

**JANUARY**

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**JANUARY**  
 12/28-1/31 **"The Insider" Dates**  
 1/12 **NCD Insider March Ads Due**  
**Start Planning Now!**  
 ■ 3/1 Peanut Butter Lover's Day  
 ■ 3/6 Oreo Cookie Day  
 ■ 3/12 Popcorn Lover's Day  
 ■ 3/14 Potato Chip Day  
 ■ 3/17 St Patrick's Day

**APRIL**

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**APRIL**  
 3/29-5/2 **"The Insider" Dates**  
 4/13 **NCD Insider June Ads Due**  
 4/23 **The Big E, Springfield, MA - TRADESHOW**  
**Start Planning Now!**  
 ■ 6/3 Egg Day  
 ■ 6/4 Cheese Day  
 ■ 6/5 Donut Day  
 ■ 6/21 Father's Day  
 ■ 6/26 Chocolate Pudding Day

**FEBRUARY**

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**FEBRUARY**  
 2/1-2/28 **"The Insider" Dates**  
 2/9 **NCD Insider April Ads Due**  
**Start Planning Now!**  
 ■ 4/5 Easter Sunday  
 ■ 4/12 Grilled Cheese Sandwich Day  
 ■ 4/23 National Picnic Day  
 ■ 4/26 Pretzel Day

**MAY**

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**MAY**  
 5/3-5/30 **"The Insider" Dates**  
 5/11 **NCD Insider July Ads Due**  
**Start Planning Now!**  
 ■ 7/4 Independence Day  
 ■ 7/6 Fried Chicken Day  
 ■ 7/7 Chocolate Day  
 ■ 7/10 French Fry Day  
 ■ 7/14 Mac and Cheese Day  
 ■ 7/15 Hot Dog Day  
 ■ 7/16 Cherry Day  
 ■ 7/17 Lottery Day  
 ■ 7/19 Ice Cream Day  
 ■ 7/21 Junk Food Day  
 ■ 7/28 Milk Chocolate Day  
 ■ 7/29 Chicken Wings Day  
 ■ 7/30 Cheesecake Day  
 ■ 7/31 Avocado Day

**MARCH**

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**MARCH**  
 3/1-3/28 **"The Insider" Dates**  
 3/16 **NCD Insider May Ads Due**  
**Start Planning Now!**  
 ■ 5/5 Cinco de Mayo  
 ■ 5/11 Mother's Day  
 ■ 5/15 Apple Pie Day  
 ■ 5/16 Pizza Party Day  
 ■ 5/25 Memorial Day  
 ■ 5/28 Burger Day

**JUNE**

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**JUNE**  
 5/31-6/27 **"The Insider" Dates**  
 6/15 **NCD Insider August Ads Due**  
 TBD **NCD Virtual Show**  
**Start Planning Now!**  
 ■ 8/4 Chocolate Chip Cookie Day  
 ■ 8/24 Waffle Day

**REMINDER: SPONSORSHIPS AVAILABLE, CONTACT [NCDMARKETING@THENCD.COM](mailto:NCDMARKETING@THENCD.COM)**

## JULY

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## JULY

6/28-8/1 "The Insider" Dates  
7/13 NCD Insider September Ads Due

### Start Planning Now!

- 9/5 Cheese Pizza Day
- 9/7 Labor Day
- 9/7 Salami Day
- 9/12 Chocolate Milkshake Day
- 9/13 Peanut Day
- 9/16 Guacamole Day
- 9/18 Cheeseburger Day
- 9/19 Eat an Apple Day
- 9/20 Pepperoni Pizza Day
- 9/22 White Chocolate Day
- 9/25 Apple Day

## OCTOBER

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## OCTOBER

9/27-10/31 "The Insider" Dates  
10/12 NCD Insider December Ads Due  
10/14-10/17 NACS Show  
TBD NCD Trade Show, Tampa, FL

### Start Planning Now!

- 12/4 Cookie Day
- 12/8 Brownie Day
- 12/15 Cupcake Day
- 12/16 Chocolate Covered Anything Day
- 12/25 Christmas Day
- 12/26 Boxing Day
- 12/30 Bacon Day
- 12/31 New Year's Eve

## AUGUST

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## AUGUST

8/2-8/29 "The Insider" Dates  
8/10 NCD Insider October Ads Due

### Start Planning Now!

- 10/1 Coffee Day
- 10/4 Cinnamon Roll Day
- 10/6 Taco Day
- 10/12 Columbus Day
- 10/14 Dessert Day
- 10/17 Sweetest Day
- 10/22 Nut Day
- 10/28 Chocolate Day
- 10/31 Halloween

## NOVEMBER

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## NOVEMBER

11/1-11/28 "The Insider" Dates  
11/17 NCD Insider January '26 Ads Due

### Start Planning Now!

- 1/11 Gluten-Free Day
- 1/19 Popcorn Day
- 1/23 Pie Day
- 1/24 Peanut Butter Day
- 1/27 Chocolate Cake Day
- 1/30 National Croissant Day

## SEPTEMBER

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## SEPTEMBER

8/30-9/26 "The Insider" Dates  
9/14 NCD Insider November Ads Due  
9/24 NCD Trade Show, Atlantic City, NJ

### Start Planning Now!

- 11/3 Sandwich Day
- 11/4 Candy Day
- 11/8 Cappuccino Day
- 11/11 Veterans Day
- 11/11 Sundae Day
- 11/14 Pickle Day
- 11/26 Cake Day
- 11/26 Thanksgiving

## DECEMBER

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## DECEMBER

11/29-12/26 "The Insider" Dates  
12/22 NCD Insider February '26 Ads Due

### Start Planning Now!

- 2/3 Carrot Cake Day
- 2/5 Nutella Day
- 2/6 Frozen Yogurt Day
- 2/9 Pizza Day
- 2/14 Valentine's Day
- 2/16 Almond Day
- 2/26 Pistachio Day

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