

SEPTEMBER



Suggested Theme Days:

- Roald Dahl Day (13th)
- British Food Fortnight (w/c 26th)

Other Events

- BNF Snack-tember

Seasonal Food Hero

- Broccoli
- Butternut Squash



OCTOBER



Suggested Theme Days:

- National Pasta Day (17th)
- National Heroes Day (Jamaica) (21st)
- Halloween (31st)
- Diwali (20th)

Seasonal Food Hero

- Pumpkin
- Beetroot
- Courgette



NOVEMBER



Suggested Theme Days:

- Bonfire Night (5th)
- National School Meals Week (11th - 15th)
- World Kindness Day (13th)

Seasonal Food Hero

- Apple
- Leek



DECEMBER



Suggested Theme Days:

- Christmas (25th)
- Christmas Jumper Day (12th)
- Gingerbread Day

Seasonal Food Hero

- Sprouts
- Cranberries



JANUARY



Suggested Theme Days:

- Winnie the Pooh Day (18th)
- Burns Night (25th)
- Chocolate Cake Day (27th)

Seasonal Food Hero

- Pears
- Swede



FEBRUARY



Suggested Theme Days:

- National Pizza Day (9th)
- Chinese New Year (w/c 17th)
- Valentine's Day (14th)
- Pancake Day (17th)
- Winter Olympics (6th)

Seasonal Food Hero

- Cauliflower
- Parsnips



MARCH



Suggested Theme Days:

- St Patricks Day (17th)
- World Book Day (5th)

Other Events

- Global Recycling Day (18th)

Seasonal Food Hero

- Orange
- Rhubarb



APRIL



Suggested Theme Days:

- National Make Lunch Count Day (13th)
- Earth Day (22nd)
- Easter (5th)

Seasonal Food Hero

- Cabbage
- New Potatoes



MAY



Suggested Theme Days:

- International Harry Potter Day (2nd)
- National BBQ Week (25th)
- National Biscuit Day (29th)

Seasonal Food Hero

- Peas
- Peppers



JUNE



Suggested Theme Days:

- Fish & Chip Day (5th)
- FIFA Football World Cup (w/c 11th)

Other Events

- World Environment Day (5th)
- World Oceans Day (8th)

Seasonal Food Hero

- Carrots
- Cucumber



JULY



Suggested Theme Days:

- Wimbledon (w/c 26th)
- American Independence Day (4th July)
- National Macaroni Day (7th)
- Teddy Bears Picnic

Seasonal Food Hero

- Peach
- Tomatoes



Primary School Food & Nutrition Marketing Plan 2025/2026



See below calendar of alternative theme days & awareness months (please note these may not be available on Sharepoint unless we are specifically asked for them as many schools do not do these theme days. You are welcome to make your own or request a menu template from the Nutrition Team.

| Month | Date | Theme Day |
|-----------------------|--|--|
| 2025 | | |
| September 2025 | 1 st – 7 th | Zero Waste Week |
| | 15 th Sept – 15 th Oct | Hispanic Heritage Month |
| | w/c 26 th Sept | British Food Fortnight |
| | 21 st | International Day of Peace |
| | 25 th | National Cooking Day |
| October 2025 | Whole of October | Black History Month |
| | 5 th | World Teacher's Day |
| | 10 th | World Mental Health Day |
| | 14 th – 20 th | National Baking Week |
| November 2025 | 11 th | Remembrance Day |
| | 13 th | World Kindness Day |
| | 27 th | Thanksgiving |
| | 30 th | St Andrew's Day |
| December 2025 | 2 nd | English Breakfast Day |
| | 8 th | National Brownie Day (brownie cookies) |
| 2026 | | |
| January 2026 | Whole of January | Veganuary |
| February 2026 | First Week Feb | World Interfaith Harmony Week (first week February every year) |
| | 2 nd – 8 th | Children's Mental Health Week |
| | 9 th | National Pizza Day |
| | 18 th | Ash Wednesday (Christian) |
| | 15 th | Parinirvana (Nirvana) Day (Buddhist) |
| March 2026 | 17 th – 18 th March | Ramadan |
| | 1 st | St David's Day |
| | 8 th | International Women's Day |
| | 4 th | Holi – Festival of Colours (Hindu) |
| | 17 th | St Patrick's Day |
| | 22 nd | World Water Day |
| April 2026 | 20 th | Eid al-Fitr |
| | March – April | Spring Picnic Menu |
| May 2026 | 23 rd | St George's Day & Shakespeare Day |
| | Whole of May | National Walking Month |
| | 5 th | Cinco de Mayo (Mexican celebration) |
| | 1 st | Wesak Day (Buddhist) |

