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US Cranberry Marketing Committee

Details: May 2009 Activity Report
Author: H&K Cranberries Team

The following report outlines the activities undertaken by Hill & Knowlton (H&K) Australia on behalf of the US Cranberry Marketing Committee during the month of May, 2009.

Please see below a top line overview of activities undertaken:

- Consumer media outreach using cranberry recipes specially developed for the Australian market to tap into key seasonal opportunities
This included:
 - Winter Warmers (short-lead consumer, suburban and regional print media)
- Continued liaison with Kidney Health Australia and Girls Night In (NSW Cancer Council) regarding health related sponsorships/partnerships for 2009
- Set up and attended meeting with media contact, Cushla Chauhan, Editor for Body & Soul
- Continued liaison with web developer regarding creation of the new www.cranberries.com.au website
- Planned Australian market visit for the CMC
- Developed key documents following market visit from the CMC
- Monitored medical/health studies and announcements around cranberries coming out of the United States and the rest of the world to develop Australianised pitches to key health media
- Continued to create and pitch story angles from the Cranberry Media Bureau, creating an easy source for media to contact us to find out anything and everything about cranberries with an easy email and phone number

The details that follow outline activities undertaken including results to date.

Consumer Media Bureau - Coverage

Please Note:

***All coverage in the following report has been generated/initiated by the Cranberry Media Bureau (CMB). General Cranberry Coverage without CMB involvement has not been included in this report.**

Category 1 Coverage

<http://www.bestrestaurants.com.au/Recipes/Cranberry-Cupcakes.aspx>

Cranberry Cupcakes

FEATURED RECIPE



Author Type: Chef

Ingredients –

- 1 1/4 cups frozen cranberries
- 2 tbsp caster sugar
- 2 tbsp lemon juice
- 1 tbsp water
- 125g butter
- 3/4 cup caster sugar
- 2 eggs, beaten
- 2 cups self-raising flour, sifted
- 1/2 cup milk
- Pinch salt

Icing:

- 1 1/2 cups icing sugar, sifted
- 2 tbsp butter



METHOD –

Place cranberries, caster sugar, lemon juice and water in a small saucepan. Cook for about five minutes over a moderate heat until berries burst and are softened.

Crush berry mixture using the back of a spoon until it's a thick puree. Cool. Push through a sieve and set aside two tablespoons for icing.

Preheat oven to 180 degrees Celsius and line a large muffin tray or two small muffin trays with patty cases. Cream butter and caster sugar until pale. Add beaten eggs and cooled cranberry mixture. Stir in sifted flour, salt and milk.

Spoon mixtures into paper cases and bake for about 20 minutes or until golden (12 to 15 minutes if using smaller muffin size). Cool on a wire rack.

For the icing, place butter and reserved strained cranberry puree in a bowl. Beat in icing sugar gradually until thick and smooth. Use to decorate cupcakes.

Cranberry Marketing Committee, May 2009
www.cranberries.com.au

City News (circulation: 49, 747) Weekly city newspaper

Cooking up organic storm

WORDS: JENNIFER KERR

MOST people are fast asleep early on a Sunday morning, dreaming about a cooked breakfast and a relaxed cup of coffee with the paper. But on this particular Sunday morning, I found myself wandering around the Northey St Organic Farmers' Market with a dozen others taking the Black Pearl Epicure's Organic Market to Cooking School class.

Taking us around the market was former *Ready Steady Cook* chef and former co-owner and head chef of Mondo Organics in Brisbane, Dominique Rizzo.

"It's such a chilled and relaxed atmosphere," Dominique said.

"Everything you need is right here, and every week you see something new."

There is everything here, from organic meat, dairy products, honey, fruit and vegetables of every description, coffee, chips, clothing, bread and pastries.

The market and the cooking class is all about getting back to healthy eating, using foods that are good for health and the environment. The producers are passionate about what they sell, and it shows.

After picking up the ingredients we needed, it was back to the cooking school start learning, cooking and eating.

The day's menu included crusty sourdough with organic sausage and tomato; herbed quark and quinoa tart; roasted zucchini and apple salad with oranges and mint; and a roasted turkey with cranberry, pear and sage stuffing.

We were all assigned tasks in small groups.

There was a mix of people in the class – the single guys hoping to learn a thing or two to impress the ladies; the mum doing something just for herself; and the home chefs who thought they knew it all.

