



The Daily Feed Ireland in 2026



Welcome to 2026

What does it mean that we are ‘bombed’ with junk food and alcohol messaging in Ireland? We made a calendar to show it.

Every one of these campaigns is light-hearted and fun – drinking or eating is ‘just a harmless little treat’.

But all these harmless little treats battle 24 hours a day, 7 days a week, 365 days a year, to remind us, entice us, guilt-trip us to consume. Every moment, mundane and significant, is colonised by this battle of the brands.

Their well-funded, tax-minimised campaigns range from obvious advertising, to much more subtle forms of product placement, retailing, PR-generated news stories and influencer marketing. Their economic power outperforms public spending. It means that Ireland’s charities, community organisations, sports clubs and schools often have little choice but to accept their support and promote their partnership, normalising the world we live in.

Another world is possible. Advertising bans can happen. We did it with tobacco. Sugar and alcohol taxes can be widened, the revenue from which can be put into making communities thrive. The government can choose not to use public money to subsidise alcohol and junk food brands, instead subsidising fruit and veg, to expand cooperative models of business that are locally embedded and owned, and to normalise other models of living, working and enjoying life.

This calendar shows that, despite 25 years of healthy eating policies in Ireland, we do not have a healthy food and alcohol environment. What it shows is not that there are evil businesses or brands, but that many thousands of non-stop small brand actions have a cumulative effect, like water dripping on stone.

January 2026

- 1

Heineken Dry January
- 2

Walker's Dry January
- 3

RockShore Dry January
- 4

Mr. Tayto New Year
- 5

Dominos National Basketball Cup
- 7

Circle K Chicken Fillet Roll Lunchtime Deal
- 8

Swizzels Veganuary
- 10

Cadbury's Boost 2.58pm Lull
- 11

Walker's Better for You January
- 12

Guinness After Work
- 13

Rockshore Dry January
- 14

Just Eat Takeaway Thursdays
- 17

Haribo Yesteryear
- 19

Lindt Blue Monday
- 21

Philadelphia Brunch
- 23

Bulmer's Friendship Time
- 24

Big Night In with Rustler's Burgers
- 26

After Work with Heineken
- 29

Don Julio Lunar New Year
- 31

Lucozade Alert Afternoon Slump



4 CORPORATE PRODUCTS



cause 7400 DEATHS in the WHO European Region EVERY DAY



© World Health Organisation 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1 	2 	3 
4 	5 	6	7 	8 	9	10 
11 	12 	13 	14 	15	16	17 
18	19 	20	21 	22	23 	24 
25	26 	27	28	29 	30	31 

February 2026

- 1 St. Brigid's Whiskey with Powerscourt Distillery
- 3 On-The-Go Times Kellogg's Crunch Nut Peanut Butter
- 5 World Nutella Day
- 7 The Weekend with Just Eat
- 9 National Pizza Day with Milano
- 12 M&S Galentine's Day Cocktails
- 13 Valentine's Squashie Love Hearts
- 14 Cadbury's Valentine's
- 15 Lir Mother's Day
- 16 Pancake Tuesday with Tesco

- 18 World Drink Wine Day
- 19 Coke Chinese New Year
- 20 Uber Eats Ramadan
- 21 Guinness Six Nations
- 22 National Margarita Day
- 24 Diageo World Bartender Day
- 26 Swizzels Big Night In
- 28 Taki's Gaming Night



