

**MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD
AT LIQUOR STORE
FEBRUARY 3, 2015
6:15 P.M.**

AGENDA

- I. CALL TO ORDER
- II. CONSENT AGENDA
 - A. Minutes (page 1)
- III. NEW BUSINESS
 - A. Election of Officers (page 2)
 - B. Meeting Schedule (page 3)
 - C. February Promotions
 - D. 2015 Goals – Each Board Member please bring 3 goals with to the meeting.
- IV. OLD BUSINESS
 - A. Sales & Purchasing - Report
 - B. Wine Club – Report
 - 1. Survey (page 4)
 - C. Painting & Upgrade Ideas
 - D. MMBA – Report
 - E. Staff Focus – Items they are working on
 - F. Surplus Items – Items From Vendors (displays) – need to go through surplus process to get rid of.
 - G. Advertising/Promotions Calendar (page 5)
 - H. Community Worth Event – Holiday Lights
 - I. Teals Report
- V. INFORMATIONAL
- VI. ADJOURN

*****Please contact Bill Ludwig at 320-243-3874 or at liquor@paynesvillemn.com if you can't attend the meeting.*****

**Voting Members: Jeff Thompson, Jennifer Welling, Steve Vaske, Sue Hecht, and Reed Ringstad.
Advisory Member: Bill Ludwig**

This agenda has been prepared to provide information regarding an upcoming meeting of the Paynesville Municipal Off-Sale Retail Liquor Board. This document does not claim to be complete and is subject to change.

BARRIER FREE: All Paynesville Cable Committee meetings are accessible to the handicapped. Attempts will be made to accommodate any other individual need for special services. Please contact City Hall (320) 243-3714 early, so necessary arrangements can be made.

REQUEST FOR COMMITTEE/COUNCIL ACTION

COMMITTEE/COUNCIL NAME: Liquor Board

Committee/Council Meeting Date: February 3, 2015

Agenda Section: Consent

Originating Department: Administration

Item Number: II - A

ITEM DESCRIPTION: Minutes

Prepared by: Staff

COMMENTS:

The minutes from the previous meetings will be emailed out and or distributed at the meeting.

ADMINISTRATOR COMMENTS:

COMMITTEE/COUNCIL ACTION:

Motion to approve the minutes from the December 2, 2014 and January 6, 2015 Municipal Off-Sale Retail Liquor Board meetings.

REQUEST FOR COMMITTEE/COUNCIL ACTION

COMMITTEE/COUNCIL NAME: Liquor Board

Committee/Council Meeting Date: February 3, 2015

Agenda Section: New Business

Originating Department: Administration

Item Number: III - A

ITEM DESCRIPTION: Election of Officers

Prepared by: Staff

COMMENTS:

Nominations for Chairperson.

Nominations for Vice Chairperson.

Nominations for Secretary.

ADMINISTRATOR COMMENTS:

COMMITTEE/COUNCIL ACTION:

A motion to elect _____ as Chairperson.

A motion to elect _____ as Vice Chairperson.

A motion to elect _____ as Secretary.

REQUEST FOR COMMITTEE/COUNCIL ACTION

COMMITTEE/COUNCIL NAME: Liquor Board

Committee/Council Meeting Date: February 3, 2015

Agenda Section: New Business

Originating Department: Administration

Item Number: III - B

ITEM DESCRIPTION: Meeting Schedule

Prepared by: Staff

COMMENTS:

Every year each Committee sets their yearly meeting schedule. Currently the Board meets the first Tuesday of each month at 6:15 p.m.

ADMINISTRATOR COMMENTS:

COMMITTEE/COUNCIL ACTION:

A motion to set the Municipal Off-Sale Retail Liquor Board meetings for _____.

2015 Paynesville Wine Club Survey

To help us better serve you, please fill out the following survey. Thank you for your patronage and we look forward serving you in 2015.

