



2011 Knouse Foodservice Calendar

January

- New Year's Day (Jan. 1)
- National Pie Day (Jan. 23)
- National Oatmeal Month
- Winter

February

- Super Bowl Sunday (Feb. 6)
- Valentine's Day (Feb. 14)
- National Pancake Week (Feb. 21–27)
- Great American Pie Month
- American Heart Month
- National Cherry Month
- National Sweet Potato Month
- Winter

March

- National Nutrition Month
- Mardi Gras (March 8)
- NCAA March Madness (March 13–April 4)
- St. Patrick's Day (March 17)
- Waffle Day (March 25)
- Spring

April

- Passover (April 19)
- Earth Day (April 22)
- Good Friday (April 22)
- Easter (April 24)
- National Prime Rib Day (April 27)
- Spring

May

- Mother's Day (May 8)
- Memorial Day (May 30)
- National Barbecue Month
- Salad Month
- Graduation
- Spring

June

- National Fruit & Vegetable Month
- National Applesauce Cake Day (June 6)
- Flag Day (June 14)
- Father's Day (June 20)
- Dairy Month
- Graduation
- Camps and Carnivals
- Summer

July

- 4th of July
- National Cheesecake Day (July 30)
- National Blueberry Month
- National Ice Cream Month
- Back-to-School
- Camp
- Summer

August

- National Peach Month
- Summer

September

- National Apple Month (Sept.–Nov.)
- Labor Day (Sept. 5)
- Better Breakfast Month
- National Pizza Month
- National Cholesterol Education Month
- Back-to-School
- Fall

October

- National Apple Month (Sept.–Nov.)
- Columbus Day (Oct. 10)
- Canadian Thanksgiving (Oct. 11)
- Halloween (Oct. 31)
- Breast Cancer Month
- National Dessert Month
- Cookie Month
- Fall

November

- National Apple Month (Sept.–Nov.)
- Veteran's Day (Nov. 11)
- Thanksgiving (Nov. 24)
- Good Nutrition Month
- Fall/Winter

December

- Hanukkah (Dec. 21)
- Christmas (Dec. 25)
- New Year's Eve (Dec. 31)
- Winter



2011 Knouse Foodservice Promotion Calendar

2011 Product Promotion Schedule

	Apple Sauce	Pie Filling	Pudding	Apple Cider	Apple Butter	Apple Slices	Cheese Sauces	Unpeeled	Fruit Pizza	Sliced & Diced	Apple Juice	Vinegar	Rings	W. Baked
January Buffets for Chinese New Year; Healthy Focus for New Year's	X	X	X	X			X		X					
February Compotes for Pancakes; Apple Butter for Sweet Potatoes; LF Cheese Sauce and Pudding for Heart Month; Cheese Sauce for Super Bowl Sunday		X	X	X	X		X		X					
March Healthy Picks, Totally Fruit, Natural 4-oz Cups for Nutrition Education Month; PF & Compotes for Waffle Day; Promote for Cash & Carry Operations and Concessions/Resorts/Parks	X	X					X				X			
April All Pie Fillings, include Pineapple, Pudding, Cheese Sauce and Unpeeled for Easter Buffets; Earth Day: Promote What We Do	X	X	X	X				X					X	
May All Pie Fillings, include Pineapple, Pudding, Cheese Sauce and Unpeeled for Mother's Day Buffets; Vinegar for Salad and BBQ Month	X	X	X		X			X				X		
June Pudding and Cheese Sauce for Dairy Month; Apple Sauce Cups for Camps, Summer School, Sport Camps; Cherry/BB PF and FPT for Red, White and Blue Holidays	X	X	X	X			X							



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July Blueberry PF, FPT, Compote for Blueberry Month; Cider, PF, FPT and Compotes for Ice Cream Month; Toppings for Cheesecake Day; ; Apple Sauce Cups, Cheese Sauce, Pudding for Back-to-School		X		X								X		
August Peach, PF, FPT, Compote for Peach Month; Pie Fillings, Compotes, FPT for Tourists/Travel; Apple Sauce Cups, Cheese Sauce, Pudding for Back-to-School; SS Barcode Cups for C&U, B&I	X	X	X				X							
September FPT for Pizza Month; Juice, Compotes for Better Breakfast; LF Cheese Sauce and Pudding- for Cholesterol Month; Apple Sauce Cups, Cheese Sauce, Pudding for Back-to-School; SS Barcode Cups Hotel/Motels	X		X	X			X		X		X			
October Natural Sauce with Breast Cancer Promotion; Cider, Unpeeled Slices, Apple Pie Filling for Apple Month and Fall	X	X		X	X			X						
November Thanksgiving Buffets; Cider to Hotel, Motels, Resorts	X	X		X	X			X					X	
December Winter Weather: 4-oz cups for Emergency Meals HC/Meals on Wheels; Cider, Unpeeled Slices, Fruit PF, Apple Butter for Holidays	X	X		X				X					X	



Knouse Foodservice Media Schedule

2010-2011 Media Schedule								
PUBLICATION Plan Details	2010		2011					
	November	December	January	February	March	April	May	June
Foodservice.com Apple Month Lead Article Feature and Banner, ROS Banner Ads, Featured Products, Social Media Promotions	X	X	X	X	X	X	X	X
FoodserviceDirector.com ROS Banner Ad	X	X			X	X	X	X
NRN.com FROS Banner Ad, Product Pages, A4R.com Listings	X	X	X	X	X	X	X	X
Restaurant-Hospitality.com National Apple Month Menu Board, Recipe Listings, ROS Banner Ad	X	X		X	X		X	X
QSR OneSource	X	X	X	X	X	X	X	X
SNA CN Marketplace	X	X	X	X	X	X	X	X
Knouse E-Newsletter	X	X		X				X
Foodservice.com Onsite Foodservice				X	X	X		
Foodservice.com QSR Express	X							
Foodservice.com Weekly Express	X	X						
FSD Update	X		X		X		X	X
FSD Wellness Watch	X				X			
FSD Connections	X	X	X	X	X	X	X	X
Nation's Restaurant News NRN AM, Casual Dining, Product Watch	X	X	X	X	X	X	X	
RH Extra	X	X	X	X	X			
RH Recipe Box					X			X