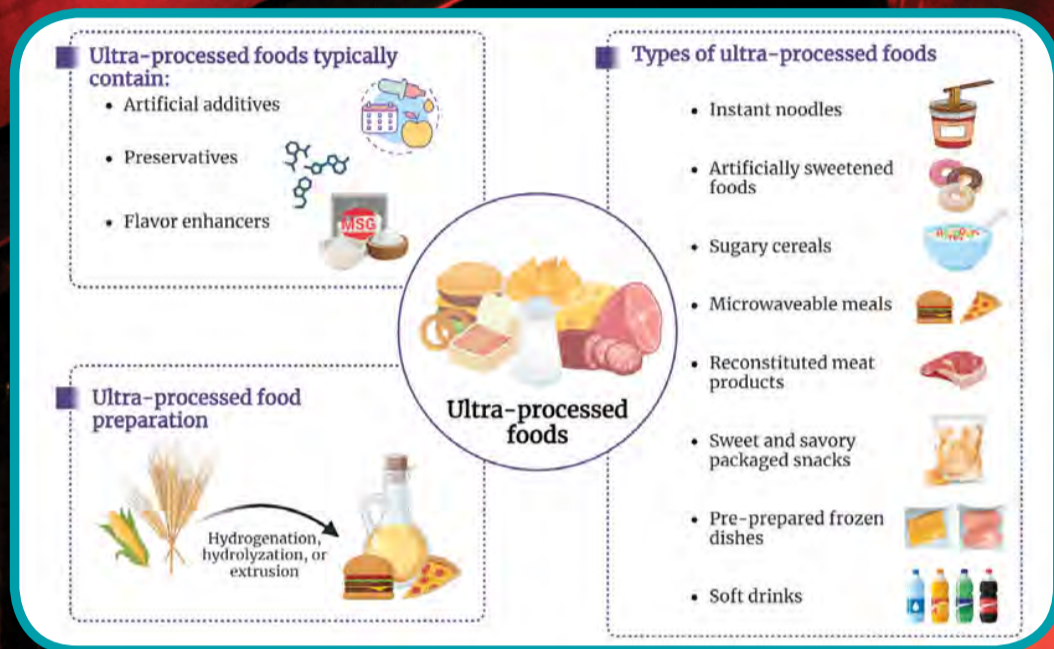
© Alcohol Action Ireland 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 	2	3 	4	5 	6	7 
8	9 	10	11	12 	13 	14 
15 	16	17	18 	19 	20 	21 
22 	23	24	25	26 	27	28 


March 2026

- 2 Starbucks Spring Lavender Menu
- 3 International Irish Whiskey Day
- 5 Burger King Whopper Day
- 6 Guinness Six Nations
- 8 Teeling Whiskey International Women's Day
- 10 Cadbury's Mum's Birthday
- 11 Centra Cheers to the Weekend
- 12 St. Patrick's Must Be a Jameson
- 13 International Riesling Day
- 14 Guinness Six Nations
- 16 Just Eat Seachtain na Gaeilge
- 17 7UP We're Up for St. Patrick's Day
- 18 McDonald's Shamrock Shake
- 19 Be a Daymaker with Cadbury's
- 20 Mars World Oral Health Day
- 21 M&Ms Green St. Patrick's Day
- 22 Espresso Martini St. Patrick's Day with Kahlúa
- 23 Centra Italian Food and Drink Fortnight
- 24 Just Eat Taco Tuesday
- 27 Johnnie Walker International Whiskey Day
- 29 Pimp Yo' Dinner Just Eat

What is ultra-processed food?



© Center of Nutritional Psychology 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 	3 	4	5 	6 	7
8 	9	10 	11 	12 	13 	14 
15	16 	17 	18 	19 	20 	21 
22	23 	24 	25	26	27 	28
29 	30	31	1	2	3	4

