

## CY2020 Display Periods Promotions Calendar - Industry

Month	Promo Period	Event #	Date of Displays (all are two-week periods)		Deadline to submit 889's	Deadline to submit 40-16's	Minimum FDS / DSD Promotional Pricing Period Required for "K" Items		Minimum FDS / DSD Promotional Pricing Period Required for "O" Items		Themes
Jan	Regular 1	20200001	1/6/20	1/19/20	7/22/2019		1/1/20	1/31/20	10/1/19	1/31/20	Family Fit Lifestyle/Special Olympics
Jan	Shippers 2	20200302	1/20/20	2/2/20		7/22/2019	1/16/20	2/15/20	10/16/19	2/15/20	
Jan	Regular 2	20200002	1/20/20	2/2/20	8/5/2019		1/16/20	2/15/20	10/16/19	2/15/20	Super Bowl
Feb	Shippers 3	20200303	2/3/20	2/16/20		8/5/19	2/1/20	2/29/20	11/1/19	2/29/20	
Feb	Regular 3	20200003	2/3/20	2/16/20	8/19/2019		2/1/20	2/29/20	11/1/19	2/29/20	National Hot Breakfast Month/Snack Food Month/Valentine's Day/Chinese New Year (2/5)
Feb	Shippers 4	20200304	2/17/20	3/1/20		8/19/19	2/16/20	3/15/20	11/16/19	3/15/20	
Feb	Regular 4	20200004	2/17/20	3/1/20	9/2/2019		2/16/20	3/15/20	11/16/19	3/15/20	Chocolate Month/Heart Healthy Month/ National Canned Food Month
Mar	Shippers 5	20200305	3/2/20	3/15/20		9/2/19	2/16/20	3/15/20	12/1/19	3/15/20	
Mar	Regular 5	20200005	3/2/20	3/15/20	9/16/2019		2/16/20	3/15/20	12/1/19	3/15/20	March Madness/Frozen Food Month/National Nutrition Month
Mar	Shippers 6	20200306	3/16/20	3/29/20		9/16/19	3/1/20	3/31/20	12/16/19	3/31/20	
Mar	Regular 6	20200006	3/16/20	3/29/20	9/30/2019		3/1/20	3/31/20	12/16/19	3/31/20	St. Patrick's Day/Irish American Heritage Month
Apr	Shippers 7	20200307	3/30/20	4/12/20		9/30/19	3/16/20	4/15/20	1/1/20	4/15/20	
Apr	Regular 7	20200007	3/30/20	4/12/20	10/14/2019		3/16/20	4/15/20	1/1/20	4/15/20	Easter (4/12)/Fruit & Veggie Month
Apr	Shippers 8	20200308	4/13/20	4/26/20		10/14/19	4/1/20	4/30/20	1/16/20	4/30/20	
Apr	Regular 8	20200008	4/13/20	4/26/20	10/28/2019		4/1/20	4/30/20	1/16/20	4/30/20	Month of the Military Child/Earth Day (4/22)
May	Shippers 9	20200309	4/27/20	5/10/20		10/28/19	4/16/20	5/15/20	2/1/20	5/15/20	
May	Regular 9	20200009	4/27/20	5/10/20	11/11/2019		4/16/20	5/15/20	2/1/20	5/15/20	Cinco de Mayo (5/5)/Mother's Day (5/10)/Disaster Preparedness Month/Idaho Potato Month/Asian Pacific Heritage Month
May	Shippers 10	20200310	5/11/20	5/24/20		11/11/19	5/1/20	5/31/20	2/16/20	5/31/20	
May	Regular 10	20200010	5/11/20	5/24/20	11/25/2019		5/1/20	5/31/20	2/16/20	5/31/20	Armed Forces Day (5/18)/Memorial Day (5/25)/National BBQ Month/National Salad Month /Military Appreciation Month
Jun	Shippers 11	20200311	5/25/20	6/7/20		11/25/19	5/16/20	6/15/20	3/1/20	6/15/20	
Jun	Regular 11	20200011	5/25/20	6/7/20	12/9/2019		5/16/20	6/15/20	3/1/20	6/15/20	National Dairy Month/Healthy Lifestyle Festival
Jun	Shippers 12	20200312	6/8/20	6/21/20		12/9/19	6/1/20	6/30/20	3/16/20	6/30/20	
Jun	Regular 12	20200012	6/8/20	6/21/20	12/23/2019		6/1/20	6/30/20	3/16/20	6/30/20	Father's Day (6/21)/Healthy Lifestyle Festival
Jul	Shippers 13	20200313	6/22/20	7/5/20		12/23/19	6/16/20	7/15/20	4/1/20	7/15/20	
Jul	Regular 13	20200013	6/22/20	7/5/20	1/6/2020		6/16/20	7/15/20	4/1/20	7/15/20	July 4th Patriotic Sales Event/National Cherry Promotion
Jul	Shippers 14	20200314	7/6/20	7/19/20		1/6/20	7/1/20	7/31/20	4/16/20	7/31/20	
Jul	Regular 14	20200014	7/6/20	7/19/20	1/20/2020		7/1/20	7/31/20	4/16/20	7/31/20	National Grilling Month/Ice Cream Month/National Watermelon Month
Aug	Shippers 15	20200315	7/20/20	8/2/20		1/20/20	7/16/20	8/15/20	5/1/20	8/15/20	
Aug	Regular 15	20200015	7/20/20	8/2/20	2/3/2020		7/16/20	8/15/20	5/1/20	8/15/20	Back to School/Local Farmer's Markets
Aug	Shippers 16	20200316	8/3/20	8/16/20		2/3/20	8/1/20	8/31/20	5/16/20	8/31/20	
Aug	Regular 16	20200016	8/3/20	8/16/20	2/17/2020		8/1/20	8/31/20	5/16/20	8/31/20	Back to School/Kids Eat Right Month
Sep	Shippers 17	20200317	8/17/20	8/30/20		2/17/20	8/1/20	8/31/20	6/1/20	8/31/20	

