



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



© World Health Organisation 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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February 2026

1	St. Brigid's Whiskey with Powerscourt Distillery	18	World Drink Wine Day
3	On-The-Go Times Kellogg's Crunch Nut Peanut Butter	19	Coke Chinese New Year
5	World Nutella Day	20	Uber Eats Ramadan
7	The Weekend with Just Eat	21	Guinness Six Nations
9	National Pizza Day with Milano	22	National Margarita Day
12	M&S Galentine's Day Cocktails	24	Diageo World Bartender Day
13	Valentine's Squashie Love Hearts	26	Swizzels Big Night In
14	Cadbury's Valentine's	28	Taki's Gaming Night
15	Lir Mother's Day		
16	Pancake Tuesday with Tesco		

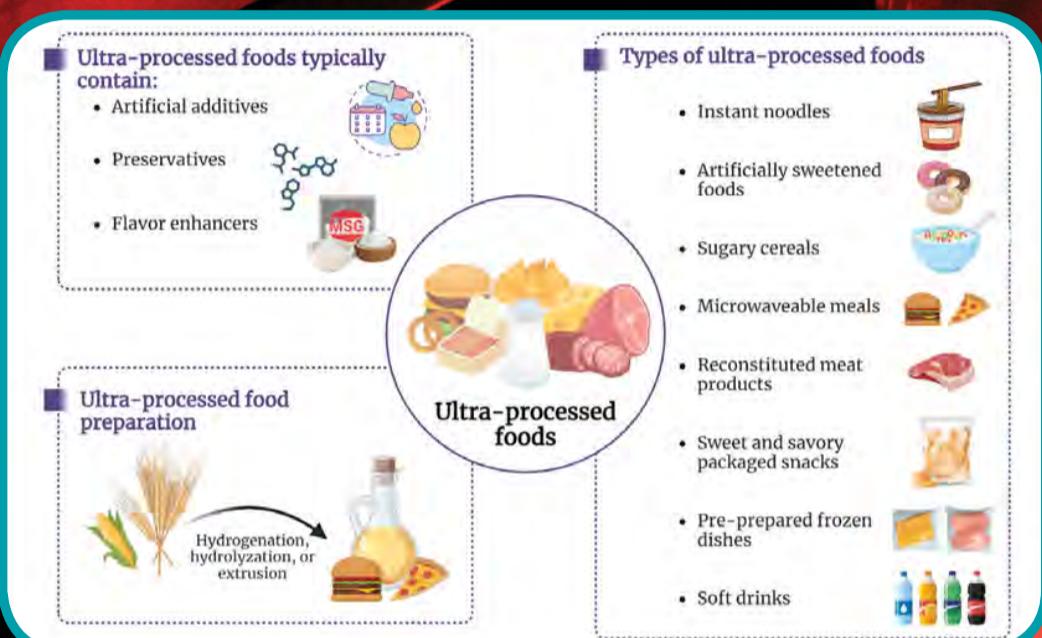


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March 2026

2	Starbucks Spring Lavender Menu	21	M&Ms Green St. Patricks's Day
3	International Irish Whiskey Day	22	Espresso Martini St. Patrick's Day with Kahlúa
5	Burger King Whopper Day	23	Centra Italian Food and Drink Fortnight
6	Guinness Six Nations	24	Just Eat Taco Tuesday
8	Teeling Whiskey International Women's Day	27	Johnnie Walker International Whiskey Day
10	Cadbury's Mum's Birthday	29	Pimp Yo' Dinner Just Eat
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		

What is ultra-processed food?

