

2025 Heirloom Tomato Cross-Merchandising Calendar

Wholesum®

January - February

Promotable Holidays

JANUARY

- 1 New Year's Day
- 4 National Spaghetti Day
- 8 Gluten-Free Day

FEBRUARY

- 4 National Homemade Soup Day
- 9 National Pizza Day
Super Bowl Sunday
- 13 National Italian Food Day
- 14 Valentine's Day
- 22 National Chili Day

Cross Merch Themes

- Healthy Eating
- Weight Loss

Cross Merch With

Seasonal Produce Pairings	Cross-Department Complements
• Avocados	• Salad Dressings
• Carrots	• Feta
• Cucumbers	• Croutons
• Lettuce	
• Brussels Sprouts	
• Squash	

March - April

Promotable Holidays

MARCH

- 1 Employee Appreciation Day
- 8 International Women's Day
- 9 National Meatball Day
- 10 National Ranch Dressing Day
- 18 National Sloppy Joe Day
- 20 First Day of Spring
National Ravioli Day

APRIL

- 6 Fresh Tomato Day
- 11 National Cheese Fondue Day
- 12 National Grilled Cheese Sandwich Day
- 16 National Eggs Benedict Day
- 19 National Garlic Day
- 23 National Picnic Day

Cross Merch Themes

- Clean Eating
- Spring
- Women Appreciation
- Salad Season

Cross Merch With

Seasonal Produce Pairings	Cross-Department Complements
• Artichokes	• Finer Cheeses
• Asparagus	• Nuts
• Kale	• Olives
• Shallots	• Crackers

Delicious Loaded Salads (New Year, New Me)



Charcuterie Boards





Fresh Heirloom Salsas

May - June

Promotable Holidays

MAY

- 1 National Salsa Month
- 5 Cinco de Mayo
- 11 Mother's Day
- 13 National Hummus Day
- 25 National Wine Day
- 27 Memorial Day
- 28 National Hamburger Day

JUNE

- 4 National Cheese Day
- 10 National Herbs & Spices Day
- 15 Father's Day
- 16 Fresh Veggies Day
- 17 Eat Your Veggies Day
- 18 International Picnic Day
- 30 National Social Media Day

Cross Merch Themes

- Grads & Dads
- Patriotic Holidays
- Summer Arrival
- Outdoor Picnics

Cross Merch With

Seasonal Produce Pairings	Cross-Department Complements
• Avocados	• Chips
• Bell Peppers	• Cheese
• Onions	• Tortillas
• Scallions	
• Limes	
• Cilantro	



Summer Picnic Caprese

July - August

Promotable Holidays

JULY

- 4 Independence Day
- 16 Fresh Spinach Day
- 17 National Hot Dog Day
- 24 National Self Care Day
- 25 National Wine & Cheese Day
- 29 National Lasagna Day
- 31 National Avocado Day

AUGUST

- 1 National IPA Day
- 4 National White Wine Day
- 8 National Zucchini Day
- 13 National Filet Mignon Day
- 15 National Relaxation Day
- 22 National Burger Day
- 26 National Dog Day

Cross Merch Themes

- Fourth of July
- Family BBQ
- Cooking Outdoors
- Summer Activities
- Busy Family Solutions

Cross Merch With

Seasonal Produce Pairings	Cross-Department Complements
• Basil	• Picnic Foods
• Summer Squash	• Bread
	• Balsamic Vinegar
	• Mozzarella



Gourmet Pizzas

September - October

Promotable Holidays

SEPTEMBER

- 1 Labor Day
- 15 National Linguini Day
- 16 National Guacamole Day
- 18 National Cheeseburger Day

OCTOBER

- 1 World Vegetarian Day
- 2 National Kale Day
- 4 National Taco Day
- 6 National Noodle Day
- 12 National Farmers Day
- 16 World Food Day
- 24 National Food Day
- 26 National Make a Difference Day
- 31 Halloween

Cross Merch Themes

- Back to School
- Autumn Arrival
- Nutritious Snacking
- Meal Planning Inspiration

Cross Merch With

- | Seasonal Produce Pairings | Cross-Department Complements |
|---------------------------|------------------------------|
| • Eggplant | • Fresh Bread |
| • Fennel | • Spices |
| • Sweet Onion | • Grated Parmesan |



Hearty Sauces & Stews

November - December

Promotable Holidays

NOVEMBER

- 1 World Vegan Day
- Dia de Los Muertos
- 3 National Sandwich Day
- 6 National Nachos Day
- 14 National Spicy Guacamole Day
- 17 National Go on a Hike Day
- 19 National Men's Day
- 25 National "Eat with a Friend" Day
- 27 Thanksgiving

DECEMBER

- 9 National Pastry Day
- 25 Christmas Day
- 31 New Year's Eve

Cross Merch Themes

- Eating Holidays
- Time with Family
- Easy Appetizers & Nibbles
- Savory Side Dishes

Cross Merch With

- ##### Seasonal Produce Pairings
- Carrots
 - Potatoes
 - Wild Mushrooms
 - Winter Squash