

## JANUARY

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## JANUARY

- 12/29-2/1 **"The Insider" Dates**  
1/13 **NCD Insider March Ads Due**
- Start Planning Now!**
- 3/1 Peanut Butter Lover's Day
  - 3/6 Oreo Cookie Day
  - 3/13 Popcorn Lover's Day
  - 3/14 Potato Chip Day
  - 3/17 St Patrick's Day

## APRIL

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## APRIL

- 3/30-5/3 **"The Insider" Dates**  
4/14 **NCD Insider June Ads Due**  
4/24 **The Big E, Springfield, MA**
- Start Planning Now!**
- 6/3 Egg Day
  - 6/4 Cheese Day
  - 6/6 Donut Day
  - 6/15 Father's Day
  - 6/26 Chocolate Pudding Day

## FEBRUARY

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## FEBRUARY

- 2/2-3/1 **"The Insider" Dates**  
2/10 **NCD Insider April Ads Due**
- Start Planning Now!**
- 4/12 Grilled Cheese Sandwich Day
  - 4/20 Easter Sunday
  - 4/23 National Picnic Day
  - 4/26 Pretzel Day

## MAY

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## MAY

- 5/4-5/31 **"The Insider" Dates**  
5/12 **NCD Insider July Ads Due**
- Start Planning Now!**
- 7/4 Independence Day
  - 7/6 Fried Chicken Day
  - 7/7 Chocolate Day
  - 7/13 French Fry Day
  - 7/14 Mac and Cheese Day
  - 7/16 Hot Dog Day
  - 7/16 Cherry Day
  - 7/17 Lottery Day
  - 7/20 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

- 3/2-3/29 **"The Insider" Dates**  
3/17 **NCD Insider May Ads Due**
- Start Planning Now!**
- 5/5 Cinco de Mayo
  - 5/11 Mother's Day
  - 5/13 Apple Pie Day
  - 5/16 Pizza Party Day
  - 5/26 Memorial Day
  - 5/28 Burger Day

## JUNE

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## JUNE

- 6/1-6/28 **"The Insider" Dates**  
6/16 **NCD Insider August Ads Due**
- 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

TBD Virtual NCD Trade Show  
6/29-8/2 "The Insider" Dates  
7/14 NCD Insider September Ads Due

### Start Planning Now!

- 9/1 Labor Day
- 9/5 Cheese Pizza Day
- 9/7 Salami Day
- 9/12 Chocolate Milkshake Day
- 9/13 Chocolate Day
- 9/13 Peanut Day
- 9/16 Gucamole Day
- 9/18 Cheeseburger Day
- 9/20 Pepperoni Pizza Day
- 9/20 Eat an Apple Day
- 9/22 White Chocolate Day
- 9/29 Coffee Day

## OCTOBER

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## OCTOBER

9/28-11/1 "The Insider" Dates  
10/13 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

8/3-8/30 "The Insider" Dates  
8/11 NCD Insider October Ads Due

### Start Planning Now!

- 10/4 Taco Day
- 10/4 Cinnamon Roll Day
- 10/13 Indigenous Peoples' Day
- 10/14 Dessert Day
- 10/19 Sweetest Day
- 10/21 Apple Day
- 10/22 Nut Day
- 10/28 Chocolate Day
- 10/31 Halloween

## NOVEMBER

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## NOVEMBER

11/2-11/29 "The Insider" Dates  
11/17 NCD Insider January '26 Ads Due

### Start Planning Now!

- 1/13 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

8/31-9/27 "The Insider" Dates  
9/15 NCD Insider November Ads Due  
9/25 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
- 11/27 Thanksgiving

## DECEMBER

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## DECEMBER

11/30-12/27 "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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