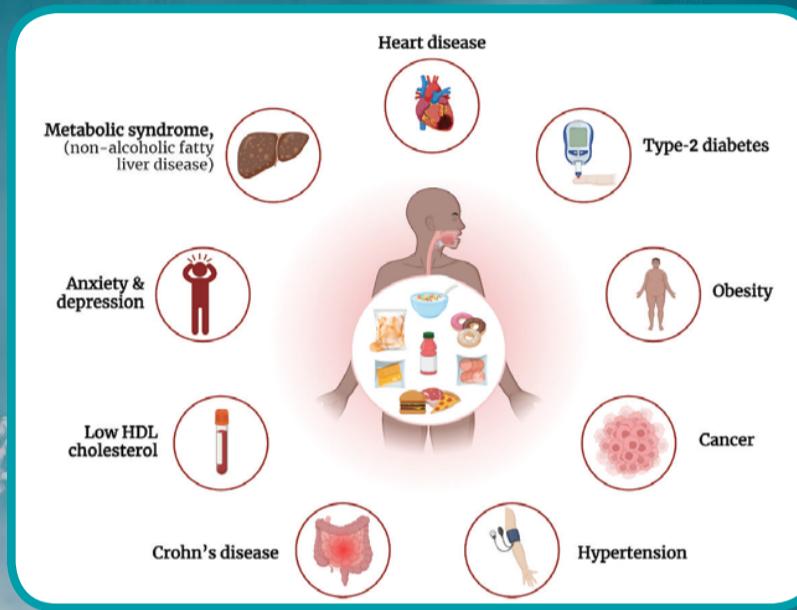


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April 2026

1	Burger King National Girlfriend Day for Chilli Cheese Dogs	16	Bailey's Treat Up Your Easter
2	Guinness World Autism Day	17	Malbec World Day
3	Domino's Easter Creme Egg	18	Mars National Spring Clean
4	McDonald's Cadbury Egg McFlurry	20	Easter with Mars
5	Kids Eat with IKEA	22	National Jelly Bean Day
6	Cadbury's Worldwide Hide for Easter	24	Guinness Homecoming
7	Mars The Great Easter Bunny Off	26	Pringles O'Clock
8	Just Eat UK Marathon Deal	28	Just Eat Dinnertime Campaign
9	Cadbury Biscoff Ultimate Easter Egg Chocolate	30	National Sausage Day
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		



Research linking ultra processed food with health outcomes

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May 2026

1	Pepsi Summer Crack the Cooler	21	Bottomless Prosecco Brunch
4	Chef Sauce Summer	24	Apache Pizza GamerFest
5	UEFA U17 Women's Championship with Just Eat	27	Breakfast Time with Breakfast McMuffin at McDonalds
6	International Sauvignon Blanc Day	29	McVities National Biscuit Day
8	National Have a Coke Day	30	Bulmers Forbidden Fruit Festival
9	Lucozade Sounds of Summer		
10	LaMarca Prosecco 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		



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June 2026

2	Cadbury's Summer Edition Iced Latte	21	Jameson Father's Day
3	Cadbury's summer edition Twirl	24	International Rosé Day
4	Cadbury's summer edition Dairy Milk	26	Absolut Pride Weekend
5	Gregg's International Sausage Roll Day	27	Uber Eats Pride Weekend
6	Bundy's BBQ season summer campaign	28	Just Eat Pride Event + Campaign
8	Centra Great Nights In	29	Wimbledon Aperol Spritz Season
10	Smirnoff Ice 25 Year Birthday	30	Orchard Thieves Summer Concert Series
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		