1. How often do you attend Wine Club?

First Time
Monthly
Quarterly
Bi-Annually
Yearly

2. Do you feel the \$5 cost of the event(s) is appropriate? Yes No
 Do you purchase punch cards to save money? Yes No
 Do you purchase advance tickets? Yes No
 Do you pay at the door? Yes No
 If a ticket price increase is necessary what is the maximum you would pay? _____

3. Which Wine Club location would you prefer? _____ American Legion
 (Please rank 1 to 4 with 1 being your first choice.) _____ Queen Bee's Bar & Grill
 _____ Ron & Judy's Restaurant
 _____ Other _____

Would you support rotating the Wine Club event between the above establishments?

Yes No Why or why not? _____

4. Have you ever attended Beer Camp? Yes No
 Why or why not? _____
 Comments: _____

5. Have you ever attended Bourbon Night? Yes No
 Why or why not? _____
 Comments: _____

6. Have you ever attended Rum Night? Yes No
 Why or why not? _____
 Comments: _____

7. Would you prefer that Wine Club be held? Monthly Bi-Monthly Quarterly

8. Do you enjoy the non-wine events held in June and July? Yes No
 Why or why not? _____
 Comments: _____

9. How do you feel about not having Wine Club in August? _____

10. How do you hear about Liquor Store events?

Friends
Newspaper
Email
Flyers/Posters
Liquor Store Staff

8. What other event(s) or tasting(s) are you interested in the Liquor Store hosting?

9. Other comments, questions, concerns: _____

Thank you for taking the time to fill this survey out. We value your feedback.





Jan 28, 2015

SEARCH



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- Promotional Brainstorming That Works
- Epic Promotions to Host in the New Year
- 7 Clever Cocktail Promotions to Make You Money
- Positioned to Produce Effective Promotions

About the Author: Kristen Santoro



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- Articles by Kristen Santoro

Promotion Planning

2015 Marketing & Promotions Planning Guide and Holiday Calendar

January 6, 2015

By: [Kristen Santoro](#)

Like 7 people like this. Sign Up to see what your friends like.



In order to increase traffic and make that register ring throughout 2015 your small business needs to avoid dangerous promotions and focus on the ones that you are guaranteed to reap the benefits of.

So how do you make sure that happens?

By following our 2015 Marketing & Promotions Plan and utilizing our Holiday Calendar! Our plan aims to give you practical strategies that are easy to implement over the course of the year. It will provide focus and direction while encouraging you to think outside the box to create promotions that are unique to your venue.

It's important to understand how each one of the promotions that you choose to run fits into the overall "big picture" of your marketing and promotions scheme. Therefore, it's useful to view each promotion as a single step in a series of activities designed to build sales. Mapping them all out at the beginning of the year allows you to see how individual promos fit together to make a bigger impact on your business.

Ultimately, we're suggesting that you look at not just your Monday through Sunday promotions on a weekly or monthly basis but planning through all 52 weeks of the year – reevaluating the plan at 26 weeks.

With this plan in hand, along with continuous updates on [Nightclub.com](#), you'll be armed with ideas to attract crowds every day of the year! The more you plan, the easier and more successful your promotions will become.

Where to Start:

- Determine your main focus of the marketing and promotions plan.
- Identify a weekday that you see as having potential to increase sales.

i2 Touch POS
Bar & Nightclub POS Experts.
NCB SHOW BOOTH #122
Speed. Control. Profit.
LEARN MORE

5

- Establish a revenue goal based on past sales history for that particular day.
- Budget appropriately taking into consideration all the costs associated with running a promotion.
- Based on your main focus carefully direct your promotions at the right audience.

A systematic approach to building sales can produce amazing results if you plan in detail and cover all the bases. Do not fall prey to the latest trends or fads. Not all of them will compliment your brand or relate to your target audience. The most effective promotional plans are cohesive and well-planned.

The key is to be organized and have a game plan. Promos are like little mini-stage productions: They need to be planned, budgeted, cast, rehearsed and directed. Each member of your team needs to know what his/her role is and what's expected of them.

