

# OCTOBER

Looking for the perfect October promotion to spark energy and excitement with your customers? The “Seasonal Sales Booster” is a clever way to harness this month’s built-in momentum. October is packed with natural touchpoints, like International Coffee Day, where you can surprise buyers with coffee samples in their orders, or World Vegetarian Day for tailored treats to your veggie-loving customers. And of course, the month closes with Pumpkin Day and Halloween, both prime opportunities for limited-time discounts and seasonal product promos that always capture attention. It’s the sweet spot for combining fun, seasonal relevance with smart sales tactics, giving your customers a reason to engage while keeping your brand top-of-mind. Plus, it positions your business as agile and creative, tapping into cultural moments while competitors miss the chance.

## PROMOTIONAL DATES

MON      TUE      WED      THU      FRI      SAT      SUN

- 1<sup>st</sup> October - International Coffee Day
- 1<sup>st</sup> October - World Vegetarian Day
- 10<sup>th</sup> October - World Mental Health Day
- 16<sup>th</sup> October - World Food Day
- 25<sup>th</sup> October - World Pasta Day
- 25<sup>th</sup> October - World Pumpkin Day
- 31<sup>st</sup> October - Halloween



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