© Alcohol Action Ireland 2024

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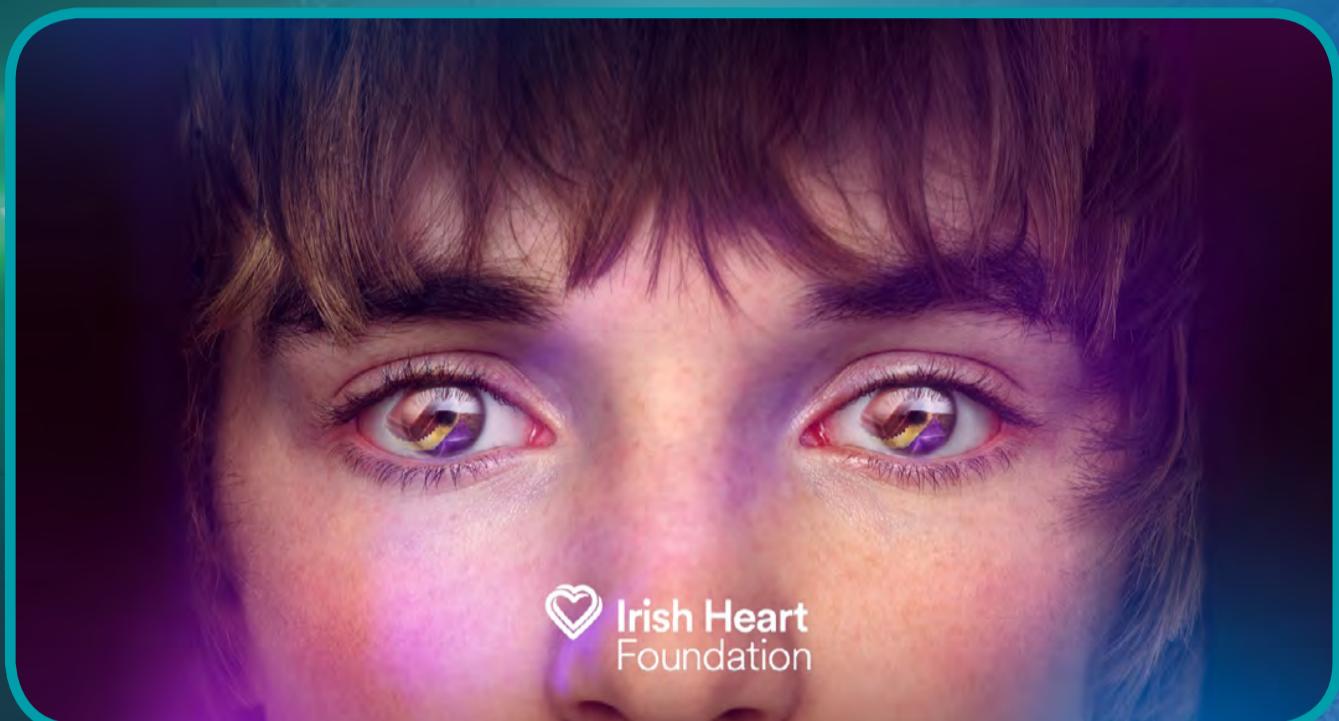
Each cell contains a circular image representing a specific event or product for that day.

July 2026

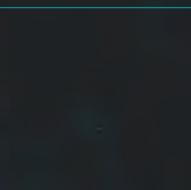
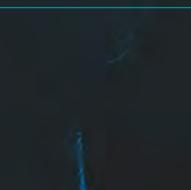
- 1 Kellogg's Summer Camps
- 2 Lovely Day for a Guinness
- 3 Miwadi Summer Camp
- 5 Heineken Stage Longitude
- 7 World Chocolate Day
- 9 Lucozade Alert Afternoon Slump
- 10 Dublin Cocktail Week
- 14 Cuisine de France Bastille Day
- 15 J2O Burst into Summer
- 16 Uber Eats Premier League
- 17 Pizza Max World Emoji Day

- 21 Summer Time with McDonalds
- 24 International Tequila Day
- 27 Anytime Kellogg's Campaign
- 28 Shiraz Day
- 31 Eatyard Crisps Festival

Stop Targeting Kids



© Irish Heart Foundation 2022

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August 2026

1	Smirnoff Stage Altogether Now	22	Taki's Summer of Intensity
2	Heineken International Beer Day	24	Diageo Sip Smarter This Summer
3	Centra Bank Holiday Fry	28	Teeling National College Football Series
6	It's 16 degrees, have an Iced Latte with McDonalds	29	The Smirnoff Stage Electric Picnic
8	Post-gym with Special K Protein cereal bar	30	Red Bull Energy Zone Electric Picnic
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		