Dominique talked us through each of the recipes, which were deceptively simple.

The smells wafting through the room were delicious, and the flavours divine, and I was eager to get home and show off my newly found skills.

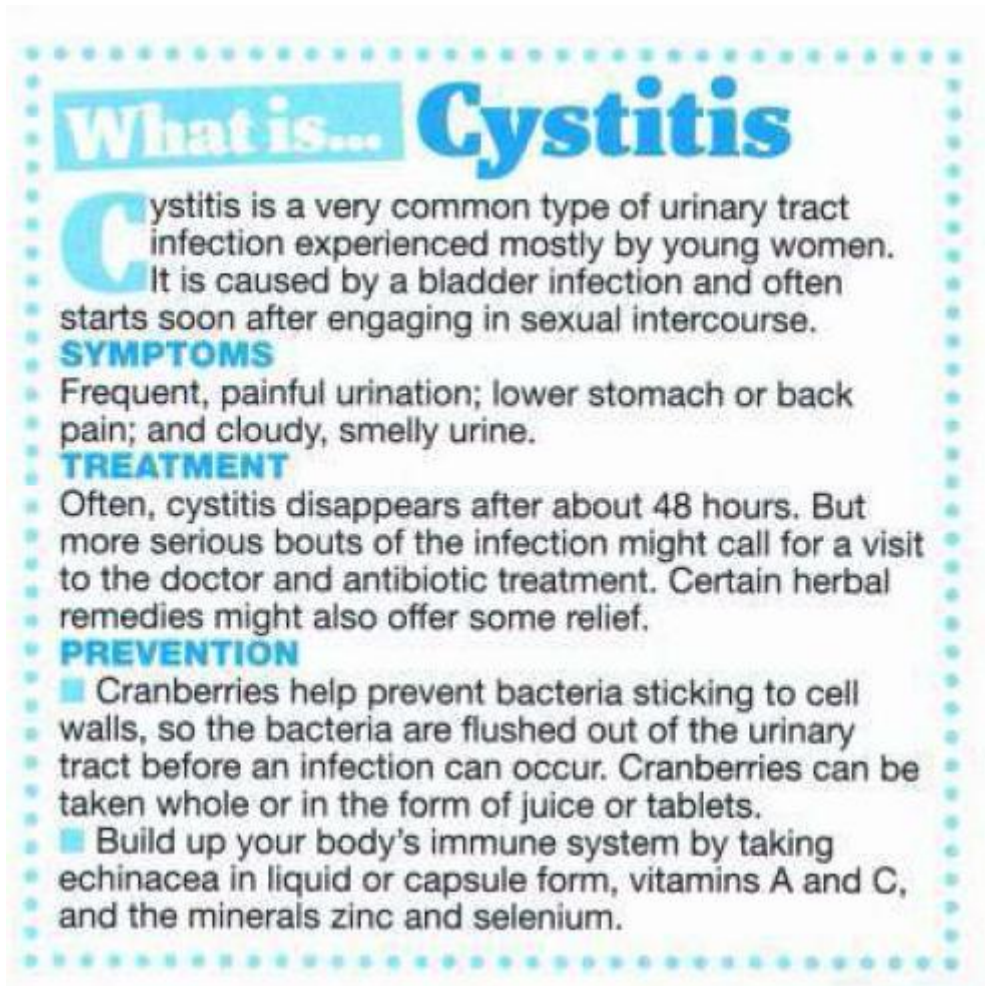
■ Black Pearl Epicure is at 36 Baxter St, Fortitude Valley. Phone 3257 2144, email cooking.school@blackpearl.com.au, or visit www.blackpearl.com.au.



FRESH IS BEST: At the organic market, then back to Black Pearl Epicure's cooking school

Category 2 Coverage

Take 5 (circulation: 260,018) National weekly lifestyle magazine featuring recipes health and personal interest stories



What is... Cystitis

Cystitis is a very common type of urinary tract infection experienced mostly by young women. It is caused by a bladder infection and often starts soon after engaging in sexual intercourse.

SYMPTOMS

- Frequent, painful urination; lower stomach or back pain; and cloudy, smelly urine.

TREATMENT

- Often, cystitis disappears after about 48 hours. But more serious bouts of the infection might call for a visit to the doctor and antibiotic treatment. Certain herbal remedies might also offer some relief.