April 2026

- 1

Burger King National Girlfriend Day for Chilli Cheese Dogs
- 2

Guinness World Autism Day
- 3

Dominos Easter Creme Egg
- 4

McDonald's Cadbury Egg McFlurry
- 5

Kids Eat with IKEA
- 6

Cadbury's Worldwide Hide for Easter
- 7

Mars The Great Easter Bunny Off
- 8

Just Eat UK Marathon Deal
- 9

Cadbury Biscoff Ultimate Easter Egg Chocolate
- 10

Happy Easter with Philadelphia
- 11

Women's Six Nations with Goodfellas
- 12

Reeses Peanut Butter Cups Easter Eggs
- 14

Pret a Manger Lunchtime Meal Deal
- 16

Bailey's Treat Up Your Easter
- 17

Malbec World Day
- 18

Mars National Spring Clean
- 20

Easter with Mars
- 22

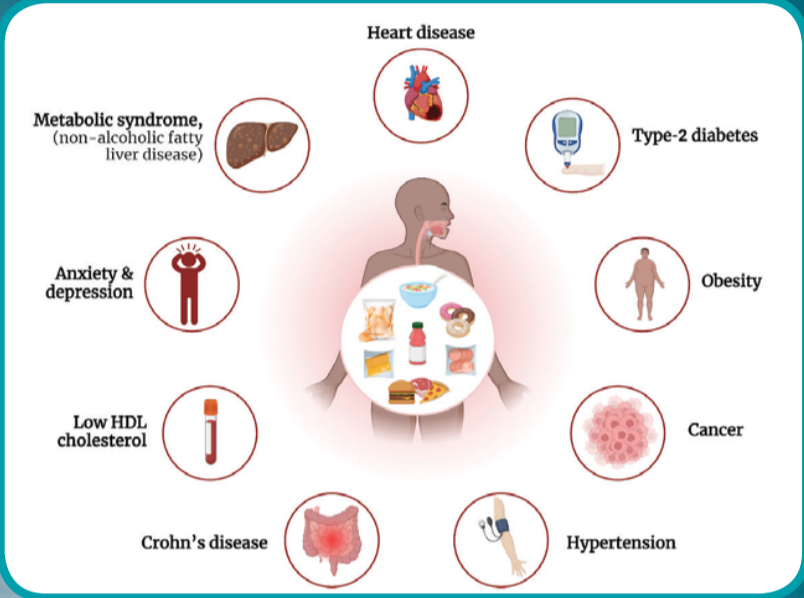
National Jelly Bean Day
- 24

Guinness Homecoming
- 26

Pringles O'Clock
- 28

Just Eat Dinnertime Campaign
- 30

National Sausage Day



Research linking ultra processed food with health outcomes

© Center of Nutritional Psychology 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
5 Easter Sunday	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

May 2026

- 1

Pepsi Summer Crack the Cooler
- 4

Chef Sauce Summer
- 5

UEFA U17 Women’s Championship with Just Eat
- 6

International Sauvignon Blanc Day
- 8

National Have a Coke Day
- 9

Lucozade Sounds of Summer
- 10

LaMarca Processco Life’s Little Moments
- 11

O’Brien’s Breakfast Toastie Combo
- 13

World Cocktail Day
- 16

Guinness Summer Drops
- 17

Pinot Grigio Day
- 18

Diageo’s post for Talisker on World Whiskey Day
- 21

Bottomless Prosecco Brunch
- 24

Apache Pizza GamerFest
- 27

Breakfast Time with Breakfast McMuffin at McDonalds
- 29

McVities National Biscuit Day
- 30

Bulmers Forbidden Fruit Festival



Shocking levels of unhealthy food marketing

On average, teens in Ireland saw an **unhealthy food ad every 3 minutes** on their favourite social media. Healthier products were marketed only every 25 mins.



© Muc et al. 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	<div>1</div>	2
3	<div>4</div>	<div>5</div>	<div>6</div>	7	<div>8</div>	<div>9</div>
<div>10</div>	<div>11</div>	12	<div>13</div>	14	15	<div>16</div>
<div>17</div>	<div>18</div>	19	20	<div>21</div>	22	23
<div>24</div>	25	26	<div>27</div>	28	<div>29</div>	<div>30</div>
31	1	2	3	4	5	6

June 2026

- 2 Cadbury's Summer Edition Iced Latte
- 3 Cadbury's summer edition Twirl
- 4 Cadbury's summer edition Dairy Milk
- 5 Gregg's International Sausage Roll Day
- 6 Bundy's BBQ season summer campaign
- 8 Centra Great Nights In
- 10 Smirnoff Ice 25 Year Birthday
- 12 Guinness Premier League Season Kick-Off
- 14 National Picnic Week with Cadbury's Picnic!
- 15 National Picnic Week with Aero
- 17 Hellmann's BBQ Season
- 19 National Burger Day with Kepak
- 21 Jameson Father's Day
- 24 International Rosé Day
- 26 Absolut Pride Weekend
- 27 Uber Eats Pride Weekend
- 28 Just Eat Pride Event + Campaign
- 29 Wimbledon Aperol Spritz Season
- 30 Orchard Thieves Summer Concert Series



