



Thomas Ridley Foodservice Promotion Calendar 2012

Buying		Sales Support to email requests	Promotions to TRS Tues/Weds of w/c	Local Deals & Artwork to CRG	Copy to TRS for proofing	TRS sign off final amends	Delivery to members w/c	Buying In / Selling Out	From Monday	To Friday	Sell Duration	
Marketing												
Winter	31.10.11	Jan/Feb	31.10.2011	07.11.2011	21.11.11	28.11.11	05.12.11	19.12.11	Buying In	2 Jan	24 Feb	7 Weeks
									Selling Out	9 Jan	24 Feb	
Spring	12.12.11	March	12.12.2011	19.12.2011	09.01.12	16.01.12	23.01.12	06.02.12	Buying In	13 Feb	30 Mar	5 Weeks
									Selling Out	27 Feb	30 Mar	
	16.01.12	April	16.01.2012	30.01.2012	13.02.12	20.02.12	27.02.12	12.03.12	Buying In	19 Mar	27 Apr	4 Weeks
									Selling Out	2 Apr	27 Apr	
20.02.12	May	20.02.2012	27.02.2012	12.03.12	19.03.12	26.03.12	09.04.12	Buying In	16 Apr	25 May	4 Weeks	
								Selling Out	30 Apr	25 May		
Summer	19.03.12	June	19.03.2012	26.03.2012	09.04.12	16.04.12	23.04.12	07.05.12	Buying In	14 May	29 Jun	5 Weeks
									Selling Out	28 May	29 Jun	
	16.04.12	July	16.04.2012	30.04.2012	14.05.12	21.05.12	28.05.12	11.06.12	Buying In	18 Jun	27 Jul	4 Weeks
									Selling Out	2 Jul	27 Jul	
21.05.12	August	21.05.2012	28.05.2012	11.06.12	18.06.12	25.06.12	09.07.12	Buying In	16 Jul	24 Aug	4 Weeks	
								Selling Out	2 Jul	24 Aug		
Autumn/ Christmas	18.06.12	September	18.06.2012	25.06.2012	09.07.12	16.07.12	23.07.12	06.08.12	Buying In	13 Aug	28 Sept	5 Weeks
									Selling Out	27 Aug	28 Sept	
	16.07.12	October	16.07.2012	30.07.2012	13.08.12	20.08.12	27.08.12	10.09.12	Buying In	17 Sept	26 Oct	4 Weeks
									Selling Out	1 Oct	26 Oct	
30.07.12	Christmas	13.08.2012	27.08.2012	10.09.12	17.09.12	24.09.12	08.10.12	Buying In	15 Oct	21 Dec	8 Weeks	
13.08.12								Selling Out	29 Oct	21 Dec		