



2009-2010 PROMOTION SERIES OVERVIEW



Resident Dining

2009 T1 2010 T2 T3

Objective/s	September '09 7 14 21 28	October '09 5 12 19 26	November '09 2 9 16 23 30	December '09 7 14 21 28	January '10 4 11 18 25	February '10 1 8 15 22	March '10 1 8 15 22 29	April '10 5 12 19 26	May '10 3 10 17 24 31	June '10	July '10	August '10
Mex To The Max Featuring Chef Roberto Santibañez		9/21 - 10/30										
Serving The Communities Which We Serve			10/19 - 11/12									
Food For Love-Love For Food						1/11/10 - 2/26						
Thai & Vietnamese Cuisine: A Magical Experience Featuring Chef Mai Pham								4/5 - 5/14				
Balance Mind, Body and Soul		Yogurt/ Corn	Pears/ Chilies	Cranberries/ Whole Grains	Popcorn/ Raisins	Oranges/ Black Eyed Peas	Smores/ Carrots	Broccoli/ Pizza	Watermelon/ Lettuce			
Holidays And Special Event Celebrations												
Meal Plan Sales Campaign (CINCH)		September		November		January		March				
Heritage Month Observances												
Students' Choice Food Trends	[Light blue bar across all months]											
Tour North America	Tour North America	[Red arrow pointing right]										
Cram Jam				Cram Jam	[Red arrow pointing right]							
Food Gone Wild					Food Gone Wild	[Red arrow pointing right]						
Planet Healthy							Planet Healthy	[Red arrow pointing right]				

Mandatory Theme Promotions

Mandatory Programs

On-Demand
(Leveraging the value of previously released promotions)