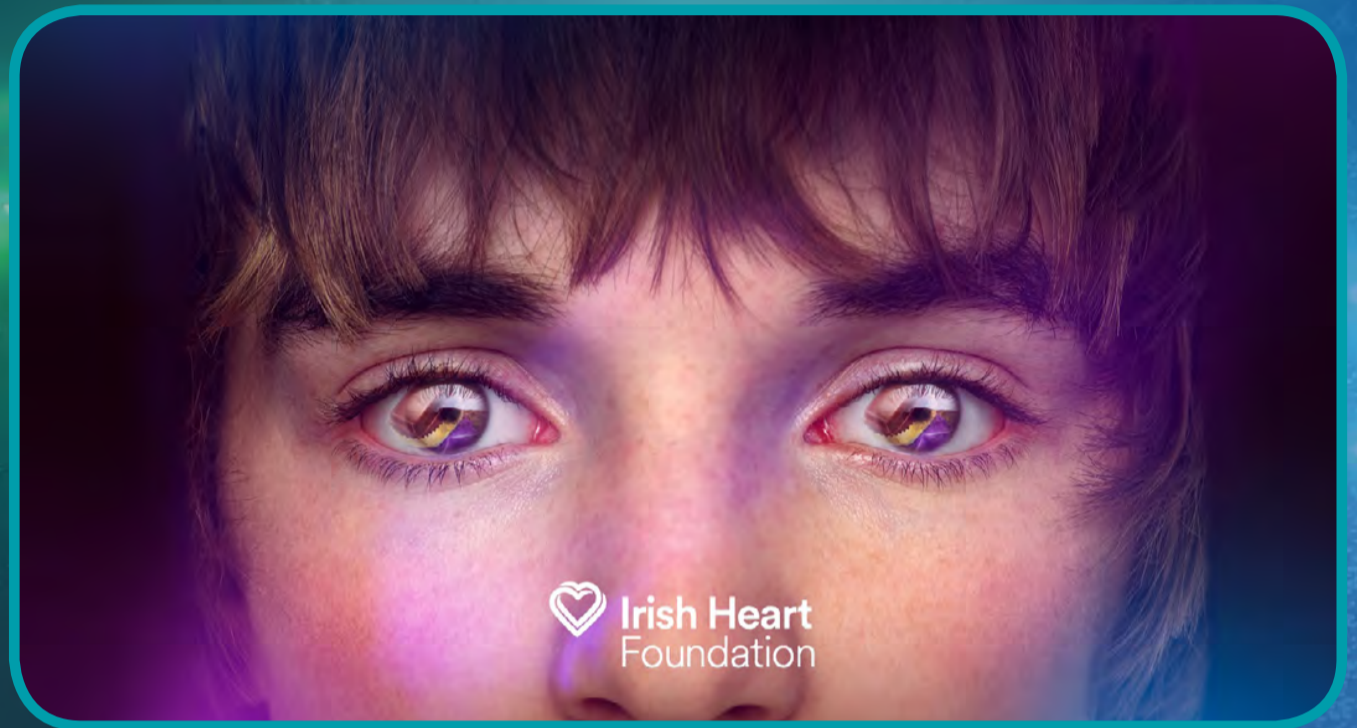
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31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

July 2026

- | | |
|-----------------------------------|-------------------------------|
| 1 Kellogg's Summer Camps | 21 Summer Time with McDonalds |
| 2 Lovely Day for a Guinness | 24 International Tequila Day |
| 3 Miwadi Summer Camp | 27 Anytime Kellogg's Campaign |
| 5 Heineken Stage Longitude | 28 Shiraz Day |
| 7 World Chocolate Day | 31 Eatyard Crisps Festival |
| 9 Lucozade Alert Afternoon Slump | |
| 10 Dublin Cocktail Week | |
| 14 Cuisine de France Bastille Day | |
| 15 J2O Burst into Summer | |
| 16 Uber Eats Premier League | |
| 17 Pizza Max World Emoji Day | |

Stop Targeting Kids



© Irish Heart Foundation 2022

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28	29	30	1 	2 	3 	4
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August 2026

