2026-2027 Marketing Calendar

September

Destination:
India
In season :
Apples

Special events:
British food fortnight – WC 26th
Bake off week – WC 28th
Back to school

October

Destination:
Greece
In season :
Pumpkin or Squash

Special events:
International Taco Day – 4th
Cupcake week – WC 19th
Global Chef's Day – 20th
Halloween – 31st

November

Destination:
USA
In season :
Carrot

Special events:
Bonfire Night – 5th
British Pudding Day – 9th
Armistice Day– 11th
Thanksgiving – 27th

December

In season :
Sprouts

Festive season

Special events:
English Breakfast Day – 2nd
National Pastry Day – 9th
Christmas Jumper Day – 12th

January

Destination:
Italy
In season :
Leek

Special events:
International Hot & Spicy Day – 16th
National Pie Day – 23rd
Chocolate Cake Day – 27th

February

Destination:
China
In season :
Orange

Special events:
Lunar New Year – 5th
Pancake Day – 9th
Movie Food Day – 12th

March

Destination:
Morrocco
In season :
Banana

Special events:
Global Meatball Day – 9th
St Patrick's Day – 17th
National Chip & Dip Day – 23rd

April

Destination:
UK four nations

Easter

Special events:
International Burrito Day – 8th
St George's Day – 23rd

May

Destination:
Mexico
In season :
Tomato

Special events:
Global Bakery Day – 17th
World Bee Day – 20th
National Children's Gardening Week – WC 24th

June

Destination:
Great British Summer
In season :
Pineapple

Special events:
National Fish & Chip Day – 6th
Healthy Eating Week – WC 8th

July

Destination:
Brazil
In season :
Watermelon

Special events:
Wimbledon
Hot Dog Day – 15th
Global Ice Cream Day – 16th

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feeding the imagination