PREVENTION

- Cranberries help prevent bacteria sticking to cell walls, so the bacteria are flushed out of the urinary tract before an infection can occur. Cranberries can be taken whole or in the form of juice or tablets.
- Build up your body's immune system by taking echinacea in liquid or capsule form, vitamins A and C, and the minerals zinc and selenium.

Retail World (circulation: 10,649) National fortnightly trade magazine providing information on foods in season

Fresh and fruity

This season's fresh fruit provides an array of colours, flavours and nutrients.

Cranberries

Cranberries are high in antioxidants and other nutrients. It is a versatile fruit with its unique tart and tangy flavour and health promoting properties. Cranberries are an ideal complement to popular dishes, from appetisers and breads to desserts and drinks.

Cranberries have bacteria blocking properties that may help prevent urinary tract infections, some ulcers and gum disease.

Cranberries are available in dried, frozen, powder, juices and sauces.

Dried cranberries can be consumed as a healthy snack, in salads for extra flavour or in juice for fruit smoothies.



Category 4 Coverage

Australian Women’s Weekly (circulation: 491,476) National monthly women’s lifestyle magazine featuring recipes and food ideas

CRANBERRY-POACHED PEARS

SERVES 4. PREP AND COOK TIME 30 MINUTES.

Per serve: Energy, 920kJ; protein, 6g; fat, 2g; saturated fat, less than 1g; fibre, 3g; carbohydrate, 45g; exchanges, 3; sodium, 95mg.

- 4 small (720g) firm ripe pears
- 3 cups (750ml) light cranberry and raspberry fruit drink
- 200g tub low-fat vanilla yogurt, to serve
- 12 bought almond bread wafers, to serve

- 1 Peel, halve and core the pears, leaving the stems intact.
- 2 Combine the pears and fruit drink in a medium saucepan. Bring to a simmer over medium heat. Place a round of baking paper directly on the surface of the liquid (see Cook’s Note) and simmer gently for 10 minutes or until the pears are tender. Transfer pears to a bowl. Cover and keep warm.

- 3 Boil syrup, uncovered, until reduced to about 1 cup (250ml).
 - 4 Serve pear halves with a little syrup poured over (about 2 tablespoons each) and accompanied by the yogurt and wafers.
- Not suitable to freeze or microwave.

COOK’S NOTE: The round of baking paper on the surface of the liquid will help keep the pears immersed, so that they cook and colour evenly. You could also substitute a rosé for the fruit drink in this recipe.



Woman's Day (circulation: 405,082) National weekly lifestyle magazine featuring recipes and food ideas.



Cranberry & white chocolate cookies

MAKES ABOUT 28
PREPARATION 20
MINUTES
COOKING 20 MINUTES

125g butter, at room temperature
1½ cups almond meal
½ cup caster sugar
½ teaspoon vanilla extract
1 egg
¾ cup rice flour
½ cup cornflour
180g white eating chocolate, finely chopped
½ cup dried cranberries (craisins)
50g white eating chocolate, melted

1. Preheat oven to moderate, 180°C. Lightly grease and line 2 oven trays.

2. In a small bowl, using an electric mixer, beat butter, almond meal, sugar and vanilla together, until creamy. Add egg, beating well.
3. Stir in sifted flours, chopped chocolate and cranberries. Roll tablespoonfuls of mixture into balls. Arrange 5cm apart on prepared trays. Flatten slightly (see tip). Flatten slightly (see tip).
4. Bake for 15-20 minutes, until golden. Allow to cool on trays. Drizzle with melted chocolate.

TOP TIPS

- Use floured fingertips or a fork to flatten the cookies.
- Leave biscuits on a wire rack so chocolate can set before placing in an airtight container.

