

## 2025 Vendor Deals/Promos/OMS Offer Due Dates

Month	Period	Period Start Date	Period End Date	All Deals Due to CM	CM Send Survey Responses to Vendors	Holiday
OCT/NOV	P1	10/28/24	11/24/24	8/5/24	9/13/24	Halloween
NOV/DEC	P2	11/25/24	12/22/24	9/2/24	10/11/24	Thanksgiving 11/28
DEC/JAN	P3	12/23/24	1/19/25	9/30/24	11/8/24	Christmas and New Years
JAN/FEB	P4	1/20/25	2/16/25	10/28/24	12/6/24	Superbowl 2/9 and Valentine's Day
FEB/MAR	P5	2/17/25	3/16/25	11/25/24	1/3/25	Ash Wednesday 3/5
MAR/APR	P6	3/17/25	4/13/25	12/23/24	1/31/25	
APR/MAY	P7	4/14/25	5/11/25	1/20/25	2/28/25	Easter Sunday 4/20 and Mother's Day 5/11
MAY/JUN	P8	5/12/25	6/8/25	2/17/25	3/28/25	Memorial Day 5/26
JUN/JULY	P9	6/9/25	7/6/25	3/17/25	4/25/25	Father's Day 6/15 and 4th of July
JUL/AUG	P10	7/7/25	8/3/25	4/14/25	5/23/25	
AUG/SEPT	P11	8/4/25	8/31/25	5/12/25	6/20/25	
SEPT	P12	9/1/25	9/28/25	6/9/25	7/18/25	Labor Day 9/1
SEPT/OCT	P13	9/29/25	11/2/25	7/7/25	8/15/25	Halloween, 1 extra week in P13 making it 5 weeks.

### Notes

Deals submitted after the due date will not be considered and will need to be resubmitted for a later period.  
 Deals that are submitted incomplete will not be considered and will need to be resubmitted for a later period.  
 Please ensure all deals are sent to BDMs, BDAs, and PTC's by the due date to ensure they are captured for the Period Promo Buyer Review.  
 The above timelines are for the NON-PERISHABLE departments that include Grocery, Packaged Bread, Dairy, Frozen Foods, Bulk Foods, Candy, Chocolate, Coffee and Healthy Living.