
















2021 CALENDAR OF FOODY PROMOTIONAL DAYS TO HELP PLAN YOUR INSTORE PROMOTIONS



	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
JAN	New Years Day																								Burns Night								
FEB							Yorkshire Pudding Day					Chinese New Year		Valentines Day		Shrove Tuesday				Real Bread Week													
MAR	St David's Day							National Butchers Week									St Patrick's Day																
	British Pie Week													Mother's Day																			
APR		Good Friday		Easter Sunday	Easter Monday		World Health Day																Great British Beef Week										
																						St George's Day											
MAY			May Bank Holiday												World Whisky Day		British Sandwich Week							British Tomato Fortnight starts								Bank Holiday	
																														National BBQ Week			
JUN	National BBQ Week												Open Farm Sunday		Beer Day Britain						National Picnic Week												
					The Big Lunch																		Father's Day							Cream Tea Day			
JUL							Great British Pea Week																										
AUG		Bank Holiday Scotland	Cornish Pasty Day			Intl Beer Day			National Allotments Week			Glorious 12th – Shooting season begins														National Burger Day				Bank Holiday			
									Afternoon Tea Week																								
SEP	Love Lamb Week																			British Food Fortnight starts													
						Scottish Food & Drink Fortnight																											
OCT	UK Pheasant Shooting Season Starts			National Curry Week																					UK Sausage Week								Halloween
																																	
NOV					Bonfire Night														British Game Week								St Andrew's Day						
DEC		English Breakfast Day			Pigs in Blankets Day																			Christmas Eve	Christmas Day						New Year Eve		