

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:

Morocco

🍴 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