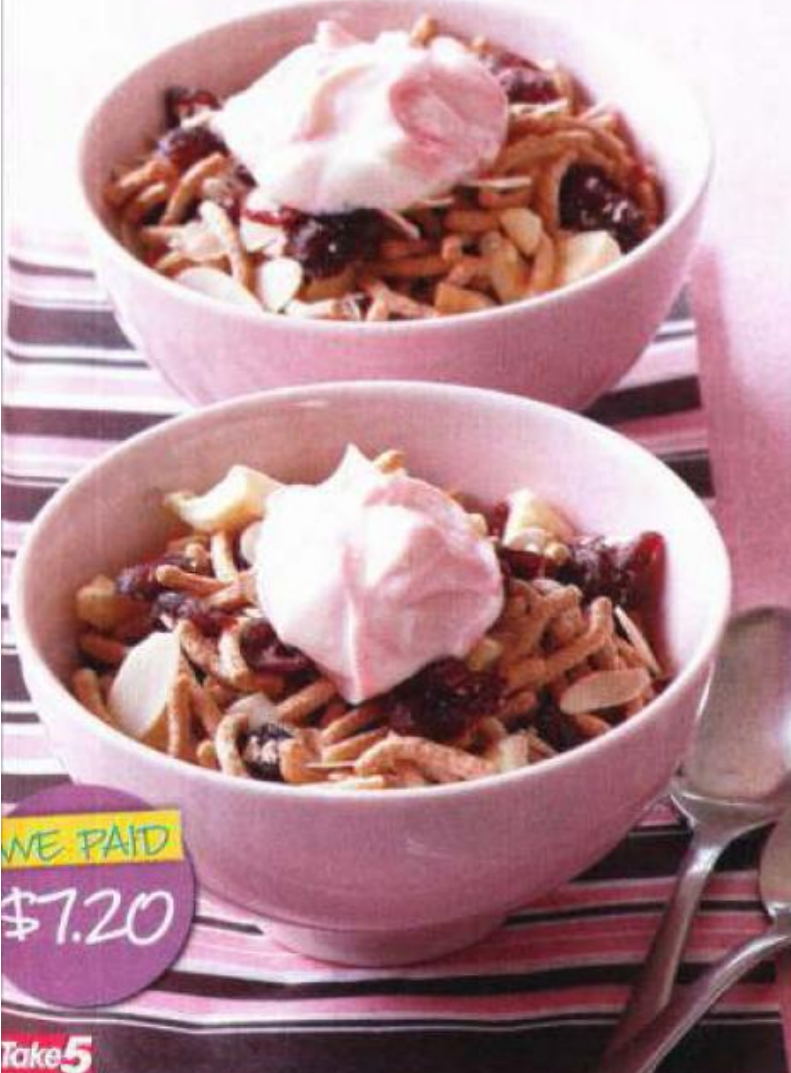
Take 5 (circulation: 260,018) National weekly lifestyle magazine featuring recipes, health and personal interest stories

Cranberry and apple muesli

2 cups bran cereal of your choice
(we used soy and linseed bran)
1 cup traditional wholegrain oats
½ cup (50g) flaked almonds,
lightly toasted
1 cup raisins
½ cup chopped dried apples

Combine all ingredients in a large bowl. Transfer to an airtight container until required.

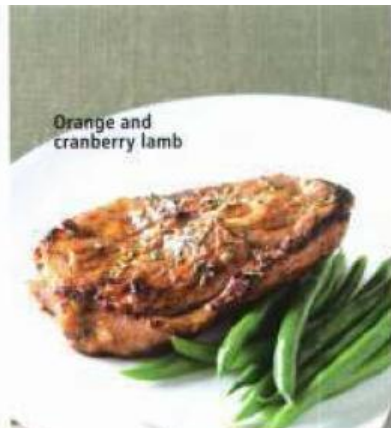
Makes about 5 cups
Cranberry and apple muesli will keep for several weeks if stored in an airtight container in a cool, dry place.



WE PAID
\$7.20

Take 5

Super Food Ideas (circulation: 271, 298) 01/06/09 National monthly lifestyle magazine featuring recipes and food ideas.



\$2.50
per serve

Orange and cranberry lamb

Serves 4

- ¼ cup cranberry jelly
- 2 teaspoons finely grated orange rind
- ¼ cup orange juice
- 1 tablespoon olive oil
- 1 garlic clove, crushed
- 2 teaspoons chopped fresh rosemary leaves
- 4 lamb leg chops
- steamed green beans, to serve

1 Combine jelly, orange rind, orange juice, oil, garlic and rosemary in a shallow glass or ceramic dish. Add chops. Turn to coat. Cover and refrigerate for 2 hours, if time permits.

2 Heat a frying pan over medium-high heat. Remove lamb from marinade. Cook lamb for 4 to 5 minutes each side for medium or until cooked to your liking, basting with marinade during cooking. Transfer to a plate. Stand, covered, for 5 minutes. Serve lamb with beans.

TIP This recipe also tastes great served with roasted chat potatoes.