Privatised Profit, Socialised Cost



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

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September 2026

1	Back to School with Kellogg's	22	Jacob's In-Between Time
4	Lin Kee Back To School Box	24	Domino's Great Big Birthday Weekend
7	After Work Drinks with Heineken	26	Heinz Campaign for NFL game in Dublin
9	After School Rice Krispies Squares	28	Pop Tarts NFL Weekend
10	Add Some Crunch to Your Lunch with Tayto for Tayto Thursdays	30	Kellogg's Breakfast Club
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		

Corporate Political Activity of the Food Industry



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

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October 2026

2	Krispy Kreme Smile Day	28	Oreo Spooky Hallowe'en
3	Mars Global Pet Adoption Weekend	29	Haribo Treatline Hallowe'en
4	Absolut National Vodka Day	30	Glow in the Dark Pringles
6	Rice Krispy's Scares	31	Starbucks Pumpkin Spiced Latte
7	Five Guys Autumn		
8	Chupa Chupps 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		

Digital and social media marketing of alcohol



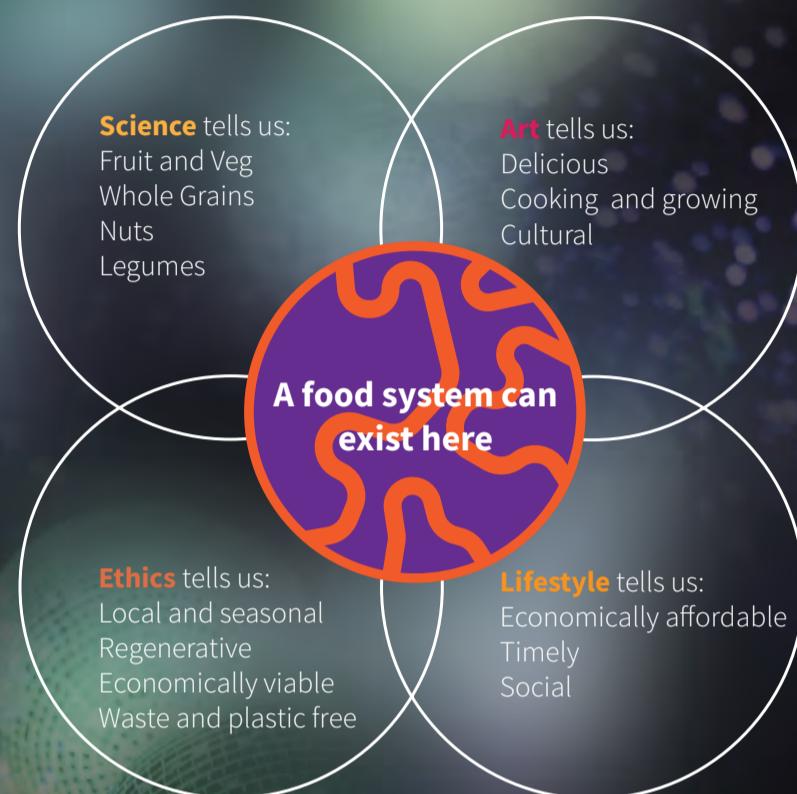
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November 2026