Here we have provided some key elements for creating your marketing and promotions plan to help you get started.

Objective

What is the purpose of creating this marketing plan? Do you want to increase new customer traffic? Provide incentive programs for loyal customer? Build brand awareness through social media channels? Or, all of the above? It is best to clarify the main focus of the plan upfront.

Go Back

Did you create a marketing and promotions plan last year? If so, take the time to look back and objectively review the promotions that you executed. Analyze why successful promotions drove traffic to your business. Also evaluate what didn't work so that you don't make those same mistakes again. Sometimes a great idea fails because it was executed at the wrong time or promoted to the wrong audience.

Target Audience

Research shows that a carefully executed promotion plan directed at the appropriate audience significantly increases the effectiveness of the promotion. Identify the exact types of customers you want to frequent your establishment over the next year. It is impossible to market to everyone therefore this helps you to concentrate on specific groups that fit your theme and brand.

Budget

Budgeting is a key element in planning your marketing and promotions plan. Make sure that you know how much money you can allocate to your promotional strategies each month. This will determine how many promotions you can realistically implement based on the allocated portion of revenues that you put towards the plan. Promotional spend varies from venue to venue; therefore, you need to determine what works best for your budget. If you're a new venue budget more than you think you need.

Strategy

Based on the previous steps and the information that you have gathered it's now time to define the key elements of the marketing and promotions plan and the lead time needed in order to execute successfully. Without deadlines little will get done. Lay out the opportunities that you would like to take advantage of and what/when tasks need to be completed.

Tactics

Tactics include defining exactly what you are actually going to do for each promotion. Create a central theme and develop a message to support that theme. Get creative and fine tune the preliminary details of the promotions prior to implementation. Most people start at this step and then wonder why their promotions didn't work.

Marketing

Research the competition. Again, honesty is key. What are they doing now, and what was successful for them in the past when it comes to marketing? Marketing and advertising adds up fast and if you are not careful, it will kill your profits. There are tons of inexpensive ways to get the word out like social media or local papers looking to do a story. Tip: Invite the local media to try your food and beverage for free. Build advocates and they will help market for you. Also, don't be afraid to hit the streets. Most important: Keep it simple. If it takes more than a sentence to explain, it's too complicated.

Execute

A great promotion means nothing if you can't execute, so make sure your staff is fully prepared and don't spare any details. Designate someone from your staff to drive the promotion. Then provide them with a Promotional Execution Guide. Include the following:

- What — A summary of the promotion and goal(s).
- When — Pertinent "headline" dates (start, end, contest dates, finals, etc.).
- Who — Who is doing what and by what date? Sponsorships, POS materials, drink development, running the contest (if there is one)/contest rules, media, staff, food, etc.
- FAQ — Think of all of the things a customer or server may ask and make sure you have an answer. Can someone reserve a table? If so, who and how? Who handles reservations, and is there a special reservation list? Is there an employee incentive? How does it work? What are the prizes? Are there food specials? What are they? A FAQ list can be hung on the employee bulletin board or attached to paychecks to make sure everyone is aware of the event as well as when and how it works for staff and guests.

Make sure to check in with the appointed staff member in order to keep them on track and provide them with the proper support to ensure success.

Evaluate

Evaluation of the marketing and promotions plan should take place on an overall level at the end of the year and an individual promotions level. Did the promotions work? If so, great! But, what elements contributed to the success of these promotions that can be applied to the others? What if your master plan didn't work? What can you learn from the promotion and make sure not to repeat.

Click on the icons for each month to see even more profitable promotional ideas.