- 1 Smirnoff Stage Altogether Now
- 2 Heineken International Beer Day
- 3 Centra Bank Holiday Fry
- 6 It's 16 degrees, have an Iced Latte with McDonalds
- 8 Post-gym with Special K Protein cereal bar
- 10 Club Orange Summer
- 12 Don't Cook Wednesdays with Pizza Max
- 15 Burger King Music Festival
- 16 National Rum Day
- 17 Just Eat's Oasis campaign during the Dublin concert
- 18 International Pinot Noir Day
- 20 Virigina Show Bailey's Cow
- 22 Taki's Summer of Intensity
- 24 Diageo Sip Smarter This Summer
- 28 Teeling National College Football Series
- 29 The Smirnoff Stage Electric Picnic
- 30 Red Bull Energy Zone Electric Picnic

Privatised Profit, Socialised Cost



© Centre for 21st Century Health, University of Bath 2025

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26	27	28	29	30	31	1 
2 	3	4	5	6 	7	8 
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23	24 	25	26	27	28 	29 
30 	31	1	2	3	4	5

September 2026

- 1

Back to School with Kellogg's
- 4

Lin Kee Back To School Box
- 7

After Work Drinks with Heineken
- 9

After School Rice Krispies Squares
- 10

Add Some Crunch to Your Lunch with Tayto for Tayto Thursdays
- 11

Gaming Night with Pringles
- 13

Monster Study Time
- 15

Night Twist with Oreos
- 17

Rolling Donut Autumn Donuts
- 20

Time for a Biscuit Break Britain with McVities
- 22

Jacob's In-Between Time
- 24

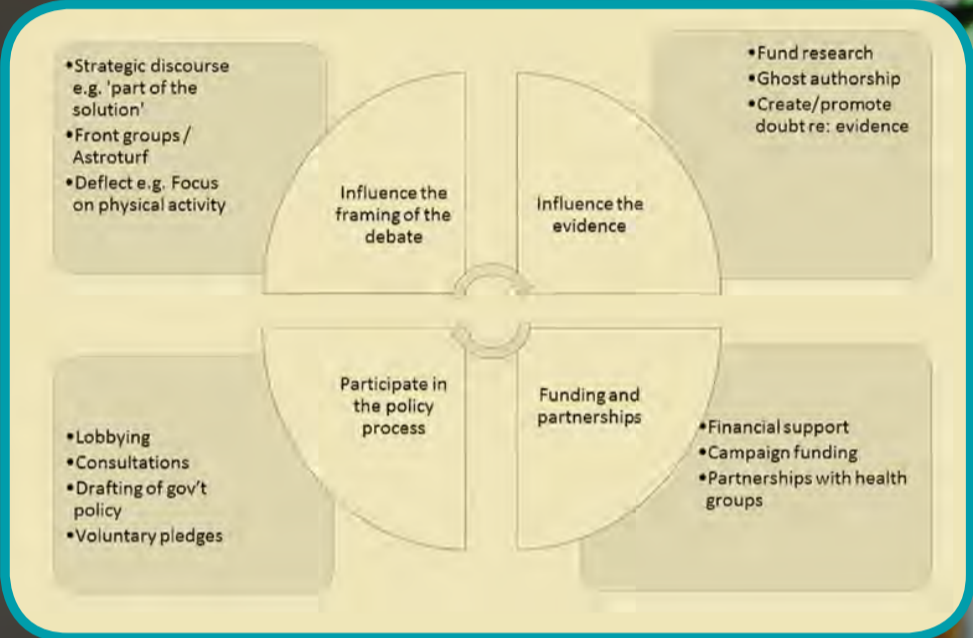
Domino's Great Big Birthday Weekend
- 26

