



CULINARY
COMPOSER

WAREHOUSE
WIZARD

Every day is a chance to celebrate in school cafeterias

2024
2025

promo calendar





Brought to you by
School Nutrition Magazine

Every meal
we prepare
is a step
towards a
**healthy
future.**

Have a great start of the school year!



WAREHOUSE
WiZARd

COMFORT
ZONE
CREATOR



2024 august

SUN	MON	TUE	WED	THU	FRI	SAT
				1 Spider-Man Day	2	3
4	5	6	7	8 International Cat Day	9 National Book Lovers Day	10
11	12 World Elephant Day	13	14	15 National Relaxation Day	16	17
18	19 National Aviation Day National Photography Day World Humanitarian Day	20	21	22 National Tooth Fairy Day National Eat a Peach Day World Plant-Based Milk Day	23	24
25	26 National Dog Day	27	28 National Cherry Turnover Day	29 National Chop Suey Day	30 National Beach Day	31

monthly
celebration

- National Peach Month
- National Sandwich Month
- Summer Sun Safety Month
- National Golf Month
- Back-to-School Month
- International Pirate Month (aka Arr-gust)
- National Panini Month
- National Immunization Awareness Mo

- International Clown Week | Aug. 1-7
- National Farmers Market Week | Aug. 4-10
- World Water Week | Aug. 23-27
- Be Kind to Humankind Week | Aug. 25-31

weekly
celebration



2024 september

SUN	MON	TUE	WED	THU	FRI	SAT
1 Labor Day	2	3	4 <u>National Wildlife Day</u>	5 <u>International Day of Charity</u> National Cheese Pizza Day	6 National Food Bank Day National Read a Book Day	7
8	9	10	11 Patriot Day	12	13 <u>National Peanut Day</u> National Kids Take Over the Kitchen Day	14
15	16	17	18 National Cheeseburger Day 	19	20 <u>National Fried Rice Day</u>	21
22	23	24	25 National Quesadilla Day National Food Service Workers Day World School Milk Day	26 National Dumpling Day 	27	28
29	30	31				

monthly
celebration

Better Breakfast Month
Fruits & Veggies—More Matters Month
Hispanic Heritage Month | Sept. 15–Oct. 15
National Chicken Month
National Food Safety Education Month
National Mushroom Month
National Honey Month
National Papaya Month
National Potato Month
National Rice Month
National Suicide Prevention Month
National Whole Grains Month
Sourdough September



National Waffle Week | Sept. 1–7
Suicide Prevention Week | Sept. 8–14
Banned Books Week | Sept. 22–28

weekly
celebration



2024

october

SUN	MON	TUE	WED	THU	FRI	SAT
		1 International Music Day <u>World Vegetarian Day</u>	2 <u>International Day of Non-Violence</u>	3	4 National Taco Day <u>World Animal Day</u> <u>World Smile Day</u>	5
6	7 National Child Health Day	8	9 National Stop Bullying Day 	10 World Mental Health Day	11 World Egg Day	12
13	14 Indigenous Peoples' Day	15 <u>Global Handwashing Day</u>	16 <u>World Food Day</u>	17 <u>National Pasta Day</u>	18	19
National School Lunch Week School Lunch Pirates: Find Your Treasure!						
20	21	22	23	24	25	26
27	28	29	30	31 <u>Halloween</u> 		

monthly celebration

- Breast Cancer Awareness Month
- Down Syndrome Awareness Month
- LGBTQ+ History Month
- National Apple Month
- International School Library Month
- National Bullying Prevention Month
- National Chili Month
- National Pasta Month
- National Pizza Month
- National Seafood Month
- Vegetarian Month

weekly celebration

- World Space Week | Oct. 4-10
- Mental Illness Awareness Week | Oct. 6-12
- Fire Prevention Week | Oct. 6-12
- Yom Kippur | Oct. 11-12
- Sukkot | Oct. 16-23
- National School Lunch Week | Oct. 14-18