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January
National Thank You Month
National Hobby Month

January 1
National Bloody Mary Day
New Year's Day

January 4
National Trivia Day

January 11
National Hot Toddy Day

January 19
National Popcorn Day
Martin Luther King Day

January 23
National Pie Day

January 24
Beer Can Appreciation Day

January 26
National Irish Coffee Day



February
Black History Month

February 1
NFL Super Bowl Sunday

February 6
National Wear Red Day

February 11
National Peppermint Patty Day

February 14
Valentine's Day

February 15
Singles Awareness Day

February 16
President's Day

February 17
Mardi Gras

February 18
Drink Wine Day

February 19
Chinese New Year

February 22
National Margarita Day

February 27
National Kahlua Day



March
Red Cross Month

March 3
National Mulled Wine Day

March 8
International Women's (Working) Day
Daylight Savings Begins

March 16
Freedom of Information Day

March 17
St. Patrick's Day
National Green Beer Day

March 20
Spring Begins

March 29
National Mom and Pop Business Owners Day

March 30 - April 1
Nightclub & Bar Convention and Trade Show

March 31 - April 1
VIBE Conference



April
National Humor Month

April 1
April Fool's Day



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April 7
World Health Day
National Beer Day

April 13
Scrabble Day

April 18
National High Five Day

April 19
Amaretto Day

April 20
Food Day

April 22
Earth Day



May
National Hamburger Month

May 5
Cinco de Mayo

May 6
Beverage Day

May 8
World Red Cross Day

May 10
Mother's Day

May 13
World Cocktail Day

May 16
Wear Purple for Peace Day

May 18
Armed Forces Day
World Whiskey Day

May 21
National Waiters and Waitresses Day

May 25
National Wine Day
Memorial Day

May 28
National Hamburger Day



June
National LGBT Pride Month

June 4
Hipster Beer Day
National Cognac Day

June 5
World Environment Day

June 8
Name Your Poison Day

June 10
National Iced Tea Day

June 14
Flag Day
National Bourbon Day

June 19
National Martini Day

June 21
Summer Begins



July
National Hot Dog Month

July 1
International Joke Day

July 2
National Anisette Day

July 4
Independence Day

July 5
Bikini Debut: 69th Anniversary



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July 10
National Pina Colada Day

July 14
National Grand Marnier Day

July 16
Ice Cream Sundae Day

July 19
National Daiquiri Day

July 23
National Hot Dog day

July 24
National Tequila Day

July 27
National Scotch Day

August
National Sandwich Month

August 1
National Girlfriend Day (Girls)

August 4
US Coast Guard Day

August 6
National IPA Day

August 7
International Beer Day

August 12
Vinyl Record Day

August 16
National Rum Day

August 19
National Aviation Day

August 25
National Whiskey Sour Day



September
California Wine Month

September (TBA)
NFL Opening Day

September 6
Cheese Pizza Day

September 7
Labor Day

September 11
9/11 Remembrance Day
Patriot day

September 15
National Crème de Menthe Day

September 16
Mexican Independence Day

September 18
National Cheeseburger Day

September 19
Oktoberfest Begins

September 20
National Rum Punch Day

September 21
International Day of Peace

September 23
Autumn Begins

September 28
National Drink a Beer Day

September 30
National Mulled Cider Day



October
Breast Cancer Awareness Month

October (TBA)
MLB World Series



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October 1
World Vegetarian Day

October 2
World Smile Day

October 4
Vodka Day

October 5
World Teacher's Day

October 13
Columbus Day

October 16
World Food Day
National Bosses Day

October 24
United Nations Day

October 25
World Pasta Day

October 27
Navy Day

October 31
Halloween



November
Peanut Butter Lovers Month

November 1
All Saints Day

November 6
National Nacho Day

November 11
Veterans Day

November 12
Happy Hour Day

November 14
National Spicy Guacamole Day

November 19
Great American Smokeout

November 23
National Espresso Day

November 25
Black Wednesday

November 26
Thanksgiving Day

November 27
Black Friday



December
National Eggnog Month

December 4
National Cookie Day

December 5
Repeal Day (end of Prohibition) 82nd Anniversary

December 6
National Bartender Appreciation Day

December 7
International Civil Aviation day
Pearl Harbor Day

December 10
National Lager Day

December 15
Bill of Rights Day

December 20
National Sangria Day

December 21
Winter Begins

December 24
National Eggnog Day

December 25
Christmas Day



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December 31
New Year's Eve
National Champagne Day

