

PROMOTIONAL SCHEDULE 2017

Retail Promotion Issue Dates

Catering Promotion Issue Dates

Claim Return Dates

2017

Promotion Period	Promotion issued w/e	Claim Form Return Date	Buy-In	Sell-Out
P1	18-Nov-16	03-Feb-17	05 Dec '16 - 21 Jan '17	02 Jan – 21 Jan '17
JAN	25-Nov-16	14-Feb-17	12 Dec 16 - 31 Jan 17	01 Jan - 31 Jan
P2	16-Dec-16	24-Feb-17	02 Jan – 11 Feb	23 Jan – 11 Feb
FEB	16-Dec-16	14-Mar-17	16 Jan - 28 Feb	01 Feb - 28 Feb
P3	06-Jan-17	20-Mar-17	23 Jan – 04 March	13 Feb – 04 March
P4	27-Jan-17	07-Apr-17	13 Feb – 25 March	06 March – 25 March
MARCH	27-Jan-17	14-Apr-17	13 Feb - 31 March	01 March - 31 March
P5	17-Feb-17	28-Apr-17	06 March – 15 April	27 March – 15 April
APRIL	24-Feb-17	12-May-17	13 March - 30 April	01 April - 30 April
P6	10-Mar-17	19-May-17	27 March – 06 May	17 April - 06 May
P7	31-Mar-17	09-Jun-17	17 April – 27 May	08 May – 27 May
MAY	24-Mar-17	14-Jun-17	10 April - 31 May	01 May - 31 May
P8	21-Apr-17	30-Jun-17	08 May – 17 June	29 May – 17 June
JUNE	28-Apr-17	14-Jul-17	15 May - 30 June	01 June - 30 June
P9	12-May-17	21-Jul-17	29 May – 08 July	19 June – 08 July
P10	02-Jun-17	11-Aug-17	19 June – 29 July	10 July – 29 July
JULY	26-May-17	14-Aug-17	12 June - 31 July	01 July - 31 July
P11	23-Jun-17	01-Sep-17	10 July – 19 Aug	31 Jul – 19 Aug
AUGUST	23-Jun-17	14-Sep-17	10 July - 31 Aug	01 Aug - 31 Aug
P12	14-Jul-17	22-Sep-17	31 Jul – 09 Sept	21 Aug – 09 Sept
P13	04-Aug-17	13-Oct-17	21 Aug – 30 Sept	11 Sept – 30 Sept
SEPTEMBER	28-Jul-17	13-Oct-17	14 Aug - 30 Sept	01 Sept - 30 Sept
P14	25-Aug-17	03-Nov-17	11 Sept– 21 Oct	02 Oct – 21 Oct
OCTOBER	25-Aug-17	14-Nov-17	11 Sept - 31 Oct	01 Oct - 31 Oct
P15	15-Sep-17	24-Nov-17	02 Oct – 11 Nov	23 Oct – 11 Nov
P16	06-Oct-17	10-Jan-18	23 Oct - 30 Dec	13 Nov - 30 Dec
NOVEMBER	22-Sep-17	14-Dec-17	09 Oct - 30 Nov	01 Nov - 30 Nov
DECEMBER	27-Oct-17	10-Jan-18	13 Nov - 31 Dec	01 Dec - 31 Dec

14-Feb-17	Valentines Day
26-Mar-17	Mothers Day
14-Apr-17	Good Friday
16-Apr-17	Easter Sunday
20-Apr-17	Confex Trade Show

01-May-17	May Bank Hol
29-May-17	Spring Bank Hol
28-Aug-17	Summer Bank Hol
31-Oct-17	Halloween
5-Nov-17	Guy Fawkes Night