

# DESSERT HOLIDAYS WORTHY OF CELEBRATION!

# 2024

THIS YEARLY CALENDAR FEATURES THE MOST POPULAR DESSERT INSPIRED FOODIE HOLIDAYS, MEANT TO BE CELEBRATED AND ENJOYED. PAIR WITH YOUR SWEET STREET DESSERT OFFERING TO HIGHLIGHT MENU ITEMS WHILE INCREASING ENGAGEMENT AND DRIVING INCREMENTAL SALES.

<p> <b>JANUARY</b></p> <p>National Baking Month            1- New Years Day            8- Gluten Free Day*            22- Blondie Brownie Day            23- Pie Day            27- Chocolate Cake day*            30- Croissant Day</p>	<p> <b>FEBRUARY</b></p> <p>Chocolate Lovers Month            3- Carrot Cake Day            14- Valentines Day            16- Almond Day            23- Banana Bread Day*</p>	<p> <b>MARCH</b></p> <p>Peanut Month            1- Peanut Butter Lovers Day            6- OREO® Day*            17- St. Patrick's Day            31- Easter*</p>	<p> <b>APRIL</b></p> <p>1- April Fools            2- PB&amp;J Day            5- Caramel Day*            7- Coffee Cake Day            26- Pretzel Day            30- Oatmeal Cookie Day</p>
<p> <b>MAY</b></p> <p>National Strawberry Month            5- Cinco de mayo*            11- Eat What You Want Day            12- Mother's day            13- Apple Pie Day            15- Chocolate Chip Day            26- Blueberry Cheesecake Day            27- Memorial Day*</p>	<p> <b>JUNE</b></p> <p>1- Hazelnut Cake Day            11- German Chocolate Cake Day            13- Cupcake Lovers Day*            16- Father's Day*</p>	<p> <b>JULY</b></p> <p>4- Independence Day*            8- Blueberry Day            12- Pecan Pie Day            27- Creme Brulee Day            28- Milk Chocolate Day            30- Cheesecake Day* and Friendship Day</p>	<p> <b>AUGUST</b></p> <p>2- Ice cream Sandwich Day            4- Chocolate Chip Cookie Day*            10- S'mores Day</p>
<p> <b>SEPTEMBER</b></p> <p>2- Labor Day*            7- Int. Bacon Day            9- I Love Food Day            22- White Chocolate Day            26- Key Lime Pie Day</p>	<p> <b>OCTOBER</b></p> <p>national apple pie month; caramel month; cookie month; dessert month            1- Pumpkin Spice Day            14- Dessert Day*            18- Chocolate Cupcake            26- Pumpkin Day            28- Chocolate Day            31- Dalloween* / Caramel Apple Day</p>	<p> <b>NOVEMBER</b></p> <p>National PB Lovers Month            10- Vanilla Cupcake Day*            15- Bundt day            25- Eat w/ a Friend Day            26- Cake Day            28- Thanksgiving*</p>	<p> <b>DECEMBER</b></p> <p>National Fruit Cake Month            4- Cookie Day*            13- Cocoa Day            25 Christmas*</p>

\* IMAGES FOR THESE HOLIDAYS HAVE BEEN CREATED BY SWEET STREET AND CAN BE DOWNLOADED FROM OUR IMAGE LIBRARY ON SWEETSTREET.COM, SIMPLY SELECT "SOCIAL MEDIA HOLIDAYS" FROM THE DROP DOWN TO DOWNLOAD THE IMAGE. ADD YOUR LOGO AND SHARE ON YOUR SOCIAL CHANNELS.



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Do you have suggestions or questions about executing a social media campaign?  
 Please contact Jennifer.Matten@sweetstreet.com.