[Add Comment](#)

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January 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes National Thank You Month National Soup Month National Hobby Month				1 New Years' Day National Bloody Mary Day <i>Holiday</i>	2 National Buffet Day	3 National Drinking Straw Day
4 National Trivia Day National Whipped Cream Day	5	6	7	8	9 Alaska Beer Week Begins	10 Kalamazoo Beer Week Begins
11 National Hot toddy Day	12	13 Stick to Your New Year's Resolution Day	14 Hot Pastrami Sandwich Day	15 National Hat Day Strawberry Ice Cream Day	16 International Hot & Spicy Food Day	17 Ditch Your New Year's Resolution Day National Hot Buttered Rum Day S Florida Beer Week Begins
18	19 <i>Holiday</i> Martin Luther King Day National Popcorn Day	20 National Cheese Lovers Day	21 National New England Clam Chowder Day	22 National Blonde Brownie Day <i>Wine Club</i>	23 National Pie Day	24 National Beer Can Appreciation Day
25 National Irish Coffee Day	26 Spouses Day	27 National Chocolate Cake Day	28 National Blueberry Pancake Day	29 National Corn Chip Day	30 National Escape Day	31 National Brand Alexander Day

~ February 2015 ~

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Super Bowl Sunday National Freedom Day	2 Groundhog Day	3	4 Tu Bishvat Rosa Parks Day	5	6 National Wear Red Day	7
8	9	10	11 National Peppermint Patty Day	12 Lincoln's Birthday	13	14 Valentine's Day Arizona Cocktail Week Begins
15 Singles Awareness Day	16 <i>Holiday</i> President's Day	17 Mardi Gras	18 Ash Wednesday Drink Wine Day	19 Chinese New Year	20	21
22 National Margarita Day	23	24	25	26 <i>Wine Club</i>	27 National Kahlua Day	28

~ March 2015 ~

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Peanut Butter Lovers Day	2 Banana Cream Pie Day	3 National Mulled Wine Day	4 National Pound Cake Day	5	6	7 National Cereal Day
8 Int'l Women Working Day Daylight Saving Time	9 National Crabmeat Day	10	11	12	13 National Jewel Day	14 National Potato Chip Day
15 Drumstick Day	16 Freedom of Information Day	17 St. Patrick's Day National Green Beer Day	18	19 National Chocolate Caramel Day	20 First Day of Spring	21 National French Bread Day
22 World Water Day Bovarian Crepes Day	23 National Puppy Day	24 Chocolate Covered Raisins Day	25 International Waffle Day National Lobster Newburg Day	26 <i>Wine Club</i>	27	28 Something on a Stick Day
29 National Mom & Pop Business Owners Day	30 Nightclub & Bar Show VIBE Conference Turkey Neck Soup Day	31 Nightclub & Bar Show VIBE Conference	Notes: Red Cross Month			

~ April 2015 ~

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Nightclub & Bar Show VIBE Conference April Fool's Day	2 National PB&J Day	3 National Chocolate Moose Day	4 National Cordon Blue Day
5 Easter Sunday National Caramel Day	6 National Carmel Popcorn Day	7 World Health Day National Beer Day	8 National Empanada Day	9 Name Yourself Day	10 National Sibling Day Chicago Whiskey Fest	11 National Cheese Fondue Day
12 Grilled Cheese Sandwich Day	13 Scrabble Day WSWA	14	15 Holocaust Remembrance Day Tax Day	16 Day of the Mushroom National Farm Stand Day	17	18 National High Five Day National Angel Food Cake Day
19 National Amaretto Day	20 Look Alike Day	21 Chocolate-Covered Cashew Day	22 Earth Day National Jelly Bean Day	23 <i>Wine Club</i>	24 Arbor Day Pig in a Blanket Day	25
26 National Pretzel Day	27 Babe Ruth Day National Prime Rib Day	28 National Blueberry Pie Day	29 National Shrimp Scampi Day	30 Hairstyle Appreciation Day	Notes National Humor Month	