Super Food Ideas (circulation: 271, 298) 01/06/09 National monthly lifestyle magazine featuring recipes and food ideas.



Pork cutlets with cranberry-honey sauce

Pork cutlets with cranberry-honey sauce

Serves 4

- 800g desiree potatoes, peeled, chopped
- 1 teaspoon olive oil
- 4 (200g each) pork cutlets, trimmed
- 1 tablespoon fresh rosemary leaves, finely chopped
- 2 tablespoons whole-berry cranberry sauce
- ¼ cup Capilano honey
- 1 cup chicken stock
- 20g butter, chopped
- ¼ cup hot milk (see tip)
- steamed green beans, to serve

1 Place potato in a saucepan. Cover with cold water. Bring to the boil over high heat. Reduce heat to medium-low. Simmer for 12 to 15 minutes or until tender. Drain. Return to pan.

2 Meanwhile, heat oil in a frying pan over

medium heat. Cook pork for 4 to 5 minutes each side or until cooked through. Transfer to a plate. Cover to keep warm. Add rosemary, cranberry sauce, honey and ¼ cup stock to pan. Cook, stirring, for 3 to 4 minutes or until cranberry sauce has melted. Add remaining stock to pan. Stir to combine. Bring to the boil. Cook for 10 to 12 minutes or until reduced by half. Season with salt and pepper.

3 Add butter and milk to potato. Mash until smooth and creamy. Season with salt and pepper. Divide mashed potato between plates. Top with pork. Drizzle with half the sauce mixture. Serve with steamed beans and remaining sauce mixture.

Tip To heat milk, place in a microwave-safe jug. Microwave on HIGH (100%) for 30 seconds to 1 minute or until hot.

Super Food Ideas (circulation: 271, 298) 01/06/09 National monthly lifestyle magazine featuring recipes and food ideas.

10 White choc and craisin scones

Makes 20

1 quantity Basic buttermilk scones (see p57)

1/3 cup craisins

50g white chocolate, finely chopped

1 Make Basic buttermilk scones, adding craisins and chocolate at end of step 2.

2 Follow step 4, using a 4.5cm round cutter to make 20 scones. Follow step 5, baking for 10 minutes. Serve. ■



Women's Health & Fitness (circulation: 44,039) National monthly women's magazine featuring recipes, health and exercise advice

ORANGE, RED ONION AND CRANBERRY SALAD

SERVES 4

INGREDIENTS

- 1 tbsp olive oil
- 1 tsp raspberry wine vinegar
- 4 medium oranges, segmented
- ¼ medium red onion, finely diced
- 4 tbsp dried cranberries, finely diced
- 1 tsp thyme leaves

KILOJOULES 569 | TOTAL FAT 4.8G
SATURATED FAT 0.7G
CARBOHYDRATE 20.1G
PROTEIN 1.8G | FIBRE 3.3G
SODIUM 12MG | GI LOW

METHOD

- To segment an orange, cut the skin at the top and bottom off. Then slice through the rest of the skin ensuring the white parts of the orange are separated from the flesh. Follow the lines of the orange and carefully cut into either side of each segment to the core of the orange. Place each segment into a mixing bowl. Once you have segmented each orange squeeze the remaining juice of each orange into another bowl.
- Place all the other remaining ingredients into the bowl with orange segments. Toss the olive oil and raspberry wine vinegar through with about 4tbs of the orange juice. Place all ingredients onto a plate.



Slimming & Health (circulation: 28,653) National monthly supplement featuring healthy recipes and exercise advice

Cranberry and banana muffins

■ 50g dried cranberries
■ 115g self-raising flour ■ ½ tsp baking powder ■ 2 Tbsp reduced-kj sugar ■ 1 very ripe banana, mashed ■ 1 medium egg, beaten ■ 25g reduced-fat spread, melted ■ 100ml skim milk ■ Icing sugar, to dust

1 Rehydrate the cranberries in a bowl of boiling water for 10 minutes.

2 Preheat the oven to 200°C and line 2 x 12-cup mini muffin trays with 24 petit-four cases.

3 Sift the flour and baking powder into a large bowl and



add the sugar.

4 In a separate bowl, mix the banana, egg, melted spread and milk.

5 Drain the cranberries and mix all the ingredients together. Stir carefully and spoon into the muffin trays. Bake for 12 minutes. Serve warm, dusted with a little icing sugar.

