-17	28-Feb-17	30	1/10/17	1-Nov-16	28-Feb-17	10/10/16	Valentine's Day/Celebration of Chocolate Month/Value Brands/Heart Healthy/ National Canned Food Month
Mar	5	27-Feb-17	12-Mar-17	2	27-Sep-16	10/11/16	16-Feb-17	15-Mar-17	30	1/25/17	16-Nov-16	15-Mar-17	10/25/16	March Madness/Frozen Food Month/National Nutrition Month
Mar	6	13-Mar-17	26-Mar-17	2	10-Oct-16	10/24/16	1-Mar-17	31-Mar-17	30	2/10/17	1-Dec-16	31-Mar-17	11/10/16	March Madness/Frozen Food Month/National Nutrition Month
Mar	7	27-Mar-17	9-Apr-17	2	24-Oct-16	11/7/16	16-Mar-17	15-Apr-17	30	2/25/17	16-Dec-16	15-Apr-17	11/25/16	National Bake Week(1st week of April)/Month of the Military Child
Apr	8	10-Apr-17	23-Apr-17	2	7-Nov-16	11/21/16	1-Apr-17	30-Apr-17	30	3/10/17	1-Jan-17	30-Apr-17	12/10/16	Month of the Military Child/Easter(4/16/17)/Earth Day
Apr	9	24-Apr-17	7-May-17	2	21-Nov-16	12/5/16	16-Apr-17	15-May-17	30	3/25/17	16-Jan-17	15-May-17	12/25/16	Dollar Days/Disaster Preparedness/Cinco De Mayo
May	10	8-May-17	21-May-17	2	5-Dec-16	12/19/16	1-May-17	31-May-17	30	4/10/17	1-Feb-17	31-May-17	1/10/17	Mother's Day (5-14)/ Gift Cards Display/Case Lot Sale/Military Appreciation Month/Armed Forces Day (May 17)/Celiac Awareness Month (Gluten Free Promotion)/National Salad Month/National BBQ Month
May	11	22-May-17	4-Jun-17	2	20-Dec-16	1/3/17	16-May-17	15-Jun-17	30	4/25/17	16-Feb-17	15-Jun-17	1/25/17	Healthy Lifestyle Festivals Worldwide to include Healthy Pets/Memorial Day
Jun	12	5-Jun-17	18-Jun-17	2	3-Jan-17	1/17/17	1-Jun-17	30-Jun-17	30	5/10/17	1-Mar-17	30-Jun-17	2/10/17	Fathers Day(June 18)/Mens Health Month/National Dairy Month/Commissaries 150th Anniversary (July 1) Sale and Display Contest
Jun	*13	19-Jun-17	2-Jul-17	2	16-Jan-17	1/30/17	16-Jun-17	15-Jul-17	30	5/25/17	16-Mar-17	15-Jul-17	2/25/17	July 4th Patriotic Sales Event/Ice Cream Month/Commissaries 150th Anniversary Celebration (July 1)
Jul	*14	3-Jul-17	16-Jul-17	2	30-Jan-17	2/13/17	1-Jul-17	31-Jul-17	30	6/10/17	1-Apr-17	31-Jul-17	3/10/17	National Grilling Month/Value Brands
*For these two periods, displays can be changed out any day Monday-Thursday to accommodate holiday and/or deliveries.														
Jul	15	17-Jul-17	30-Jul-17	2	13-Feb-17	2/27/17	1-Jul-17	31-Jul-17	30	6/10/17	1-Apr-17	31-Jul-17	3/10/17	Local Farmers Markets/National Pack a Picnic Month
Aug	16	31-Jul-17	13-Aug-17	2	27-Feb-17	3/13/17	16-Jul-17	15-Aug-17	30	6/25/17	16-Apr-17	15-Aug-17	3/25/17	Back to School/Kids Eat Right Month/NFL Football Kick-Off
Aug	17	14-Aug-17	27-Aug-17	2	13-Mar-17	3/27/17	1-Aug-17	31-Aug-17	30	7/10/17	1-May-17	31-Aug-17	4/10/17	Fall Case Lot Sale/Back to School/Dollar Days/Kids Eat Right Month
Sep	18	28-Aug-17	10-Sep-17	2	27-Mar-17	4/10/17	16-Aug-17	15-Sep-17	30	7/25/17	16-May-17	15-Sep-17	4/25/17	Labor Day(Sep 4)/Fall Case Lot Sales/Hispanic Month/ National Family Meals Month/National Food Safety Month
Sep	19	11-Sep-17	24-Sep-17	2	10-Apr-17	4/24/17	1-Sep-17	30-Sep-17	30	8/10/17	1-Jun-17	30-Sep-17	5/10/17	National Healthy Breakfast Month/Fall Case Lot Sale/Breast Cancer Awareness Month/Organic Harvest Month
Oct	20	25-Sep-17	8-Oct-17	2	24-Apr-17	5/8/17	16-Sep-17	15-Oct-17	30	8/25/17	16-Jun-17	15-Oct-17	5/25/17	Eat Better, Eat Together Month-Family Meal Solutions
Oct	21	9-Oct-17	22-Oct-17	2	8-May-17	5/22/17	1-Oct-17	31-Oct-17	30	9/10/17	1-Jul-17	31-Oct-17	6/10/17	Holiday Sales Begin/Halloween/Free Turkey Booklets
Nov	22	23-Oct-17	5-Nov-17	2	22-May-17	6/5/17	16-Oct-17	15-Nov-17	30	9/25/17	16-Jul-17	15-Nov-17	6/25/17	Military Family Appreciation Month/Salute to the Military/Veterans Day Holiday Weekend Sales Event
Nov	23	6-Nov-17	26-Nov-17	3	5-Jun-17	6/19/17	1-Nov-17	30-Nov-17	30	10/10/17	1-Aug-17	30-Nov-17	7/10/17	Your Thanksgiving Pantry Headquarters/Thanksgiving Holiday Weekend Sales Event/Gift Card Display/Operation Homefront
Dec	24	27-Nov-17	10-Dec-17	2	19-Jun-17	7/3/17	16-Nov-17	15-Dec-17	30	10/25/17	16-Aug-17	15-Dec-17	7/25/17	Gift Card Display/Home For the Holidays/Your Place for Holiday Party Treats
Dec	25	11-Dec-17	31-Dec-17	3	3-Jul-17	7/17/17	1-Dec-16	31-Dec-17	30	11/10/17	1-Sep-17	31-Dec-17	8/10/17	Bringing Families Together for the Holidays/Ring in the New Year