~ May 2015 ~						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2 Madison Beer Week Begins
3	4	5 Cinco de Mayo	6 Beverage Day	7	8 World Red Cross Day	9
10 Mother's Day	11 American Craft Beer Week Begins	12	13 World Cocktail Day	14 <i>Wine Club</i>	15 Manhattan Cocktail Classic Begins National Chocolate Chip Day	16 Wear Purple for Peace Day
17	18 Armed Forces Day World Whiskey Day	19	20	21 National Waiters and Waitresses Day	22 <i>Customer Apprec.</i>	23
24	25 <i>Holiday</i> National Wine Day Memorial Day	26	27	28 National Hamburger Day	29 Philly Beer Week Begins	30 National Mint Julep Day
31	Notes: National Hamburger Month National Egg Month National BBQ Month National Beef Month National Bike Month National Strawberry Month National Salad Month					

* Community worth event

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~ June 2015 ~

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 National Hazelnut Cake Day	2 National Rocky Road Day	3 National Donut Day	4 Hipster Beer Day National Cognac Day NBA Finals Begin	5 World Environment Day Portland Beer Week Begins <i>Beer Camp</i>	6
7 National Donut Day	8 <i>T+C</i> Name Your Poison Day	9 <i>T+C</i> Donald Duck Day	10 <i>T+C</i> National Iced Tea Day	11 <i>T+C</i> National German Chocolate Day	12 <i>T+C</i> National Peanut Butter Cookie Day	13 <i>T+C</i> National Lobster Day
14 Flag Day National Bourbon Day Kansas City Craft Beer Week	15	16 National Fudge Day	17 National Studel Day	18 International Picnic Day National Splurge Day	19 National Martini Day	20 Vanilla Milkshake Day
21 First Day of Summer Father's Day NH Craft Beer Week Begins	22 National Chocolate Éclair Day	23 National Pink Day	24	25	26 Chocolate Pudding Day	27 Sunglasses Day
28	29	30 Ice Cream Soda Day	Notes National LGBT Month Candy Month Gay Pride Month Turkey Lovers Month			

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~ July 2015 ~

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 International Joke Day Canada Day Creative Ice Cream Flavor Day	2 National Anisette Day	3 <i>Holiday</i>	4 Independence Day
5 Bikini Debut 69th Anniversary	6 National Fried Chicken Day	7 Chocolate Day Strawberry Sundae Day Macaroni Day	8 Video Games Day Ice Cream Cone Day	9 National Sugar Cookie Day	10 National Pina Colada Day	11 Blueberry Muffin Day
12 Eat Your Jello Day	13	14 National Grand Marnier Day	15 Gummi Worm Day	16 Ice Cream Sundae Day	17 Peace Ice Cream Day	18
19 National Daquiri Day	20 National Lollipop Day	21 National Ice Cream Day Junk Food Day	22 Maple Syrup Day	23 National Hot Dog Day	24 National Tequila Day	25 Hot Fudge Sundae Day
26 Coffee Milkshake Day	27 National Scotch Day	28 Parents' Day	29 National Lasagna Day	30 National Cheesecake Day	31 National Raspberry Cake Day	Notes National Hot Dog Month National Blueberry Month National Grilling Month National Pickle Month National Ice Cream Month

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~ August 2015 ~						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 National Girlfriends Day
2 National Ice Cream Sandwich Day	3 National Watermelon Day	4 US Coast Guard Day Sisters Day Friendship Day Chocolate Chip Day	5	6 National Root Beer Float Day National IPA Day	7 International Beer Day	8 National Dollar Day
9 National Polka Day	10 National S'mores Day	11	12 Vinyl Record Day	13 Filet Mignon Day Left Handers Day	14 National Creamsicle Day	15 National Relaxation Day
16 National Rum Day National Tell a Joke Day	17 National Vanilla Custard Day	18 National Bad Poetry Day	19 National Aviation Day	20 Lemonade Day	21 Senior Citizens Day	22
23	24 National Waffle Day	25 National Whiskey Sour Day	26	27	28	29 Lemon Juice Day
30	31	Notes: National Sandwich Month Romance Awareness Month Eat Desserts First Month National Golf Month Water Quality Month				

