

Monthly Marketing Calendar

Themes: New Year, wellness, comfort food

January

1st - 31st January Ginuary Dry January Veganuary	1st January New Year's Day	4th January National Spaghetti Day
6th January National Shortbread Day	19th January Blue Monday	20th January National Cheese Lover's Day
25th January Burns Night	27th January Chocolate Cake Day	31st January Hot Chocolate Day

Campaign ideas:

- Promote healthy menus for Veganuary
- Gin tasting nights for Ginuary
- 'Beat Blue Monday' deals (comfort food, cocktails)
- Burns Night: Scottish-themed menu

Post ideas:

- 'Kick off Veganuary with our plant-based specials'
- 'Beat #BlueMonday with comfort food & cocktails'
- Burns Night: 'Celebrate Scottish heritage with our whisky tasting'

Hashtags: Veganuary, DryJanuary, BlueMonday, BurnsNight, HospitalityMarketing, FoodieUK

Themes: Spring, sustainability, family

March

1st March St. David's Day	3rd - 9th March British Pie Week	5th March World Book Day
8th March International Women's Day	15th March Mother's Day (UK) / Red Nose Day	17th March St Patrick's Day
18th March Global Recycling Day	20th March First Day of Spring	29th March BST Starts Don't forget to move your clocks forward!

Campaign ideas:

- British Pie Week comfort food menus
- Mother's Day afternoon tea packages
- St Patrick's Day Irish-themed drinks and décor
- Sustainability posts for Global Recycling Day

Post ideas:

- Mother's Day: 'Treat Mum to an unforgettable afternoon tea'
- St Patrick's Day: 'Raise a glass to Irish cheer'

Hashtags: MothersDay, StPatricksDay, BritishPieWeek, HospitalityMarketing, SpringDining

Themes: Bank holidays, outdoor dining, cocktails

May

3rd May Write a Review Day	4th May Early May Bank Holiday / Star Wars Day	11th May Eat What You Want Day
13th May World Cocktail Day	16th May International Day of Light	17th May World Baking Day
19th-23rd May Chelsea Flower Show	20th May World Bee Day	21st May Garden Day
25th May Spring Bank Holiday	29th May National Biscuit Day	

Campaign ideas:

- Star Wars Day themed drinks and décor
- Bank Holiday beer garden promotions
- World Cocktail Day mixology masterclasses
- Chelsea Flower Show floral-inspired menus

Post ideas:

- Star Wars Day: 'May the 4th be with you! Galactic cocktails await...'
- Chelsea Flower Show: 'Floral-inspired dishes blooming this week'

Hashtags: StarWarsDay, ChelseaFlowerShow, SpringBankHoliday, HospitalityMarketing

Themes: Summer fun, outdoor dining, indulgence

July

7th July World Chocolate Day	13th July French Fries Day	14th July National Mac & Cheese Day
21st July World Ice Cream Day / Junk Food Day	24th July Tequila Day	25th July Cheese & Wine Day
28th July Milk Chocolate Day	Sporting highlights: • Wimbledon Finals (early July) • British Grand Prix (F1) • Commonwealth Games (Glasgow) starts late July	

Campaign ideas:

- Ice Cream Day summer dessert specials
- Tequila Day cocktail promotions
- Wimbledon screenings with themed menus
- Outdoor BBQ or garden party events

Post ideas:

- Wimbledon: 'Game, set, match! Watch Wimbledon with us'
- Ice Cream Day: 'Cool off with our summer sundae specials'

Hashtags: Wimbledon, IceCreamDay, SummerVibes, HospitalityMarketing, FoodieUK

Themes: Back-to-school, wellness, charity

September

2nd September World Coconut Day	5th September International Charity Day	25th September World's Biggest Coffee Morning
26th September National Fitness Day	27th September World Tourism Day	

Campaign ideas:

- Coffee Morning charity bake sale or coffee event
- Tourism Day healthy menu specials
- Fitness Day: 'Healthy menus for a healthy you'
- Back-to-school family-friendly offers

Post ideas:

- Coffee Morning: 'Join us for the World's Biggest Coffee Morning -'
- Fitness Day: 'Healthy menus for a healthy you'

Hashtags: CoffeeMorning, NationalFitnessDay, HospitalityMarketing, AutumnDining

Themes: Comfort food, festive prep, charity

November

1st November World Vegan Day	5th November Guy Fawkes Night	8th November Remembrance Sunday
11th November Remembrance Day	12th November Happy Hour Day	16th November Fast Food Day
27th November Black Friday	28th November French Toast Day	30th November St Andrew's Day (Scotland) / Cyber Monday

Campaign ideas:

- Bonfire Night hot drinks and comfort food menus
- Black Friday special dining deals or gift vouchers
- Vegan Day plant-based menu highlights
- Creative French Toast Day toppings

Post ideas:

- Bonfire Night: 'Warm up with hot drinks & comfort food'
- Black Friday: 'Exclusive dining deals this Black Friday'