Map Magazine (circulation: 5,000) National monthly lifestyle magazine

CRANBERRY APPLE COMPOTE

125 g frozen cranberries
1 apple, cored and diced
125 ml cranberry juice
1 teaspoon natural vanilla extract
½ teaspoon finely grated orange zest
55 g caster (superfine) sugar
½ tablespoon honey

TO MAKE

Put the rolled oats, sunflower seeds, rye or bran flakes, cranberries, almonds and milk in a bowl and mix well. Cover and refrigerate overnight. To make compote, place all of the ingredients in saucepan and stir over high heat until sugar has dissolved. Bring to boil, then reduce heat and simmer for 15 minutes, or until the fruit is tender and the sauce has thickened slightly. Either keep warm if making pancakes straight away, or gently reheat when ready to serve. When ready to cook the pancakes, add the flour, baking powder, cinnamon, sugar and eggs to the muesli mixture and combine thoroughly. Set aside for 10 minutes. Brush a little melted butter in a large non-stick frying pan over medium heat. Cook pancakes in batches, using 60 ml of mixture for each pancake – you should make eight small pancakes in total. Cook pancakes on each side for 3 minutes, or until lightly golden and cooked through.

Katherine Times (circulation: 3,170) Weekly regional newspaper featuring healthy recipes

Healthy Recipe

Cranberry chicken salad

Water chestnuts, despite their name, are nut-free; almonds are a possible substitution for people without nut allergies.

Ingredients:

2 to 3 large chicken breasts, fully cooked, cut into 3/4-inch dice (about 3 cups)

1 1/4 cup low fat mayonnaise (add more if salad seems dry)

1/2 cup dried cranberries

1 small can water chestnuts, diced (8 oz.) or 1/2 c toasted almonds

3 sprigs fresh tarragon, minced (approx. 3 Tbsp.), or 1 Tbsp. dried tarragon. Salt and pepper (to taste)

Preparation:

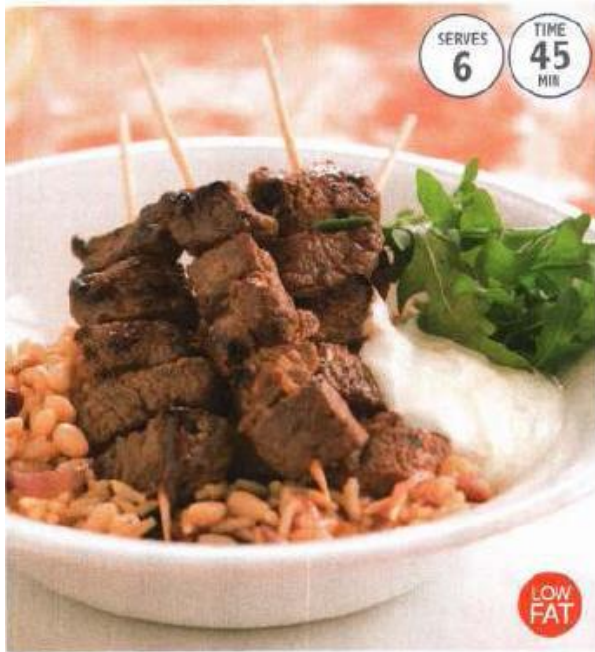
In a serving bowl, combine chicken, low fat mayonnaise, cranberries, water chestnuts or almonds, and tarragon.

Mix thoroughly; add more low fat mayonnaise if needed. Taste for salt and pepper and season as desired. Serve chilled. Will keep in the refrigerator for about 4-5 days

Serves four to six as a main dish or appetizer salad (recipe modified from www.foodallergies.about.com).

Category 5 Coverage

That's Life (circulation: 308,126) National weekly lifestyle magazine featuring recipes health and personal interest stories



MOROCCAN PILAF WITH KEBABS

- 800g diced lean lamb
- 3 cloves garlic, crushed
- zest and juice of 1 lemon
- ¼ cup Moroccan spice
- 1 tablespoon olive oil
- 1 red onion, sliced
- 2 cups basmati rice, washed and drained
- ⅓ cup dried cherries or cranberries
- 2¾ cups prepared chicken stock
- ¼ cup toasted pine nuts

- 1** Place lamb into a bowl with garlic, lemon juice and zest and 1 tablespoon of Moroccan spice. Stir to combine, cover and stand for 15 min. Thread lamb onto soaked bamboo skewers.
- 2** Heat a large pot over a medium-high heat, add olive oil. Add onion to the pan and cook until soft and lightly brown, about 6 min.