2024 november



SUN MON TUE WED THU FRI

1 2

National Cinnamon Day
World Vegan Day

3 4 5 6 7 8 9

National Sandwich Day

Daylight Saving Time ends

Election Day

National Nacho Day



STEM/STEAM Day
Cook Something Bold Day

10 11 12 13 14 15 16

Veterans Day

World Kindness Day

National Pickle Day

17 18 19 20 21 22 23

International Men's Day

Great American Smokeout

Eat a Cranberry Day

24 25 26 27 28 29 30

Diwali

National Parfait Day

Thanksgiving



monthly
celebration




Military Family Appreciation Month
Inspirational Role Models Month
National Alzheimer's Disease Awareness Month
National Diabetes Month
National Gratitude Month
Native American Heritage Month
Peanut Butter Lovers Month
National Pepper Month
National Roasting Month

Dia de los Muertos | Nov. 1-2
National Children's Book Week | Nov. 4-10
National Hunger & Homeless Awareness Week | Nov. 18-26
World Kindness Week | Nov. 11-17
American Education Week | Nov. 18-22

weekly
celebration



2024 december

SUN	MON	TUE	WED	THU	FRI	SAT
1 World AIDS Day National Christmas Lights Day	2	3 #GivingTuesday 	4 National Cookie Day National Sock Day	5 International Ninja Day International Volunteer Day National Comfort Food Day	6	7
8	9 National Pastry Day	10	11	12 Gingerbread House Day	13 National Cocoa Day	14
15	16 National Chocolate-Covered-Anything Day	17	18 National Twin Day Bake Cookies Day	19	20 Go Caroling Day	21 Yule/Winter Solstice
22	23	24	25 Christmas Day 	26 Boxing Day	27	28
29	30	31 New Year's Eve 				

monthly
celebration

Handwashing Awareness Month
National Cat Lovers Month
National Pear Month
National Root Vegetable & Exotic Fruits Month
Worldwide Food Service Safety Month
Universal Human Rights Month

National Cookie Cutter Week | Dec. 1-7
Inclusive Schools Week | Dec. 5-9
National Handwashing Awareness Week | Dec. 5-11
Hanukkah | Dec. 25-Jan. 2
Kwanzaa | Dec. 26-Jan. 1

