

BY THE NUMBERS

DAYS OF THE MONTH

for convenience stores

In the media world, a news peg is what makes a story timely or newsworthy. Yet in the retail world, news pegs are often not so easy to come by, or as effective or complimentary. So in lieu of relying on breaking news, we've pieced together a year's worth of "national days" for you to hang your convenience store hat on. Free donuts on National Donut day? Beer promotions on National Beer Day? Take your pick!

JANUARY

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31



3: National Drinking Straw Day

10: National Cut Your Energy Costs Day



11: National Milk Day

14: National Hot Pastrami Sandwich Day

19: National Popcorn Day



28: National Have Fun at Work Day

FEBRUARY

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28



4: National Homemade Soup Day

6: National Frozen Yogurt Day



9: National Pizza Day

9: National Bagel Day

11: National Peppermint Patty Day



25: National Chili Day

MARCH

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

1: National Peanut Butter Lover's Day

3: National Cold Cuts Day

4: National Employee Appreciation Day

6: National Oreo Cookie Day

13: National Good Samaritan Day

14: National Potato Chip Day

23: National Chip and Dip Day

APRIL

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30



5: National Deep Dish Pizza Day

7: National Beer Day

17: National Cheeseball Day

21: National High Five Day

22: National Jelly Bean Day

23: National Picnic Day



26: National Pretzel Day

MAY

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31



4: National Orange Juice Day

5: National Hoagie Day



6: National Beverage Day



11: National Third Shift Workers Day

20: National Pizza Party Day



25: National Wine Day

JUNE

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30



3: National Donut Day



7: National Chocolate Ice Cream Day



12: National Jerky Day



30: Social Media Day

JULY

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31



6: National Fried Chicken Day

17: National Ice Cream Day



20: National Lollipop Day

23: National Hot Dog Day



24: National Drive-Thru Day

28: National Refreshment Day

AUGUST

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31



2: National Ice Cream Sandwich Day



19: National Soft Ice Cream Day



24: National Waffle Day



26: National Dog Day



31: National Trail Mix Day

SEPTEMBER

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

2: Bring Your Manners to Work Day



9: Hug Your Boss Day

14: Eat a Hoagie Day



17: Eat an Apple Day

21: World Gratitude Day



28: Drink Beer Day

OCTOBER

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31



4: National Taco Day



9: World Egg Day

15: Get Smart About Credit Day



22: National Nut Day



27: Cranky Coworkers Day

NOVEMBER

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30



3: National Sandwich Day



4: National Candy Day

4: National Stress Awareness Day



8: National Cappuccino Day



14: National Pickle Day

DECEMBER

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31



4: National Cookie Day



9: National Pastry Day



17: National Maple Syrup Day



26: National Candy Cane Day



30: Bacon Day