Increase heat to high and add rice and remaining Moroccan spice. Cook, stirring constantly, for 1 min. Add the cherries or cranberries and stock.

3 Bring to a simmer, stir once and cover tightly with foil and lid. Turn heat to lowest setting and allow to cook for 10-12 min. Turn off heat and allow to sit for a further 10 min before removing lid and foil. Stir through the pine nuts and season to taste.

4 Meanwhile, heat stove-top grill or barbecue to medium high. Lightly spray kebabs with olive oil and cook, turning occasionally, until lamb is done to your liking. Serve pilaf and kebabs with a dollop of yoghurt and some rocket leaves.

'Perfect as a side dish with other barbecued meats.'

Sunday Mail Adelaide (circulation: 304, 096) Weekly Capital city newspaper

Superfoods to checkout, please

THERE are certain foods that stand out for the enormous nutritional and health benefits they offer and should be bought and eaten often:

1: Broccoli contains large amounts of a number of powerful antioxidants as well as significant fibre, vitamin C and beta carotene.

2: Walnuts are the nuts richest in long-chain polyunsaturated fats. Just 30g a day helps optimise cell wall composition, reduce cholesterol levels and boost intake of the vital plant forms of omega-3 fats.

3: Lean red meat is full of essential nutrients, including iron, zinc, vitamin B12 and protein. The average

adult needs 100g of lean, red meat three to four times a week.

4: Oysters are one of the richest sources of zinc, with just one providing an adult with almost their entire daily requirement. Oysters are also a rich source of iodine.

5: Oats have one of the lowest GIs of all grains. One daily serving provides you with a large amount of soluble fibre, which helps reduce blood cholesterol levels.

6: Atlantic salmon is one of the richest natural sources of omega 3 fats, the health benefits of which include reduced triglycerides and blood pressure. Aim to eat at least two serves every week.

7: Red capsicum is a rich source of carotenoids, the group of antioxidants that help regulate inflammatory pathways in the body, which in turn help prevent heart disease, cancer and stroke.

8: Soy and linseed bread is low GI and also contains large amounts of the plant source of omega-3 fat.

9: Eggs are a good source of protein and contain up to 18 other nutrients, including vitamins B12 and D.

10: Berries such as blueberries, raspberries, strawberries and cranberries contain lots of antioxidants and are also exceptionally low in kilojoules.

Super Food Ideas (circulation: 271, 298) National monthly lifestyle magazine featuring recipes and food ideas.

Apple and pear crumble

Serves 4

3 (600g) granny smith apples, peeled, cored, cut into wedges

3 (650g) william pears, peeled, cored, cut into wedges

¼ teaspoon ground cinnamon

¼ cup maple-flavoured syrup

⅓ cup dried cranberries

Topping

1 cup rolled oats

⅓ cup plain flour

1 tablespoon vanillin sugar

(*see SF/ box, p70)