weekly
celebration

2025 january



SUN

MON

TUE

WED

THU

FRI

SAT

1

Apple Gifting Day
New Year's Day

2

National Science
Fiction Day

3

Write to
Congress Day



4

5

6

7

8

9

National Apricot Day
National Word
Nerd Day

10

11

12

13

National Gluten-
Free Day
National Sticker
Day

14

Orthodox New Year

15

National Bagel Day
Martin Luther King
Jr. Day

16

17

18

19

20

National Penguin Day

21

22

National Hot Sauce
Day

23

National Pie Day

24

25

SNA's 2025 School Nutrition Industry Conference



26

27

28

29

National Puzzle Day
Lunar/Chinese New Year

30

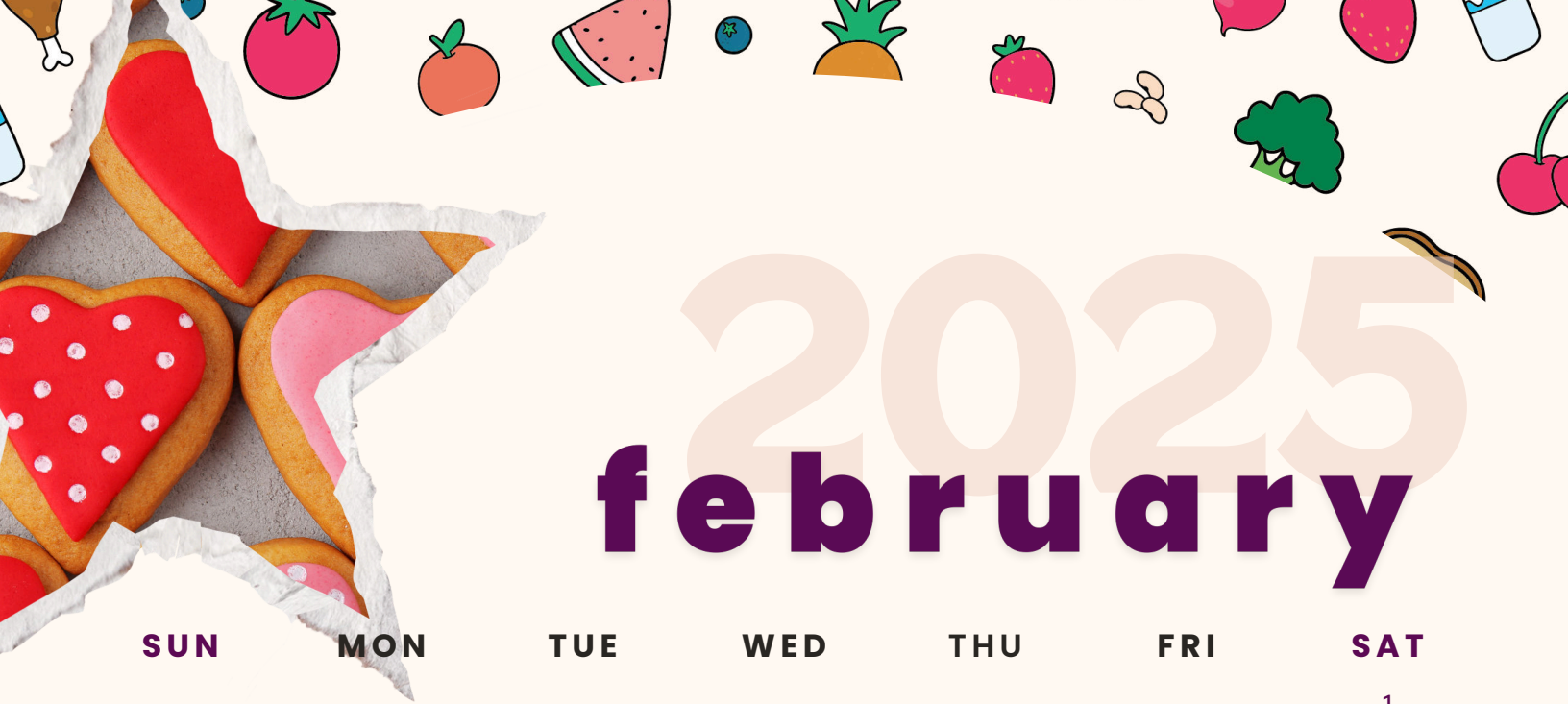
31

International Creativity Month
National Blood Donor Month
National Hobby Month
National Oatmeal Month
National Thank You Month
National Skating Month
National Slow Cooking Month
National Soup Month
National Poverty in America Awareness Month
Veganuary
Apple and Apricot Month
Be Kind to Food Servers Month
Self-Love Month

Folic Acid Awareness Week | Jan. 1-7
New Year's Resolutions Week | Jan. 1-7
National Pizza Week | Jan. 12-18
Universal Letter Writing Week | Jan. 12-18
National Fresh Squeezed Juice Week | Jan. 19-25

monthly
celebration

weekly
celebration



2025 february

SUN

MON

TUE

WED

THU

FRI

SAT

1

2

Groundhog Day

3

4

National Homemade
Soup Day
Sweater Day

5

6

National
Chopsticks Day
National Frozen
Yogurt Day

7

National Wear
Red Day.

