



**CRAVER'S**  
**2025**  
**COFFEE SHOP**  
**PROMOTION IDEAS**  
**CALENDAR**



# JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			<b>1 - New Year's Day</b> New Year, New Brew: Offer an all-day promotion to start the new year like BOGO or a free upgrade	2	3	4
<b>5 - National Whipped Cream Day</b>  #whipped: Offer a free whipped cream add-on on any drink	6	7	8	9	10	11
<b>12 - National Hot Tea Day</b>  Warm Up with Tea: Offer a discount on all hot teas or a tea and dessert combo	13	14	<b>15 - National Bagel Day</b>  Bagel & Brews: Offer a bagel and coffee combo or release a special bagel sandwich	16	17	18
19	<b>20 - National Coffee Break Day</b>  Coffee Break Special: Offer a free small coffee with any baked good purchases	21	22	<b>23 - National Pie Day</b>  Slice of Heaven: Release a new pie flavor or offer a pie and coffee combo	<b>24 - National Peanut Butter Day</b>  Peanut Butter Lovers: Feature a special peanut-butter drink or baked good	<b>25 - National Irish Coffee Day</b>  Irish Coffee Celebration: Feature an Irish coffee with whiskey and whipped cream
26	<b>27 - National Chocolate Cake Day</b>  In Chocolate Heaven: Offer a discount on chocolate cake slices or a drink and chocolate cake combo	28	<b>29 - Chinese New Year</b>  Celebrate with Tea: Promote traditional Chinese teas like Oolong, Jasmine or Pu-erh	<b>30 - National Croissant Day</b>  Start Your Day Right: Offer a coffee and croissant combo or release a croissant special	<b>31 - National Hot Chocolate Day</b>  Cocoa Craze Day: Feature a hot chocolate special or offer a discount on all hot chocolate drinks for the day	
				<b>Seasonal Monthly Ideas:</b> <ul style="list-style-type: none"> <li>• New Year, New Brew: Launch a new coffee special for the whole month</li> <li>• Healthy Start: Highlight healthy options like juices, ginger immune shots or lighter coffee alternatives</li> <li>• National Hot Tea Month: Offer tea promotions or feature a new tea blend weekly</li> <li>• National Oatmeal Month: Release an oatmeal special each week, exploring both sweet and savory variations</li> </ul>		

# FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	<b>3 - National Carrot Cake Day</b>  Carrot Cake & Coffee: Offer a carrot cake and coffee combo or a discount on carrot cake slices	4	5	6	7	8
<b>9 - Superbowl</b>  Game Day Fuel: Offer a special promotion of party-friendly items like pastry or snack platters and coffee-to-go boxes	10	<b>11 - National Latte Day</b>  Latte Love: Feature a latte promotion, highlight barista's best latte art on social media and repost UGC of latte art	12	13	<b>14 - Valentine's Day</b>  One for Me, One for You: Offer BOGO deals on drinks or feature red or pink specials from drinks to desserts	15
16	<b>17 - Random Acts of Kindness Day</b>  Share a Smile: Donate a portion of sales to a local charity or gift a free coffee for police or similar	18	19	<b>20 - National Muffin Day</b>  A Muffin A Day: Offer a discount on any muffins or release a new flavor special	<b>21 - National Sticky Bun Day</b>  Sticky & Sweet: Promote sticky buns as the perfect pairing for a coffee or offer 2x loyalty points per purchase	22
<b>23 - National Banana Bread Day:</b>  Banana Bread & Brew: Offer a coffee and banana bread combo or release a banana bread special	24	25	26	27	28	
				<b>Seasonal Monthly Ideas:</b> <ul style="list-style-type: none"> <li>National Chocolate Lovers Month: Feature chocolate-based drinks or desserts, partner with a local chocolate company to sell premium chocolates or host a coffee and chocolate-tasting event</li> <li>Great American Pies Month: Feature a different pie flavor each week, offer a slice of pie and hot drink combo or have pies available for pre-sale</li> </ul>		

# MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						<b>1 - National Barista Day</b> Our Barista's Brew! Celebrate your baristas by featuring their favourite drinks as specials
	3	<b>4 - National Pancake Day</b> Pancakes All Day: Release pancake specials with unique toppings from sweet to savory	5	<b>6 - National Oreo Day</b> Oreo Overload: Feature Oreo-themed desserts or drinks or release a new Oreo special	7	<b>8 - International Women's Day</b> Her Brew, Her Day: Highlight your female baristas, bakers or staff, or offer discounts for females
9	10	11	12	13	14	15
16	<b>17 - St. Patricks Day</b> Luck of the Irish: Release Irish-cream flavored drinks or green-coloured items	18	19	<b>20 - First Day of Spring</b> Spring Blossom: Release a line of floral and fresh flavored drinks and desserts	21	22
23	24	25	26	27	28	29
30	31			<b>Seasonal Monthly Ideas:</b> <ul style="list-style-type: none"> <li>Spring Awakens: Release a range of spring-inspired drinks and dishes, featuring seasonal local produce</li> </ul>		

# APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		<b>1 - National Sourdough Bread Day &amp; April Fools' Day</b>  Sourdough Shenanigans: Add unexpected ingredients to loaves	2	3	4	5
6	<b>7 - National Coffee Cake Day</b>  Coffee & Cake Break: Offer a coffee and coffee cake combo or offer 2x loyalty points per purchase	8	9	10	11	12
13	14	15	16	17	18	19
<b>20 - Easter Sunday</b>  Egg-cellent Easter: Release Easter-themed desserts or drinks, or host a chocolate Easter egg hunt	21	<b>22 - Earth Day</b>  Sustain-a-Sip: Introduce a sustainability initiative like discounts if people bring their own cup	23	24	25	26
27	28	29	<b>30 - National Oatmeal Cookie Day</b>  Oat So Good: Feature oatmeal cookies and offer combos			
				<b>Seasonal Monthly Ideas:</b> <ul style="list-style-type: none"> <li>National Grilled Cheese Month: Release a gourmet grilled cheese special every weekend for the month</li> <li>Easter: Host a range of family-friendly Easter events like cookie decorating or chocolate egg workshops</li> </ul>		

# MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	<b>5 - Cinco de Mayo</b> Sip & Fiesta: Feature a Mexican-inspired coffee, horchata or baked good	6	7	8	9	10
<b>11 - Mother's Day</b> Mom's Favourite Brew: Offer free upgrades or discounts for mothers, or offer a two drinks and a slice of cake combo	12	<b>13 - National Apple Pie Day</b> Apple of My Pie: Offer a discount or combo on slices of apple pie	14	15	16	17
18	19	20	21	22	23	24
25	<b>26 - Memorial Day</b> Salute & Sip: Offer discounts or free coffees for military	27	28	29	<b>30 - Scone Day</b> Scone-tastic Delights: Release special scone flavors or offer pairings with drinks	<b>31 - National Macaroon Day</b> Macaroon & Mocha: Feature a macaroon and mocha combo
				<b>Seasonal Monthly Ideas:</b> <ul style="list-style-type: none"> <li>• Beat the Heat: Release a range of iced coffees, lattes or cold brews, and non-caffeinated refreshers like iced teas</li> <li>• School's Out For Summer: Offer promotions for students and teachers, or offer summer-themed drinks like strawberry lemonade or tropical iced tea</li> </ul>		

# JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	<b>6 - National Donut Day</b> Donut You Love Donuts? Partner with a local donut shop and offer a donut and coffee combo	7
8	9	<b>10 - National Iced Tea Day</b> Time to Chill: Release a summer iced tea and start with a promotion on this day	11	<b>12 - National Peanut Butter Cookie Day</b> PB & Brew Bliss: Offer a peanut butter cookie and coffee combo	13	<b>14 - National Strawberry Shortcake Day</b> Berry Sweet Combo: Offer a slice of shortcake with a drink combo
<b>15 - Father's Day</b> Thanks, Dad! Offer discounts for dads or feature a "Dad-approved" drink like a strong cold brew paired with a savory snack	16	17	18	<b>19 - Juneteenth</b> Heritage Blends: Partner with black-owned coffee brands and promote their blends	<b>20 - Summer Solstice</b> Solstice Sip & Chill: Release a new summer drink special or discounts on all iced drinks	21
22	23	<b>24 - Midsummer Eve</b> Midsummer Madness: Offer discounts on all summer drinks or a combo to pair drinks with a menu item	25	26	27	28
29	30					
				<b>Seasonal Monthly Ideas:</b> <ul style="list-style-type: none"> <li>• Pride Month: Release colorful drinks, host pride events or donate a portion of sales to an LGBTQ+ charity</li> <li>• National Candy Month: Release candy-inspired drinks or desserts every weekend like chocolate bar frappes or brownies</li> <li>• National Iced Tea Month: Feature an iced tea of the week with a special deal</li> </ul>		

# JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	<b>4 - Independence Day</b> Red, White & Brew: Offer a deal for the day or release a red, white or blue drink or baked good	5
6	7	8	<b>9 - National Sugar Cookie Day</b> Sugar Rush: Feature sugar cookie pairings with speciality drinks or offer discounts on cookies	10	<b>11 - National Blueberry Muffin Day</b> Blueberry Bliss: Offer a blueberry muffin discount or offer 2x loyalty points per purchase	12
13	14	15	16	17	18	19
<b>20 - National Ice Cream Day</b> Sundae Funday: Offer a free scoop of ice cream on any large drink	21	22	23	24	25	26
27	28	29	30	31		
				<b>Seasonal Monthly Ideas:</b> <ul style="list-style-type: none"> <li>National Ice Cream Month: Release an ice cream dessert or drink every weekend, such as an affogato or root beer floats</li> </ul>		

# AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	<b>4 - National Chocolate Chip Cookie Day</b> Cookie Monster: Gift a free mini chocolate chip cookie with any drink	5	6	7	8	<b>9 - Book Lovers Day</b> Read & Refresh: Host a book club event or release a special drink inspired by your favourite book
<b>10 - National S'mores Day</b> S'more the Merrier: Release a s'mores drink or baked good for the fall season	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31				<b>Seasonal Monthly Ideas:</b> <ul style="list-style-type: none"> <li>Back-to-School Specials: Offer discounts for students, parents or teachers, like early morning coffee run promotions or after-school snack specials</li> </ul>		

# SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<b>1 - Labor Day</b> Labor of Love: Run a weekend long promotion with a focus on relaxation and appreciation	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	<b>18 - National Red Velvet Cake Day</b> Red Velvet Temptation: Release a red velvet cake, cupcake or inspired drink	19	20
<b>21 - National Chai Day</b> Chai & Cozy: Feature a special chai latte or baked good with a discount for the day	<b>22 - First Day of Fall</b> Sweater Weather: Host a fall kickoff event with discounts on warm drinks and offer 2x loyalty points on any fall product purchases	23	24	25	26	27
28	<b>29 - National Coffee Day</b> Barista's Favorite: Feature the barista's favorite drinks, host a coffee tasting event or offer coffee promotions	30				
				<b>Seasonal Monthly Ideas:</b> <ul style="list-style-type: none"> <li>Fall Favorites: Release autumn-themed items like pumpkin spice lattes or cinnamon rolls</li> <li>National Biscuit Month: Release a savory biscuit every weekend</li> <li>Sourdough September: Feature sourdough creations like sandwiches or toast specials each week</li> </ul>		

# OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			<b>1 – National Pumpkin Spice Day</b> Pumpkin Spice & Everything Nice: Release a range of pumpkin spice menu items for the month	2	3	4
5	<b>6 – National Customer Service Week</b> Cheers to Our Team: Offer a “Barista Special” of staff favourites or run a social media campaign highlighting your team	7	8	9	10	11
12	<b>13 – Columbus Day</b> Discovery Day: Offer a “discovery deal” promotion on any new or seasonal items	<b>14 – National Dessert Day</b> Dessert for Breakfast: Offer a discount on cakes or pastries with any morning coffee	15	16	17	18
19	<b>20 – Diwali</b> Festival of Lights: Release Diwali-inspired drinks or desserts	21	22	23	24	25
26	27	<b>28 – National Chocolate Day</b> Chocolate Lovers’ Delight: Offer a “chocolate pairing” or release a chocolate-based item	29	30	<b>31 – Halloween:</b> Spooky Season: Release Halloween-themed items and decorate for the weekend	
				<b>Seasonal Monthly Ideas:</b> <ul style="list-style-type: none"> <li>• Halloween: Introduce spooky-themed drinks or desserts, or host a Halloween event with a costume competition</li> <li>• Breast Cancer Awareness Month: Release a pink menu item and donate a proceed of its profits to cancer research organizations</li> </ul>		

# NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	<b>3 - National Sandwich Day</b>  Sandwich Stacks: Release a seasonal sandwich or offer a drink and sandwich combo	4	5	6	7	8
9	10	<b>11 - Veterans Day</b>  Brews for the Brave: Offer a free coffee or discount to veterans for the day	12	13	14	15
16	17	18	19	20	21	22
<b>23 - National Espresso Day</b>  Shot of Energy: Offer espresso shots at a discounted price or host an espresso tasting workshop	24	25	<b>26 - National Cake Day</b>  Icing on the Cake: Offer a coffee and cake promotion or offer a cake sampler of all cakes on your menu	<b>27 - Thanksgiving</b>  Grateful Gatherings: Release a range of take-home coffee kits or large desserts to pre-order	<b>28 - Black Friday &amp; National French Toast Day</b>  Offer bulk purchase discounts on coffee beans or release a French toast special	29
30				<b>Seasonal Monthly Ideas:</b> <ul style="list-style-type: none"> <li>• Thanksgiving Delights: Release seasonal drinks or baked goods, available for pre-order to celebrate the holiday</li> <li>• Winter Warmers: Release a range of specials using popular winter and holiday flavors</li> <li>• Black Friday Specials: Run exclusive deals on coffee beans, gift cards or merchandise</li> </ul>		

# DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<p><b>1 - Cyber Monday</b></p> <p>Shop &amp; Sip: Offer a free drink with a certain number of gift cards bought</p>	2	3	<p><b>4 - National Cookie Day</b></p> <p>Crazy for Cookies: Feature all cookies on your menu, offer a cookie and coffee combo or release holiday-themed cookies</p>	5	6
7	<p><b>8 - National Chocolate Brownie Day</b></p> <p>Brownie Points: Offer a free small coffee with any brownie bought or release a brownie-inspired drink</p>	9	10	11	12	13
14	<p><b>15 - National Cupcake Day</b></p> <p>Cupcake Cravings: Feature holiday-themed cupcakes or offer a cupcake and coffee combo</p>	16	17	18	19	20
21	22	23	24	<p><b>25 - Christmas</b></p> <p>Merry Sip-mas: Offer gift sets like coffee beans and mugs, seasonal coffee blends or festive merch leading up to Christmas</p>	26	27
28	29	30	<p><b>31 - New Year's Eve</b></p> <p>A New Beginning: Offer discounts to selected menu items</p>			
				<p><b>Seasonal Monthly Ideas:</b></p> <ul style="list-style-type: none"> <li>• 12 Days of Coffee: Run a daily special for the 12 days leading up to Christmas</li> <li>• Holiday Cheer: Celebrate with specials featuring holiday flavors like eggnog, gingerbread or peppermint</li> </ul>		