Heinz Campaign for NFL game in Dublin
- 28

Pop Tarts NFL Weekend
- 30

Kellogg's Breakfast Club

Corporate Political Activity of the Food Industry



© Scott, Hawkins and Knai, Social Science & Medicine 2017

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27	28	29	30	1	2	3

October 2026

- 2

Krispy Kreme Smile Day
- 3

Mars Global Pet Adoption Weekend
- 4

Absolut National Vodka Day
- 6

Rice Krispy's Scares
- 7

Five Guys Autumn
- 8

Chupa Chups Halloween
- 10

Pret A Manger Breakfast
- 13

Dominos Mid Week Rescue Deal
- 16

National Liqueur Day
- 17

Diageo World Menopause Day
- 18

Kinder Mid-Term Break
- 20

Have a Break with KitKat
- 22

KFC Lunchtime
- 25

Dolmio World Pasta Day
- 27

Reeses Peanut Butter Cups Halloween Pumpkins
- 28

Oreo Spooky Hallowe'en
- 29

Haribo Treatline Hallowe'en
- 30

Glow in the Dark Pringles
- 31

Starbucks Pumpkin Spiced Latte



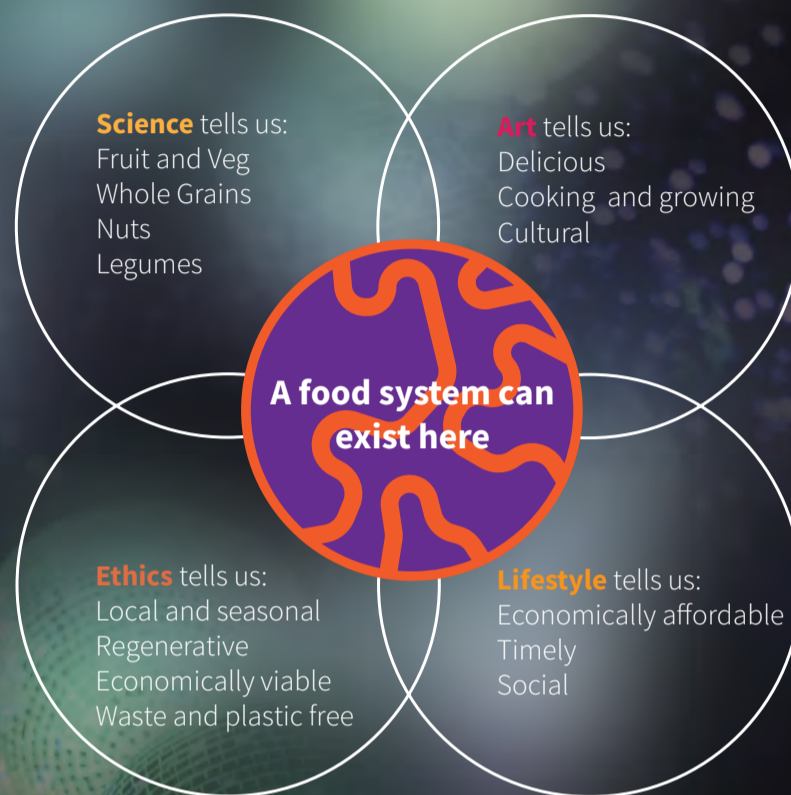
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November 2026

- 1 Dia De Los Muertos Tequila Promotion in London
- 2 Pringles Movember
- 3 International Sherry Week
- 5 Cadbury's Everyday Acts of Generosity
- 7 International Merlot Day
- 10 Cinema Time with Maltesers
- 13 Kind Bar World Kindness Day
- 15 Denny Time Denny Place
- 18 Kettle Crisps Advent
- 19 Insomnia Autumn Menu
- 20 Subway Breakfast Meal Deal
- 22 Irish Rugby Season with Lucozade
- 24 Guinness Christmas Time
- 25 Starbuck's Holiday Menu

- 26 Grinched McDonalds Christmas Menu
- 27 Black Friday with Lilly O'Brien's
- 28 Heineken Christmas Post
- 29 Dominos Christmas Menu
- 30 Other Voices Festival Jameson Stage




























Another World is Possible

© Healthy Trinity

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
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29	30	1	2	3	4	5

Another World is Possible

-
- “REBUILD BETTER TOGETHER”**
- THE CO-OPERATIVE PRINCIPLES**
- Democratic Member Control.
 - Autonomy and Independence.
 - Open and Voluntary Membership.
 - Members' Economic Participation.
 - Education, Training, and Information.
 - Cooperation Among Co-operatives.
 - Concern for Community.
- Great Care Co-op**
- This is a systemic problem - the**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1 	2 	3 	4 	5 
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13 	14 	15 	16 	17 	18 	19
20 	21 	22 	23	24 	25	26
27	28 	29 	30	31 	1	2

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