

ASDA

Events 2021

	Event Name	Event Type	Live Dates	Hold Out Week(s)	Supplier briefing deadline
	Veganuary	AMP Event	23/12/2020 – 03/02/2021	N/A	07/10/2020
	January Big Savings	Customer & Calendar	26/12/2020 – 05/02/2021	07/01 – 13/01	10/10/2020
	Dry January	AMP Event	01/01/2021 – 31/01/2021	N/A	16/10/2020
	January Baby Event	Category Event	02/01/2021 – 29/01/2021	N/A	17/10/2020
	Chinese New Year	Category Event	21/01/2021 – 12/02/2021	N/A	05/11/2020
	Valentine's Day	Customer & Calendar	21/01/2021 – 19/02/2021	04/02 – 10/02	05/11/2020
	Pancake Day	Category Event	30/01/2021 – 19/02/2021	N/A	14/11/2020
	Wake Up To Breakfast	AMP Event	04/02/2021 – 17/03/2021	N/A	19/11/2020
	Hygiene Event	AMP Event	18/02/2021 – 01/04/2021	N/A	03/12/2020
	Mother's Day	Customer & Calendar	20/02/2021 – 12/03/2021	04/03 – 10/03	05/12/2020
	Easter	Customer & Calendar	20/02/2021 – 02/04/2021	25/03 – 31/03	05/12/2020
	National Pie Week	AMP	25/02/2021 – 07/03/2021	N/A	10/12/2020
	Ramadan & Eid	Category	31/03/2021 – 14/05/2021	N/A	26/12/2020
	Pet Event	Category	18/03/2021 – 14/04/2021	N/A	31/12/2020
	Allergy Season	Category	01/04/2021 -	N/A	28/01/2021
	April Baby Event	Category	03/04/2021 – 23/04/2021	N/A	16/01/2021
	April Big Savings	Customer & Calendar	05/04/2021 – 25/04/2021	TBC	18/01/2021
	Sustainability	Category	15/04/2021 – 12/05/2021	N/A	28/01/2021
	May Big Savings	Customer & Calendar	26/04/2021 – 05/05/2021	29/04 – 05/05	16/01/2021
	Summer Living	Customer & Calendar	01/05/2021 – 27/08/2021	TBC	13/02/2021
	Free From Event	AMP Event	06/05/2021 – 19/05/2021	N/A	18/02/2021
	Vegetarian Week	AMP Event	13/05/2021 – 19/05/2021	N/A	25/02/2021
	The Fragrance Event	AMP Event	13/05/2021 – 09/06/2021	N/A	11/03/2021
	Love Your Lunch	AMP Event	20/05/2021 – 02/06/2021	N/A	04/03/2021
	Father's Day	Customer & Calendar	29/05/2021 – 18/06/2021	TBC	13/03/2021
	Bake Shop (Summer)	AMP Event	01/07/2021 – 25/08/2021	N/A	TBC
	Back To School	Customer & Calendar	17/07/2021 – 04/09/2021	TBC	TBC
	Flavours of the World	Category Event	29/07/2021 – 25/08/2021	N/A	TBC
	September Rollback	Customer & Calendar	19/08/2021 – 15/09/2021	02/09 – 08/09	TBC
	Bake Shop (GBBO)	AMP Event	26/08/2021 – 01/12/2021	N/A	TBC
	Going to Uni	Category Event	26/08/2021 – 29/09/2021	N/A	TBC
	Big Clean	Category	02/09/2021 – 29/09/2021	N/A	TBC
	Halloween	Customer & Calendar	23/09/2021 – 03/11/2021	21/10 – 27/10	TBC
	Big Night In	Category Event	30/09/2021 – 27/10/2021	N/A	TBC
	Bake Shop (Halloween)	AMP Event	30/09/2021 – 01/12/2021	N/A	TBC
	Stoptober	AMP Event	30/09/2021 – 20/10/2021	N/A	TBC
	Winter Health	AMP Event	30/09/2021 – 20/10/2021	N/A	TBC
	Curry Week	AMP Event	07/10/2021 – 27/10/2021	N/A	TBC
	Christmas Pre-Awareness	Customer & Calendar	04/11/2021 – 25/12/2021	04/11 – 10/11	TBC
	Bake Shop (Christmas)	AMP Event	02/12/2021 – 29/12/2021	N/A	TBC