8

9

10

National
Gardening Day

11

National Inventors
Day

12

Hug Day

13

National Cheddar Day

14

Valentine's Day



15

16

President's Day
National Cabbage Day

17

18

19

20

National Muffin Day



21

22

23

24

25

26

27

National Chili Day
National Strawberry Day
National Pokémon Day

28

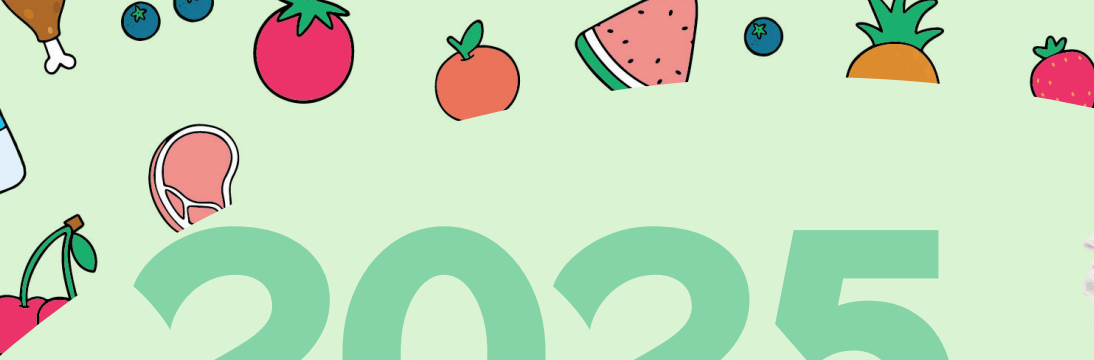
National
Pancake Day

monthly
celebration

American Heart Month
Black History Month
Great American Pie Month
International Friendship Month
National Arts Month
National Cherry Month
National Grapefruit Month
National Hot Breakfast Month
National Library Lovers Month
National Sweet Potato Month
National Women Inventors Month
Potato Lovers Month

Women's Heart Week | Feb. 1-7
Burn Awareness Week | Feb. 2-8
International Week of Black Women in the Arts | Feb. 7-15
National Pancake Week | Feb. 17-23
National School Counseling Week | Feb. 3-7
Pride in Foodservice Week | Feb. 3-7
Random Acts of Kindness Week | Feb. 14-20
Ramadan | Feb. 28-Mar. 30

weekly
celebration



2025 march

SUN

MON

TUE

WED

THU

FRI

SAT

1

2

3

4

World Obesity Day
National Snack Day
Fat Tuesday/Mardi Gras

5

6

7
National Cereal
Day

8

International
Women's Day



National School Breakfast Week | Clue In to School Breakfast

9

Daylight Saving
Time starts

10

11

12

Registered Dietitian
Nutritionist Day

13

International
School Meals Day

14

Holi
Pi Day

15

SNA's 2025 Legislative Action Conference

16

17

St. Patrick's Day



18

Global Recycling
Day

19

Let's Laugh Day
National Poultry Day

20

Spring Equinox

21

World Down
Syndrome Day

22

23

24

25

26

National Spinach Day

27

28

29

30

31

Berries and Cherries Month
Gender Equality Month
Irish-American Heritage Month
National Development Disabilities Awareness Month
National Celery Month
National Crafting Month
National Music in Our Schools Month
National Nutrition Month
National Noodle Month
National Reading Month
Women's History Month
Youth Art Month

Read Across America Week | Mar. 2-6
Celebrate Your Name Week | Mar. 2-8
Food Waste Action Week | Mar. 3-9
National School Breakfast Week | Mar. 3-7
National Bubble Week | Mar. 16-23
Eid al-Fitr | Mar. 29-30

monthly
celebration

weekly
celebration



2025

april

SUN	MON	TUE	WED	THU	FRI	SAT
		1 April Fools' Day	2 National Peanut Butter & Jelly Day World Autism Awareness Day	3 National Burrito Day	4 International Carrot Day 	5
6	7	8 National Empanada Day	9 National School Nurse Day	10	11	12
13	14 National Gardening Day	15 World Art Day 	16 National Banana Day	17	18 Good Friday	19
20 Easter	21	22 Earth Day	23 National Picnic Day	24	25	26
27	28 Memorial Day	29 International Dance Day	30 National Bubble Tea Day National Raisin Day National Tie Dye Day	31		

monthly
celebration

- Arab-American Heritage Month
- Earth Month
- Move More Month
- National Garden Month
- National Garlic Month
- National Grilled Cheese Month
- National Humor Month
- National Poetry Month
- National Volunteer Month
- School Library Month
- World Autism Month

