





January 2025

Su	M	Tu	W	Th	F	Sa
<p>Valentine's Day, February 14th</p> <p>The National Retail Federation (NRF) lists Valentine's Day as the 5th largest consumer spending event of the year with top categories being: candy, greeting cards, flowers, an evening out and jewelry. Sales start ramping up slowly in January and then accelerate quickly the week before.</p>			<p>1 </p> <p>New Year's Day</p>	<p>2</p> <p>Science Fiction Day</p>	<p>3</p>	<p>4 </p> <p>World Braille Day</p> <p>National Trivia Day</p>
<p>5</p> <p>Guru Gobind Singh Ji's Birthday - Sikh</p> <p>National Bird Day</p>	<p>6</p> <p>Epiphany - Christian</p> <p>Christmas - Armenian Orthodox Christian</p>	<p>7</p> <p>Christmas - Eastern Christian</p>	<p>8</p> <p>National Bubble Bath Day</p>	<p>9</p> <p>Lunar New Year - Confucian, Daoist and Buddhist</p>	<p>10</p>	<p>11</p> <p>Human Trafficking Awareness Day</p>
<p>12</p>	<p>13</p> <p>Dress Up Your Pet Day</p> <p>National Sticker Day</p> <p>Clean Off Your Desk Day</p> <p>Tu BiShvat - Jewish (Jan. 13-14)</p>	<p>14</p> <p>Mahayana New Year - Buddhist</p>	<p>15</p> <p>Makar Sankranti - Hindu</p> <p>National Hat Day</p>	<p>16</p> <p>Get to Know Your Customers Day</p>	<p>17</p>	<p>18</p>
<p>19</p> <p>Cheese Lovers Day</p>	<p>20</p> <p>Dr. Martin Luther King, Jr Day</p> <p>Cheese Lovers Day</p> <p>No Name-Calling Week (Jan 20-24)</p>	<p>21</p> <p>World Religion Day</p> <p>National Hugging Day</p>	<p>22</p>	<p>23</p> <p>National Pie Day</p>	<p>24 </p> <p>International Day of Education</p> <p>National Compliment Day</p>	<p>25</p> <p>Opposite Day</p>
<p>26</p>	<p>27 </p> <p>Holocaust Memorial Day</p> <p>Community Manager Appreciation Day</p>	<p>28</p> <p>Data Privacy Day</p>	<p>29</p>	<p>30</p>	<p>31</p>	

Super Bowl, February 9th

The Super Bowl is the 9th largest annual consumer spending event. With roughly half of all adults planning on either hosting or attending a party, food and beverage brands are clear winners.

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