* Crazy Days

5

~ September 2015 ~

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5 Cheese Pizza Day
6	7 Labor Day	8	9	10	11 9/11 Remembrance Day	12 Chocolate Milkshake Day National Video Games Day
13 Fortune Cookie Day National Peanut Day Rosh Hashanah Begins	14	15 National Crème de Menthe Day	16 Mexican Independence Day National Guacamole Day	17 Constitution Day	18 National Cheeseburger Day	19 Oktoberfest Begins
20 National Rum Punch Day	21 International Day of Peace	22	23 First Day of Autumn	24 <i>Wine Club</i>	25	26 Pancake Day
27 Corned Beef Hash Day	28 National Drink a Beer Day	29 National Mocha Day	30 National Mulled Cider Day	Notes Classical Music Month Hispanic Heritage Month National Chicken Month California Wine Month Fall Hat Month Ethnic Food Month National Mushroom Month		

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~ October 2015 ~

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
National Diabetes Month National Popcorn Month International Drum Month				1 World Vegetarian Day	2 Great American Beer Festival Begins French Fried Scallops Day World Smile Day	3 National Taco Day Vodka Day
4 Vodka Day	5 World Teacher Day	6 Mad Hatter Day National Noodle Day	7 Frappe Day	8	9 Fire Prevention Day	10
11 National Sausage Pizza Day	12 Columbus Day	13	14	15 Chicken Cacciatore Day	16 World Food Day National Bosses Day	17
18	19 National Seafood Bisque Day	20	21 Pumpkin Cheesecake Day	22 National Nut Day <i>Wine Club</i>	23 Boston Cream Pie Day	24 United Nations Day National Bologna Day
25 World Pasta Day	26	27 Navy Day	28	29	30 National Candy Corn Day	31 Halloween

~ November 2015 ~

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 All Saints Day Daylight Saving Time Ends	2 All Souls Day Deviled Eggs Day	3 Sandwich Day Election Day	4	5	6 National Nacho Day	7
8 Bake Something Bold Day	9 National Scrabble Day	10	11 <i>Holiday</i> Veterans Day	12 Happy Hour Day National Pizza w the Works Day <i>Wine Club</i>	13	14 National Spicy Guacamole Day
15	16	17	18	19 Great American Smokeout	20 National Peanutbutter Fudge Day	21 National Stuffing Day
22 Cashew Day	23 National Espresso Day	24	25 Black Wednesday	26 <i>Holiday</i> Thanksgiving National Cake Day	27 <i>Holiday</i> Black Friday	28 National French Toast Day
29	30 National Mousse Day	Notes Aviation History Month Native American Heritage Month Real Jewellery Month Peanut Butter Lovers Month				

22

~ December 2015 ~

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2 National Fritters Day	3 Santa's List Day	4 National Cookie Day	5 Repeal Day 82nd Anniv Hanukkah Begins
6 National Gazpacho Day National Bartenders Appreciation Day	7 International Civil Aviation Day Pearl Harbor Day	8	9 National Rights Day	10 National Lager Day <i>Wine Club</i>	11	12
13 National Cocoa Day	14 Hannukah Ends	15 Bill of Rights Day National Cupcake Day	16 Chocolate Covered Anything Day	17	18 Roast Suckling Pig Day	19 Oatmeal Muffin Day
20 National Sangria Day	21	22 Winter Begins	23	24 Christmas Eve National Egg Nog Day <i>Holiday</i>	25 <i>Holiday</i> Christmas Day	26 Kwanza Begins Boxing Day
27	28 Card Playing Day	29	30	31 New Year's Eve National Champagne Day	Notes Bingo Month National Fruit Cake Month National Eggnog Month	