- 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
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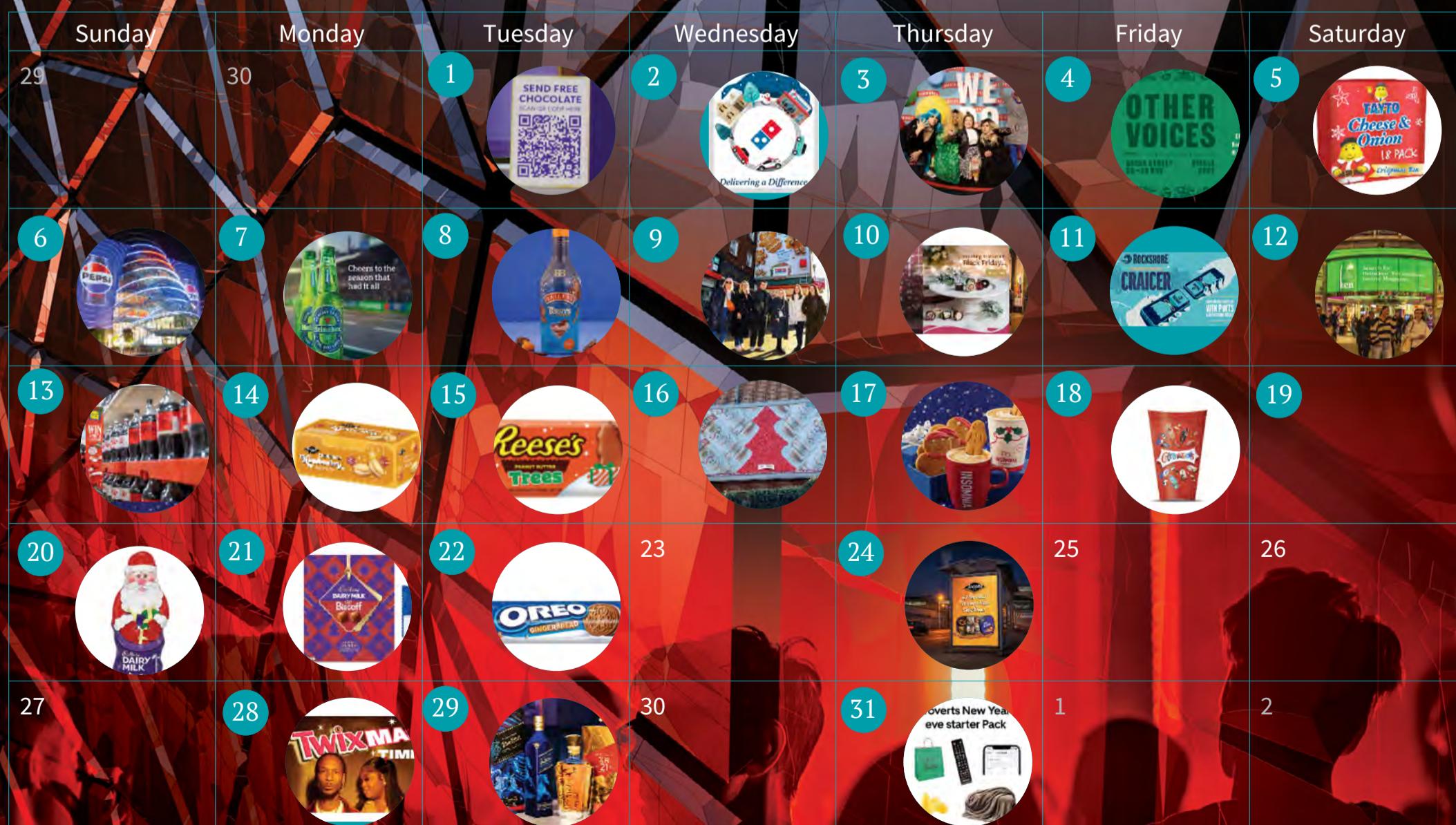
December 2026

1	Cadbury's Secret Santa
2	Giving Tuesday with Dominos
3	Diageo International Day of Persons with Disabilities
4	Diageo The Magic of Moderate Drinking
5	Tayto It Wouldn't be Christmas
6	Pepsi Christmas
7	Heineken F1 Season
8	Bailey's and Terry's Chocolate Orange Holiday Liqueur
9	Tesco Christmas
10	Lidl Christmas
11	Rockshore Christmas Craicer
12	Heineken Christmas messages
13	Coca-Cola Christmas Campaign at Tesco
14	Christmas with Kimberly
15	Reeses Peanut Butter Cups Christmas Trees
16	Smirnoff Christmas Tree
17	Insomnia Coffee Christmas Menu
18	Celebrations Christmas
20	Cadbury Choclate Santa
21	Cadbury's Biscoff Advent Calendar
22	Christmas Gingerbread Oreos
23	Jacobs biscuits Essence of Christmas
28	Twixmas
29	Johnnie Walker Limited Edition Lunar New Year

Another World is Possible



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