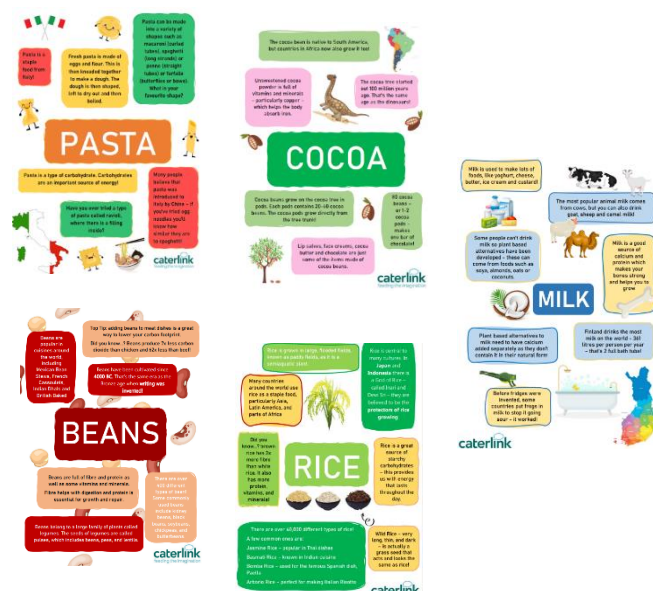
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|------------------|------------------|------------------------------|
| June 2026 | 12 th | International Falafel Day |
| | 16 th | Islamic New Year |
| | 18 th | International Picnic Day |
| July 2026 | Whole of July | Plastic Free July NEW |
| | 19 th | National Ice Cream Day |
| | 20 th | Moon Landing Anniversary |

Other educational resources: these can be sent out to schools at any time of the year.

Food Fact Posters:

The **food fact posters** can be used throughout the year in line with what is on your menu – these do not have to be used for a certain month.

| |
|------------------|
| Lentils |
| Rice |
| Chicken |
| Eggs |
| Bread |
| Fish & Oily Fish |
| Milk |
| Potatoes |
| Pasta |
| Beans |
| Cocoa |



Nutrition Curriculum Worksheets and Factsheets:

These can be sent out to schools to be printed, and either sent home with pupils, used as classroom activities, or sent out via email to parents.

Each pack will come with a factsheet on one of the topics to the left and at least one worksheet:

- *Balanced Diets*
- *Wholemeal Foods*
- *Sustainability*
- *Global Foods*
- *Fruit and Vegetables*
- *Food Waste*
- *Where Food Comes From*
- *Carbohydrates, Fat and Protein*



Primary School Food & Nutrition Marketing Plan 2025/2026

Learn with
caterlink
feeding the imagination

Nutrition and Cookery Lesson Plans:

All presentations can be used in lessons or assemblies.

Our nutrition and development chef team can deliver these, or otherwise all come with teacher notes so that teachers can deliver them to their classes!

The below brochures can be found on Sharepoint and lists out all of the topics that the nutrition and cookery lessons cover. It also details the suitable length, age group and class size for each lesson, as well as any additional requirements.



Additional Marketing for Schools:

We have a wide range of additional marketing for schools such as:

- promoting the benefits of a school meal
- comparing school meals and packed lunches
- sustainable eating tips for at home

