



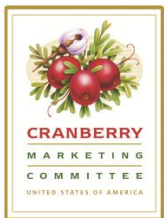
US CRANBERRIES
America's Original Superfruit®



*Increase Your Fresh
Cranberry Sales -
campaigns with proven results*



www.uscranberries.com



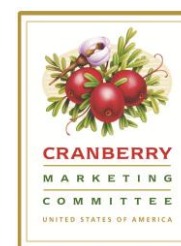
Drive Fresh Cranberry Sales This Fall!!

**Increase fresh cranberry sales 9-11% this fall
and attract the coveted millennial consumer
to your store**

Capitalize on the **Cranberry Friendsgiving**
promotion to market fresh cranberries –
giving shoppers a reason to buy



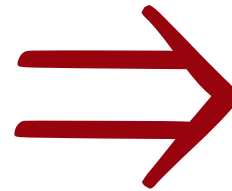
For more information, contact Karen Cahill at kcahill@uscranberries.com



Friendsgiving: *a nationwide campaign with proven results*

In 2016, the Cranberry Friendsgiving Photo Contest connected retailers with millennial shoppers and utilized a social media contest to **drive cranberry sales**

Fresh Cranberry Sale
+
Cranberry Friendsgiving Contest Promotion
+
Retail Magazines
Ad Circular
Point-of-Sale Signage
Blog & Social Media Promotion
In-store Demonstrations



Increased fresh cranberry sales
by
9.6-11%

In total, the promotion generated **346,280,069 consumer impressions** and **nearly 1 million impressions through retail channels** – there is a huge opportunity to promote this contest through retail communication channels

The Cranberry Opportunity



***Friends · giving** – growing millennial-driven trend celebrating Thanksgiving with friends – either on Thanksgiving or in the weeks before or after.



Why Millennials?

- DIY-ers
- Foodies
- Photographers
- Social media mavens
- They use food in recipes, cocktails, decorations and even jewelry

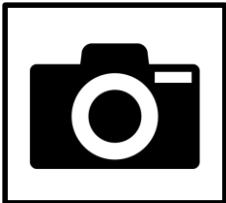
Participate in the ***Cranberry Friendsgiving Social Media Photo Contest*** to reach millennial shoppers, speak their social media language and give them reasons to buy fresh cranberries that fit into their lifestyle

The contest inspires millennials to buy cranberries and post Friendsgiving party photos – featuring their cranberry dishes, décor, and cocktails – for a chance to win money

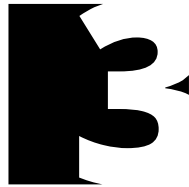
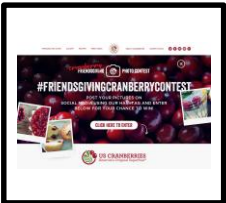
Contest Increases Repeat Store Sales



CONSUMERS PREPARE A CRANBERRY DISH, DRINK OR DECORATION



THEY SNAP A PICTURE OF IT



**THEY ENTER THE CONTEST AT [CRANBERRYFRIENDSGIVING.COM](https://cranberryfriendsgiving.com)
FOR A CHANCE TO WIN MONEY
*NO LIMIT TO THE NUMBER OF ENTRIES PER PERSON***



THEY SHARE THEIR ENTRY ON SOCIAL MEDIA

**Retailers nationwide realize the benefit –
*jump on before you miss the boat***

Retailers are winning with Friendsgiving
Stores across the country have incorporated Friendsgiving
into their fall cranberry promotions



For more information, contact Karen Cahill at kcahill@uscranberries.com

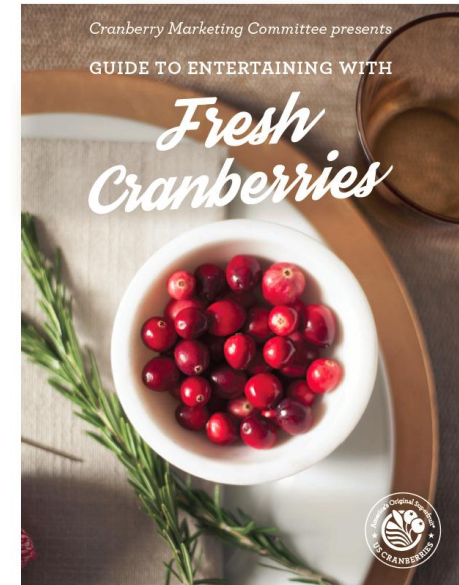
Fresh Cranberry & Friendsgiving Resources

