# 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 Dav Super Bowl Sunday
- 13 National Italian Food Day
- **14** Valentine's Day
- **22** National Chili Day

## **Cross Merch Themes**

## **Cross Merch With**

## Seasonal

- Avocados
- Cucumbers
- Lettuce
- Brussels

- Healthy Eating
- Weight Loss

## **Cross-Department Produce Pairings Complements** Salad

- Carrots Dressings
  - Feta
    - Croutons
- 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**

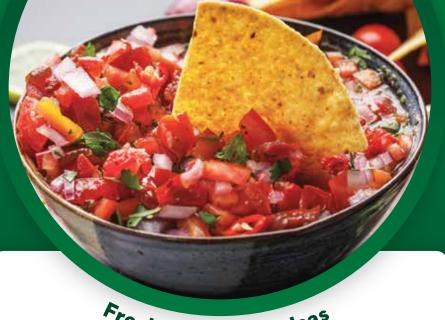
- Clean Eating
- Spring
- Women Appreciation
- Salad Season

## Cross Merch With

### Seasonal **Cross-Department Produce Pairings Complements**

- Artichokes
- Finer Cheeses
- Asparagus
- Nuts
- Kale Shallots
- Olives
- Crackers





## 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 Hebs & Spices Day
- 15 Father's Day
- 16 Fresh Veggies Day
- 17 Eat Your Veggies Day
- 18 International Picnic Day
- 30 National Social Media Day

- Outdoor Picnics

## **Cross Merch With**

- Avocados
- Onions
- Tortillas
- Scallions

## **Cross Merch Themes**

- Grads & Dads
- Patriotic Holidays
- Summer Arrival

## Seasonal

**Cross-Department Produce Pairings Complements** 

- Chips
- Bell Peppers Cheese
- Limes
- Cilantro

## **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

Summer Picnic Caprese

July-August

- Cooking Outdoors
- Summer Activities
- Busy Family Solutions

## **Cross Merch With**

## Seasonal

- **Cross-Department Produce Pairings Complements**
- Basil Summer

Squash

- Picnic Foods 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

**Cross-Department Produce Pairings 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