Hashtags: BonfireNight, BlackFridayDeals, HospitalityMarketing, WinterMenus



Download the calendar



Themes: Love, indulgence, cultural celebrations

February

1st-28th February LGBTQ+ History Month	1st February Yorkshire Pudding Day	4th February World Egg Day
9th February National Pizza Day	13th February Galentine's Day	14th February Valentine's Day
17th February Pancake Day (Shrove Tuesday)	20th February Love Your Pet Day	

Campaign ideas:

- Valentine's Day romantic dining packages
- Galentine's Day cocktail specials
- Pancake Day brunch promotions
- Social media pet photo contest for Love Your Pet Day

Post ideas:

- Valentine's Day: 'Love is on the menu! Book your romantic dinner now!'
- Pancake Day: 'Flip into flavour! Join us for Pancake Tuesday!'

Hashtags: ValentinesDay, GalentinesDay, PancakeDay, HospitalityUK, FoodLovers

Themes: Easter, spring celebrations, seasonal menus

April

1st-30th April Stress Awareness Month, National Pet Month	1st April April Fool's Day	3rd April Good Friday
5th April Easter Sunday	6th April Easter Monday	21st April National Tea Day
22nd April Earth Day	23rd April St. George's Day	

Campaign ideas:

- Easter family dining packages
- Earth Day eco-friendly menu promos
- Social media tea tasting videos for National Tea Day
- St George's Day British-themed menu and drinks specials

Post ideas:

- Easter: 'Hop into Easter with our family dining packages'
- Earth Day: 'Sustainability starts on your plate'

Hashtags: EasterBrunch, NationalTeaDay, EarthDay, HospitalityUK, SeasonalMenus

Themes: Pride, summer vibes, Father's Day

June

1-30th June Pride Month	5th June Thank You Day	13th June World Gin Day
16th June Fudge Day	17th June Eat Your Vegetables Day	18th June International Picnic Day
20th June World Martini Day	21st June Father's Day / First Day of Summer	16th-20th June Royal Ascot

Campaign ideas:

- Pride Month rainbow cocktails and inclusive events
- Gin Day gin tasting flights
- Picnic Day takeaway hampers for outdoor dining
- Summer launch garden party or BBQ

Post ideas:

- Pride Month: 'Celebrate love with rainbow cocktails'
- Father's Day: 'Cheers to Dad! Book your Father's Day feast!'

Hashtags: PrideMonth, FathersDay, WorldGinDay, SummerDining, HospitalityUK

Themes: Bank holidays, summer drinks, sweet treats

August

3rd August Summer Bank Holiday (Scotland)	7th August International Beer Day	8th August International Cat Day
10th-16th August European Athletics Championships (Birmingham)	13th August Prosecco Day	17th August National Cupcake Day
23rd August Sponge Cake Day	28th August National Burger Day	31st August Summer Holiday (ENG, NIR, WAL)

Campaign ideas:

- Beer Day craft beer tasting nights
- Prosecco Day bottomless brunch offers
- Bank Holiday garden dining promotions
- Burger Day special burger menu or challenge

Post ideas:

- Beer Day: 'Raise a pint for International Beer Day'
- Burger Day: 'Stack It High! Celebrate National Burger Day'

Hashtags: BeerDay, BurgerDay, SummerBankHoliday, HospitalityUK, FoodLovers

Themes: Autumn menus, Halloween, cosy dining

October

1st-31st October Go Sober for October	1st October World Vegetarian Day / International Coffee Day	3rd October Buy British Day
5th October World Teachers' Day	10th October World Mental Health Awareness Day	16th October World Food Day
31st October Halloween / Pumpkin Day		

Campaign ideas:

- Halloween cocktails and themed décor
- Coffee Week barista specials and tasting events
- Mental Health wellness focused menus
- Pumpkin Day seasonal dishes and social media recipes

Post ideas:

- Halloween: 'Spooky cocktails & eerie eats await'
- Coffee Week: 'Celebrate UK Coffee Week with our barista specials -'

Hashtags: HalloweenParty, WorldFoodDay, GoSoberOctober, HospitalityUK

Themes: Festive dining, winter warmers, New Year celebrations

December

1 December World AIDS Day	7th December Small Business Saturday	8th December Brownie Day
10th December Christmas Jumper Day	12th December Gingerbread House Day	21st December First Day of Winter
25th December Christmas Day	26th December* Boxing Day +28th December substitute day	31st December Hogmanay / New Year's Eve

Campaign ideas:

- Christmas set menus / party packages
- Boxing Day brunch or leftovers themed specials
- New Year's Eve countdown events and champagne offers
- Gingerbread Day baking workshops

Post ideas:

- Christmas: 'Festive menus & party packages now available'
- New Year's Eve: 'Countdown with us! Champagne & celebrations -'

Hashtags: ChristmasDining, NYEParty, HospitalityUK, FestiveSeason, FoodieUK