

# DPI Specialty Foods

Bringing the Best to Market

## 2023 MERCHANDISING GUIDE PROMOTIONAL CALENDAR

Month	Promotions Due	Amt off Customer Sales			# Wks	Merchandising Guide published	Amt off DPI Purchases	
		Customer Promo Start	Customer Promo End	DPI 1st buy date			DPI Final buy date	
January	9/8/2022	1/1/2023	1/28/2023	4	11/3/2022	12/18/2022	1/14/2023	
February	10/6/2022	1/29/2023	2/25/2023	4	12/1/2022	1/15/2023	2/11/2023	
March	11/3/2022	2/26/2023	4/1/2023	5	12/29/2022	2/12/2023	3/18/2023	
April	12/8/2022	4/2/2023	4/29/2023	4	2/2/2023	3/19/2023	4/15/2023	
May	1/5/2023	4/30/2023	5/27/2023	4	3/2/2023	4/16/2023	5/13/2023	
June	2/2/2023	5/28/2023	7/1/2023	5	3/30/2023	5/14/2023	6/17/2023	
July	3/9/2023	7/2/2023	7/29/2023	4	5/4/2023	6/18/2023	7/15/2023	
August	4/6/2023	7/30/2023	8/26/2023	4	6/1/2023	7/16/2023	8/12/2023	
September	5/4/2023	8/27/2023	9/30/2023	5	6/29/2023	8/13/2023	9/16/2023	
October	6/8/2023	10/1/2023	10/28/2023	4	8/3/2023	9/17/2023	10/14/2023	
November	7/6/2023	10/29/2023	11/25/2023	4	8/31/2023	10/15/2023	11/11/2023	
December	8/3/2023	11/26/2023	12/30/2023	5	9/28/2023	11/12/2023	12/16/2023	