

Spring 2026 Local Marketing Playbook – US

3/2 - 5/31

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 - LSM goals, key messaging, up-sell suggestions, plus sales-driving and traffic-driving tactics for each key date/occasion

SPRING 2026 KEY DATES, OCCASIONS & PROMOTIONS

March

- Ramadan/Eid al Fitr (2/17 - 3/20)
- Employee Appreciation Day (3/6)
- International Women's Day (3/8)
- St. Patrick's Day (3/17)
- March Madness (3/17 - 4/6)

April

- April Fool's Day (4/1)
- Passover (4/2 - 4/9)
- Easter (4/5)
- Administrative Professional's Day (4/22)
- Prom Season (April - May)

May

- Dia de las Madres (5/10)
- Mother's Day (5/10)
- Teacher Appreciation Week (5/4 - 5/8)
- Nurse Appreciation Day (5/6)

- Memorial Day Weekend (5/22 – 5/25)
- Eid al-Adha (5/26 – 5/27)
- Graduation Season (Late April – Mid June)

Spring Product Launches

- *NEW* Green Dream Smoothie with Matcha (3/2)
- *NEW* Matcha Berry Bliss Box (3/2)
- *NEW* Mixed Fruit Matcha Box (3/2)
- *NEW LTO* Key Lime Cheesecakes (3/2)
- *NEW* Mars Partnership – M&Ms & Skittles Arrangements (3/2)
- *NEW* Spring LTO Cupcakes (3/2)
- *NEW* Spring LTO Cookies (3/2)
- Easter Product Line (3/2)
- St. Patrick's Day Product Line (3/2)
- Mother's Day Product Line (4/13)
- *NEW* Cipriani Bellini Zero (Add-On) (4/13)
- *NEW* Pop-Up Flower Card (Add-On) (4/13)
- *NEW* Bloom & Berry Gift Box (5/5)

National Web Promotions

Spring National Web Promotion information to be shared in the Monthly Brand Updates.

National Store Promotions (In-Store-Only)

To drive in-store traffic and local sales, we have developed the following exclusive in-store-only promotions for you to execute in your community.

Note: Store Execution Guides will be shared in the Monthly Brand Update and on Marketing Toolkit.

National Sibling's Day

- Promo Date: 4/10/25 – 4/11/25
- Offer: 15% off Select Products
 - Chocolate Dipped Indulgence Platter
 - Mini Chocolate Dipped Indulgence Platter
 - Mini Chocolate Dipped Indulgence Dessert Board
- Code: SIBSDAY

Dip-loma (Graduation)

- Promo Date: 4/27/25 – 6/17/25
- Offer A (Graduates & Teachers): One (1) free Dipped Fruit Cone (aka "Dip-loma") to graduating students (with proof of graduate status) and to teachers (with valid ID) who visit in-store to redeem.
 - Code: DIPLOMA2026
- Offer B (Gifters): 20% off Graduation Products
 - Graduation Celebration
 - Class of 2025 Chocolate Covered Strawberries
 - Class of 2025 Dessert Platter and Balloons Gift Set
- Code: GRAD2026

Nurse Appreciation Day

- Promo Date: 5/6/25
- Offer: One (1) free treat for nurses who visit in-store and show valid Nurse ID
- Code: NURSEDAY

LTO Key Lime Cheesecake Launch

- Promo Date: 5/25/25 - 5/29/25
- Offer: One (1) FREE single Key Lime Cheesecake to guests who visit in-store
- Code: KEYLIME

SEASONAL MESSAGING THEMATIC

The purpose of a seasonal messaging thematic is to **anchor your marketing content for the season in a central theme that allows you to connect with guests on a relevant level** by tapping into their current needs and cultural themes.

Seasonal Content Thematics

Spring, Arranged.

Spring is a season of renewal, color, and optimism. Customers are shedding the weight of winter and embracing fresh starts, finding joy in small, beautiful moments as the world comes alive. Nature's bloom sparks self-expression energizes connection with loved ones and inspires acts of gratitude within their communities.

Edible arranges the effortless Mother's Day flex.

Mother's Day is one of our most important cultural and commercial moments, second only to Valentine's Day in driving revenue, but how people want to show up is changing. Consumers want gifts that do something: make life easier, create a real moment, and show unmistakable care. Culturally, moms are dropping the filter and being honest about what they want, even if they have to get it for themselves. Edible is built for this shift. When we show up, it's not just thoughtful, it's confident, joyful, and unmistakable. It's the effortless flex, the reliable cheat code that makes gifters feel like they nailed it, and moms feel genuinely celebrated, on their terms.

Customer Reasons to Believe

Always keep these four core messages in mind as you engage local store marketing strategies, as they are the value we provide to customers and therefore the messages that will attract customers to purchase.

1. We are the champion of connection. Celebrating the moments that matter is center to who we are.

2. We offer a range of solutions to serve all your gifting, entertaining and self-indulgent needs.

3. We offer ultimate convenience with the luxury of delivery options (next-day, same-day, and <1 hour). We guarantee quality, convenience, and delivery speed so you don't have to choose.

4. We're crafted locally. When you buy from our locally owned and operated Edible store, you're supporting an entrepreneur in your neighborhood.

SPRING 2026 STORE LOCAL MARKETING ASSETS

On the Marketing Toolkit you will find the following assets available to support this season's key events and occasions (specific creative assets available vary by occasion):

- Spring Local Store Marketing Guide
- Organic Social Media Posts
- Product Guides
- Print Ads
- 3UP Flyers

For custom marketing materials needed for your local marketing initiatives, fill out the Creative Request Form and submit it in a HelpDesk Ticket to the attention of Marketing.

Custom creative requests may take up to 5 business days to complete, so please submit requests well in advance of when you need them.

Please reach out to your RDO with any questions.