- National Library Week | Apr. 6-12
- National Public Health Week | Apr. 7-13
- National Wildlife Week | Apr. 5-9
- Every Kid Healthy Week | Apr. 21-25
- Passover | Apr. 12-20

weekly
celebration

2025 may



SUN

MON

TUE

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THU

FRI

SAT

1

School
Principals' Day

2

School Lunch
Hero Day

3

National Space Day

4

5

6

National
Teacher Day



7

National School
Nurse Day

8

Superman Day

9

10

11

Mother's Day

12

13

International
Hummus Day

14

International
Sushi Day

15

International
Day of Families

16

17

18

19

Plant
Something Day

20

World Bee Day

21

Eat More Fruits and
Vegetables Day
Talk Like Yoda Day

22

23

World Turtle Day

24



25

26

Memorial Day

27

28

World Hunger Day

29

30

National
Creativity Day

31

monthly
celebration



Asian American and Pacific Islander Heritage Month
Food Allergy Awareness Month
Jewish American Heritage Month
Mental Health Awareness Month
Military Appreciation Month
National Asparagus Month
National Egg Month
National Salad Month
National Salsa Month
National Strawberry Month

Pet Appreciation Week | May 4-10
Teacher Appreciation Week | May 4-10
Children's Book Week | May 5-11

weekly
celebration



2025 june

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3 National Egg Day World Bicycle Day	4 National Cheese Day 	5 World Environment Day National Veggie Burger Day	6 National Donut Day	7
8	9	10 National Egg Roll Day	11 National Corn on the Cob Day	12 Superman Day	13	14 Flag Day
15 Father's Day	16 World Elephant Day 	17 National Eat Your Vegetables Day	18 International Sushi Day	19 Juneteenth	20	21
22	23 International Olympic Day Pink Flamingo Day	24 Upcycling Day	25 National Strawberry Parfait Day	26	27	28
29	30					

monthly
celebration

Great Outdoors Month
National Dairy Month
National Fresh Fruit and Vegetables Month
National Lemon Month
National Mango Month
National Pollinators Month
National Oceans Month
National Soul Food Month
Pride Month
Turkey Lovers Month

Stepparents Week | June 1-7
National Garden Week | June 1-7
National Flag Week | June 9-15
National Pollinator Week | June 22-28

weekly
celebration



2025 july

SUN	MON	TUE	WED	THU	FRI	SAT
		1 International Chicken Wing Day American Zoo Day	2	3 Eat Your Beans Day	4 Independence Day 	5
6	7	8	8 National Blueberry Day	10 Teddy Bear Picnic Day	11 National Blueberry Muffin Day	12
13	14 Shark and Ray Awareness Day	15	16 National Cherry Day Fresh Spinach Day	17 World Emoji Day 	18	19
SNA's 2025 Annual National Conference						
20	21	22 National Mango Day	23	24	25	26
27	28 World Nature Conservation Day	29 National Lasagna Day	30 International Day of Friendship	31 National Avocado Day		

monthly
celebration

- Eggplant Month
- National Corn Month
- National Culinary Arts Month
- National Fishing Month
- National Ice Cream Month
- National Grilling Month
- National Hot Dog Month
- National Picnic Month
- National Watermelon Month
- Parks and Recreation Month
- National Berries Month
- Wild About Wildlife Month

- Clean Beaches Week | July 1-7
- Coral Reef Awareness Week | July 20-26
- National Zoo Keeper Week | July 20-26

weekly
celebration