<table>
<thead>
<tr>
<th>Date</th>
<th>Features</th>
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| January 17th | • Breakfast/In-store Bakery and Morning Goods (including cereals and cereal bars)  
• Tobacco and Vaping  
• Spring Confectionery  
• Healthy Eating and Drinking (including bottled water, vegetarian and vegan)  
• Pancake Day |
| April 10th  | • Mission Food-to-go  
• Savoury Snacking (including crisps and nuts)  
• BBQ, Summer Food and Drink  
• No and Low Sugar  
• Supplier Retailer Initiative of the Year |
| May 8th    | • Cider and Beer  
• Price-marked packs  
• Euro 2021  
• Functional, Energy and Sports Drinks  
• Babies and Toddlers  
• Technology  
• Summer Remedies  
• RIA Call for Entries  
• Wimbledon 2021 and summer sport |
| June 5th   | • Sugar Confectionery  
• Nielsen Best Selling Alcohol Brands  
• Mission Lunchtime  
• Juices and Smoothies  
• Health, Beauty and Oral Care  
• Festivals and Events  
• Cheese  
• Olympics 2021  
FASCIA GUIDE 2021 |
| July 3rd   | • Soft Drinks  
• Paper Products and Household  
• Product Launch of the Year Shortlist  
• Back to School  
• World Food and Drink  
• Mission In-store Services  
CONVENIENCE MUST-STOCKS 2021  
(Data only) |
| August 14th | • Back to University  
• Chocolate Confectionery  
• Mission Grocery Top-up  
• Tobacco and Vaping  
• RIA Shortlist Showcase  
• Big Night In  
AD INSIGHT ISSUE |
| September 11th | • Bread and Bakery  
• Hot Beverages  
• Halloween  
• Top 25 Soft Drinks  
• Winter Remedies  
• Diwali |
| October 9th | • Ice-cream and Frozen Food  
• Mission Meal for Tonight  
• Christmas Confectionery, Snacking and Gifting  
• Price-marked Packs  
• RIA Winners  
(including Product Launch of the Year) |
| November 6th | • Christmas Top-up  
• Festive Alcohol  
• Batteries  
• Cigars  
• Mission Newsagent  
• Christmas Clean-up  
AD INSIGHT ISSUE |
| December 11th | • Trends of 2021  
• Forecast 2022  
• Filled and Mini Eggs  
THE GUIDE 2022 |