



CRAVER'S
2026
COFFEE SHOP
PROMOTION IDEAS
CALENDAR



JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 – New Year's Day New Year, New Brew: Offer an all-day promotion to start the new year like BOGO or a free upgrade	2	3
4	5 – National Whipped Cream Day #whipped: Offer a free whipped cream add-on on any drink	6	7	8	9	10
11	12 – National Hot Tea Day Warm Up with Tea: Offer a discount on all hot teas or a tea and dessert combo	13	14	15 – National Bagel Day Bagel & Brews: Offer a bagel and coffee combo or release a special bagel sandwich	16	17
18	19	20 – National Coffee Break Day Coffee Break Special: Offer a free small coffee with any baked good purchases	21	22	23 – National Pie Day Slice of Heaven: Release a new pie flavor or offer a pie and coffee combo	24 – National Peanut Butter Day Peanut Butter Lovers': Feature a special peanut-butter drink or baked good
25 – National Irish Coffee Day Irish Coffee Celebration: Feature an Irish coffee with whiskey and whipped cream	26	27 – National Chocolate Cake Day In Chocolate Heaven: Offer a discount on chocolate cake slices or a drink and chocolate cake combo	28	29	30 – National Croissant Day Start Your Day Right: Offer a coffee and croissant combo or release a croissant special	31 – National Hot Chocolate Day Cocoa Craze Day: Feature a hot chocolate special or offer a discount on all hot chocolate drinks for the day
				Seasonal Monthly Ideas: • New Year, New Brew: Launch a new coffee special for the whole month • Healthy Start: Highlight healthy options like juices, ginger immune shots or lighter coffee alternatives • National Hot Tea Month: Offer tea promotions or feature a new tea blend weekly • National Oatmeal Month: Release an oatmeal special each week, exploring both sweet and savory variations		

FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3 – National Carrot Cake Day Carrot Cake & Coffee: Offer a carrot cake and coffee combo or a discount on carrot cake slices	4	5	6	7
8 – Superbowl Game Day Fuel: Offer a special promotion of party-friendly items like pastry or snack platters and coffee-to-go boxes	9	10	11 – National Latte Day Latte Love: Feature a latte promotion, highlight barista's best latte art on social media and repost UGC of latte art	12	13	14 – Valentine's Day One for Me, One for You: Offer BOGO deals on drinks or feature red or pink specials from drinks to desserts
15	16	17 – Random Acts of Kindness Day Share a Smile: Donate a portion of sales to a local charity or gift a free coffee for police or similar	18	19	20 – National Muffin Day A Muffin A Day: Offer a discount on any muffins or release a new flavor special	21 – National Sticky Bun Day Sticky & Sweet: Promote sticky buns as the perfect pairing for a coffee or offer 2x loyalty points per purchase
22	23 – National Banana Bread Day: Banana Bread & Brew: Offer a coffee and banana bread combo or release a banana bread special	24	25	26	27	28
				Seasonal Monthly Ideas: - 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 - 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		

MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 – National Barista Day Our Barista's Brew! Celebrate your baristas by featuring their favourite drinks as specials	2	3	4 – National Pancake Day Pancakes All Day: Release pancake specials with unique toppings from sweet to savory	5	6 – National Oreo Day Oreo Overload: Feature Oreo-themed desserts or drinks or release a new Oreo special	7
8 – International Women's Day Her Brew, Her Day: Highlight your female baristas, bakers or staff, or offer discounts for females	9	10	11	12	13	14
15	16	17 – St. Patrick's Day Luck of the Irish: Release Irish-cream flavored drinks or green-coloured items	18	19	20 – First Day of Spring Spring Blossom: Release a line of floral and fresh flavored drinks and desserts	21
22	23	24	25	26	27	28
29	30	31				
				Seasonal Monthly Ideas: Spring Awakens: Release a range of spring-inspired drinks and dishes, featuring seasonal local produce		

APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 – National Sourdough Bread Day & April Fools’ Day Sourdough Shenanigans: Add unexpected ingredients to loaves	2	3	4
5 – Easter Sunday Egg-cellent Easter: Release Easter-themed desserts or drinks, or host a chocolate Easter egg hunt	6	7 – National Coffee Cake Day 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	20	21	22 – Earth Day Sustain-a-Sip: Introduce a sustainability initiative like discounts if people bring their own cup	23	24	25
26	27	28	29	30 – National Oatmeal Cookie Day Oat So Good: Feature oatmeal cookies and offer combos		
				Seasonal Monthly Ideas: - National Grilled Cheese Month: Release a gourmet grilled cheese special every weekend for the month - Easter: Host a range of family-friendly Easter events like cookie decorating or chocolate egg workshops		

MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5 – Cinco de Mayo Sip & Fiesta: Feature a Mexican-inspired coffee, horchata or baked good	6	7	8	9
10 – Mother's Day Mom's Favourite Brew: Offer free upgrades or discounts for mothers, or offer a two drinks and a slice of cake combo	11	12	13 – National Apple Pie Day 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 – Memorial Day Salute & Sip: Offer discounts or free coffees for military	26	27	28	29	30 – Scone Day Scone-tastic Delights: Release special scone flavors or offer pairings with drinks
31 – National Macaroon Day Macaroon & Mocha: Feature a macaroon and mocha combo				Seasonal Monthly Ideas: - Beat the Heat: Release a range of iced coffees, lattes or cold brews, and non-caffeinated refreshers like iced teas - School's Out For Summer: Offer promotions for students and teachers, or offer summer-themed drinks like strawberry lemonade or tropical iced tea		

JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6 – National Donut Day Donut You Love Donuts? Partner with a local donut shop and offer a donut and coffee combo
7	8	9	10 – National Iced Tea Day Time to Chill: Release a summer iced tea and start with a promotion on this day	11	12 – National Peanut Butter Cookie Day PB & Brew Bliss: Offer a peanut butter cookie and coffee combo	13
14 – National Strawberry Shortcake Day Berry Sweet Combo: Offer a slice of shortcake with a drink combo	15	16	17	18	19 – Juneteenth Heritage Blends: Partner with black-owned coffee brands and promote their blends	20
21 – Father’s Day Thanks, Dad! Offer discounts for dads or feature a “Dad-approved” drink like a strong cold brew paired with a savory snack	22	23	24 – Midsummer Day Midsummer Madness: Offer discounts on all summer drinks or a combo to pair drinks with a menu item	25	26	27
28	29	30				
				Seasonal Monthly Ideas: • Pride Month: Release colorful drinks, host pride events or donate a portion of sales to an LGBTQ+ charity • National Candy Month: Release candy-inspired drinks or desserts every weekend like chocolate bar frappes or brownies • National Iced Tea Month: Feature an iced tea of the week with a special deal		

JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4 – Independence Day Red, White & Brew: Offer a deal for the day or release a red, white or blue drink or baked good
5	6	7	8	9 – National Sugar Cookie Day Sugar Rush: Feature sugar cookie pairings with speciality drinks or offer discounts on cookies	10	11 – National Blueberry Muffin Day Blueberry Bliss: Offer a blueberry muffin discount or offer 2x loyalty points per purchase
12	13	14	15	16	17	18
19	20 – National Ice Cream Day Sundae Funday: Offer a free scoop of ice cream on any large drink	21	22	23	24	25
26	27	28	29	30	31	
				Seasonal Monthly Ideas: National Ice Cream Month: Release an ice cream dessert or drink every weekend, such as an affogato or root beer floats		

AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4 – National Chocolate Chip Cookie Day Cookie Monster: Gift a free mini chocolate chip cookie with any drink	5	6	7	8
9 – Book Lovers Day Read & Refresh: Host a book club event or release a special drink inspired by your favourite book	10 – National S'mores Day 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			Seasonal Monthly Ideas: Back-to-School Specials: Offer discounts for students, parents or teachers, like early morning coffee run promotions or after-school snack specials		

SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7 - Labor Day Labor of Love: Run a weekend long promotion with a focus on relaxation and appreciation	8	9	10	11	12
13	14	15	16	17	18 - National Red Velvet Cake Day Red Velvet Temptation: Release a red velvet cake, cupcake or inspired drink	19
20	21 - National Chai Day Chai & Cozy: Feature a special chai latte or baked good with a discount for the day	22 - First Day of Fall 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	29 - National Coffee Day Barista's Favorite: Feature the barista's favorite drinks, host a coffee tasting event or offer coffee promotions	30			
				Seasonal Monthly Ideas: - Fall Favorites: Release autumn-themed items like pumpkin spice lattes or cinnamon rolls - National Biscuit Month: Release a savory biscuit every weekend - Sourdough September: Feature sourdough creations like sandwiches or toast specials each week		

OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 – National Pumpkin Spice Day Pumpkin Spice & Everything Nice: Release a range of pumpkin spice menu items for the month	2	3
4	5	6 – National Customer Service Week 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 – Columbus Day Discovery Day: Offer a “discovery deal” promotion on any new or seasonal items	13	14 – National Dessert Day Dessert for Breakfast: Offer a discount on cakes or pastries with any morning coffee	15	16	17
18	19	20	21	22	23	24
25	26	27	28 – National Chocolate Day Chocolate Lovers’ Delight: Offer a “chocolate pairing” or release a chocolate-based item	29	30	31 – Halloween: Spooky Season: Release Halloween-themed items and decorate for the weekend
				Seasonal Monthly Ideas: - Halloween: Introduce spooky-themed drinks or desserts, or host a Halloween event with a costume competition - Breast Cancer Awareness Month: Release a pink menu item and donate a proceed of its profits to cancer research organizations		

NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3 – National Sandwich Day Sandwich Stacks: Release a seasonal sandwich or offer a drink and sandwich combo	4	5	6	7 – Diwali Festival of Lights: Release Diwali-inspired drinks or desserts
8	9	10	11 – Veterans Day 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	23 – National Espresso Day Shot of Energy: Offer espresso shots at a discounted price or host an espresso tasting workshop	24	25	26 – Thanksgiving Grateful Gatherings: Release a range of take-home coffee kits or large desserts to pre-order	27 – Black Friday & National French Toast Day Offer bulk purchase discounts on coffee beans or release a French toast special	28
29	30 – Cyber Monday Shop & Sip: Offer a free drink with a certain number of gift cards bought					
				Seasonal Monthly Ideas: - Thanksgiving Delights: Release seasonal drinks or baked goods, available for pre-order to celebrate the holiday - Winter Warmers: Release a range of specials using popular winter and holiday flavors - Black Friday Specials: Run exclusive deals on coffee beans, gift cards or merchandise		

DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4 – National Cookie Day Crazy for Cookies: Feature all cookies on your menu, offer a cookie and coffee combo or release holiday-themed cookies	5
6	7	8 – National Chocolate Brownie Day Brownie Points: Offer a free small coffee with any brownie bought or release a brownie-inspired drink	9	10	11	12
13	14	15 – National Cupcake Day Cupcake Cravings: Feature holiday- themed cupcakes or offer a cupcake and coffee combo	16	17	18	19
20	21	22	23	24	25 – Christmas Merry Sip-mas: Offer gift sets like coffee beans and mugs, seasonal coffee blends or festive merch leading up to Christmas	26
27	28	29	30	31 – New Year's Eve A New Beginning: Offer discounts to selected menu items		
				Seasonal Monthly Ideas: 12 Days of Coffee: Run a daily special for the 12 days leading up to Christmas - Holiday Cheer: Celebrate with specials featuring holiday flavors like eggnog, gingerbread or peppermint		