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Sep	Regular 17	20200017	8/17/20	8/30/20	3/2/2020		8/1/20	8/31/20	6/1/20	8/31/20	Back to School
Sep	Shippers 18	20200318	8/31/20	9/13/20		3/2/20	8/16/20	9/15/20	6/16/20	9/15/20	
Sep	Regular 18	20200018	8/31/20	9/13/20	3/16/2020		8/16/20	9/15/20	6/16/20	9/15/20	Labor Day (9/7)/National Peach Month
Oct	Shippers 19	20200319	9/14/20	9/27/20		3/16/20	9/1/20	9/30/20	7/1/20	9/30/20	
Oct	Regular 19	20200019	9/14/20	9/27/20	3/30/2020		9/1/20	9/30/20	7/1/20	9/30/20	Hispanic Heritage Month/National Food Safety Month
Oct	Shippers 20	20200320	9/28/20	10/11/20		3/30/20	9/16/20	10/15/20	7/16/20	10/15/20	
Oct	Regular 20	20200020	9/28/20	10/11/20	4/13/2020		9/16/20	10/15/20	7/16/20	10/15/20	National Healthy Breakfast Month/Oktoberfest/Family Meal Month
Nov	Shippers 21	20200321	10/12/20	10/25/20		4/13/20	10/1/20	10/31/20	8/1/20	10/31/20	
Nov	Regular 21	20200021	10/12/20	10/25/20	4/27/2020		10/1/20	10/31/20	8/1/20	10/31/20	National Breast Cancer Awareness Month/National Apple Month/Halloween
Nov	Shippers 22	20200322	10/26/20	11/8/20		4/27/20	10/16/20	11/15/20	8/16/20	11/15/20	
Nov	Regular 22	20200022	10/26/20	11/8/20	5/11/2020		10/16/20	11/15/20	8/16/20	11/15/20	Halloween//Italian American Heritage Month
Dec	Shippers 23	20200323	11/9/20	11/22/20		5/11/20	11/1/20	11/30/20	9/1/20	11/30/20	
Dec	Regular 23	20200023	11/9/20	11/22/20	5/25/2020		11/1/20	11/30/20	9/1/20	11/30/20	Military Family Appreciation Month/Salute to the Military/Veterans Day/Thanksgiving
Dec	Shippers 24	20200324	11/23/20	12/6/20		5/25/20	11/16/20	12/15/20	9/16/20	12/15/20	
Dec	Regular 24	20200024	11/23/20	12/6/20	6/8/2020		11/16/20	12/15/20	9/16/20	12/15/20	Thanksgiving/National American Indian Heritage Month
Jan	Shippers 25	20200325	12/7/20	12/20/20		6/8/20	12/1/20	12/31/20	10/1/20	12/31/20	
Dec	Regular 25	20200025	12/7/20	12/20/20	6/22/2020		12/1/20	12/31/20	10/1/20	12/31/20	Christmas/New Year's Day
Jan	Shippers 26	20200326	12/21/20	1/3/21		6/22/20	12/16/20	1/15/21	10/16/20	1/15/21	
Dec	Regular 26	20200026	12/21/20	1/3/21	7/6/2020		12/16/20	1/15/21	10/16/20	1/15/21	Christmas/New Year's Day
Jan	Shippers 1	20210301	1/6/21	1/19/21		7/6/20	1/1/21	1/31/21	11/1/20	1/31/21	