Friendsgiving Resources

- CranberryFriendsgiving.com
- Ultimate Friendsgiving Guide
- Web and social media graphics
- Friendsgiving promotion key messages

Fresh Cranberry Resources

- uscranberries.com/FreshCranberries
- Guide to Entertaining with Fresh Cranberries
- In-store demonstrations/how-tos
- Fresh cranberry key messages
- Promotional tabletop sign
- Floral arrangement how-to video and handout



**Click here to
download
resources**

For questions or if you have trouble accessing the files, please contact aoppenheimer@pollock-pr.com

For more information, contact Karen Cahill at kcahill@uscranberries.com

All About Fresh Cranberries



- Fresh cranberries are a versatile fruit that adds unique flavor, color and variety to dishes – sweet to savory
- Cranberries are one of three fruits commercially cultivated native only to North America making them a fruit local to all of us!
- Most cranberries are grown in Wisconsin, Massachusetts, New Jersey, Washington and Oregon
- Fresh cranberries are harvested in the fall and available in-store September-January
- Cranberries grow on vines, not in water
- Fresh cranberries have four air chambers that make them float, that's why some cranberries are harvested by flooding the bogs and marshes
- Fresh cranberries are harvested using a dry or wet harvest method
- Fresh cranberries should be displayed in the produce department in a cool, dry location
- Visit uscranberries.com or the [Guide to Entertaining with Fresh Cranberries](#) for trendy fresh cranberry recipes



For more information, contact Karen Cahill at kcahill@uscranberries.com

How to Feature Friendsgiving in Your Store



We make it easy to participate...

In-Store

Showcase Friendsgiving contest, fresh cranberries, recipe cards, and décor ideas through:

- ✓ On-shelf signage
- ✓ End-cap displays
- ✓ In-store demos using Friendsgiving recipes
- ✓ In-store magazines, ad circulars and overhead radio
- ✓ Print and electronic coupons to drive cranberry purchases with link to *CranberryFriendsgiving.com*

Online

Amplify the *Cranberry Friendsgiving Contest* and fresh cranberries by posting and sharing:

- ✓ Contest social media content, using the hashtag – **#FriendsgivingCranberryContest**
- ✓ Cranberry Friendsgiving features in blog posts and e-newsletters
- ✓ Social media-ready and print-ready promotional assets
- ✓ Social media posts by @uscranberries to create cranberry buzz

For more information, contact Karen Cahill at kcahill@uscranberries.com

Increase Cranberry Sales with a Floral Department Cross-Promotion

Click to view!



Fresh cranberries are a trendy addition to fall and holiday floral arrangements and décor.

Jump on the trend and give your shoppers more reasons to put *more* bags of cranberries in their carts.

This fall, use the new floral resources to cross-promote cranberries in the produce and floral departments and increase sales.



Feature **“how-to” video** highlighting ways to spruce up floral arrangements with fresh cranberries on your website, in e-newsletters and on social media channels



Distribute **“how-to” handouts** at point-of-sale in the produce and floral departments showing shoppers how to add fresh cranberries to floral arrangements they purchase in-store

Take Action Now to Increase Sales



Revitalize your produce department this fall and winter with fresh cranberry promotions. Take advantage of the free resources and on-trend nationwide promotions that can help you connect with millennial shoppers and drive greater sales.

Share your fresh cranberry promotions with pictures and a description for a chance to have your store recognized for its efforts. Send information to aoppenheimer@pollock-pr.com.

To find a fresh cranberry supplier, visit OrderUSCranberries.com.



Karen Cahill

Communications & Marketing Specialist

Cranberry Marketing Committee

219A Main Street

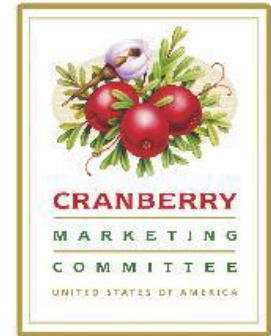
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About the Cranberry Marketing Committee



The Cranberry Marketing Committee was established as a Federal Marketing Order in 1962 to ensure a stable, orderly supply of good quality product. Authority for its actions are provided under Chapter IX, Title 7, Code of Federal Regulations, referred to as the Federal Cranberry Marketing Order, which is part of the Agricultural Marketing Agreement Act of 1937, as amended. This Act specifies cranberries as a commodity that may be covered, regulations that may be issued, and guidelines for administering the programs, and privileges and limitations granted by Congress. For more information, visit uscranberries.com.



To find a fresh cranberry supplier, visit OrderUSCranberries.com