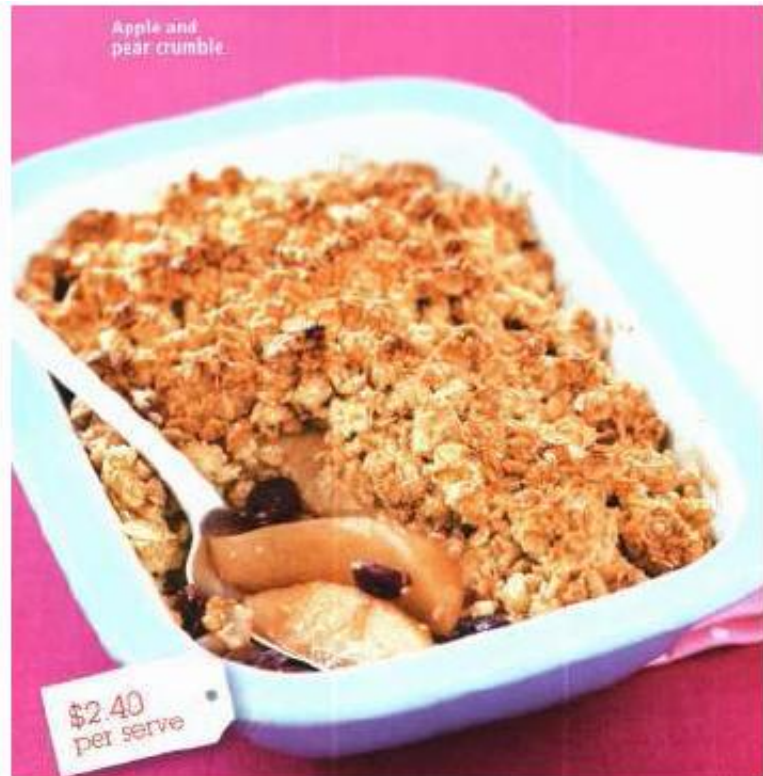
80g butter, chilled, chopped

1 Preheat oven to 200°C/180°C fan-forced. Place apple, pear, cinnamon, syrup and cranberries in a saucepan over medium heat. Cook, covered, for 5 minutes or until apple is just tender, stirring halfway during cooking. Carefully spoon mixture into a 6cm-deep, 6 cup-capacity ovenproof dish.

2 Make topping Combine oats, flour and sugar in a bowl. Using fingertips, rub butter into oat mixture until mixture resembles coarse breadcrumbs. Sprinkle over fruit mixture. Bake for 10 minutes or until golden. Stand for 5 minutes. Serve.

Per serve 2198kJ; 11.2g sat fat; 159mg sodium.

NOTE Serve with ice-cream for an extra treat.



Good Taste (circulation: 154,185) 01/05/09 National monthly lifestyle magazine featuring recipe ideas

SMART SNACKS

Chocolate & cranberry trail mix (below)

Combine **bought toasted muesli**; chopped **dark chocolate**; and **craisins (dried cranberries)**.



Good Taste (circulation: 154,185) 01/05/09 National monthly lifestyle magazine featuring recipe ideas

Cosmo fizz

E

Serves: 6 Prep: 5 mins (+ 2 hours chilling time)

375ml chilled cranberry juice
100ml Cointreau liqueur
1 x 750ml btl chilled sparkling rosé
40g (1/3 cup) frozen raspberries

1. Combine the cranberry juice and Cointreau in a jug. Cover and place in the fridge for 2 hours to chill.
2. Divide the cranberry juice mixture among champagne flutes. Top with the sparkling rosé and raspberries to serve.

Per serve: 0.5g protein, 0g fat (0g saturated fat), 16g carb, 0.5g dietary fibre, 685kJ (165 Cals).

 **FOR THE KIDS** For a non-alcoholic version, replace the Cointreau with fresh orange juice and swap the wine for lemonade.



West Australian (circulation: 192, 964) Daily Capital city newspaper mind & body section featuring healthy eating alternatives

HOT SWAP #2 — Swap a muesli bar snack for a handful of nuts, seeds and dried fruits.

"Swap commercially produced muesli bars for nuts, seeds and dried fruits — like cranberries," Mr Pelusey recommended.

Avoid processed food with preservatives, added sugar and sodium. Have this protein-packed snack on hand to ward off hunger pains and unnecessary snacking. It also stabilises blood sugar, which helps to sustain energy levels and mental function.

Canberra Times (circulation: 34,629) Daily regional newspaper which features a food and wine section

Grandview gluhwein

This is a drink somewhere between gluhwein and sangria.

60ml shiraz

30ml Chambord

90ml cranberry juice

10ml sugar syrup

juice of half a lime

orange zest

sprinkle of cinnamon and nutmeg

Muddle spices with orange zest and sugar syrup. Add other ingredients and shake with ice. Pour into a tall glass.

Media Bureau – Consumer Activities

Winter Warmers – short-lead consumer media release

H&K distributed the media release titled 'Winter Warmers made easy with cranberries' to consumer short-lead media and also distributed it on the AAP newswire. The release was targeted at people looking for warming recipe ideas during the winter season.

The release can be viewed in the appendix.

Feedback for the Winter Warmers release can be viewed in the below chart:

Publication	Name	Last Name	Position	Feedback
Food-Recipe Contacts				
Consumer Media: Short-Lead				
Woman's Day	Jennene	Plummer	Food Editor	Will keep these ideas in mind for our recipe development in next couple of months
New Idea	Barbara	Northwood	Food Editor	We do all our own recipes but thanks again! I always look forward to your monthly releases!
That's Life	Darlene	Allston	Food Editor	Will discuss with the team, unable to use directly as we develop our own recipes
Take 5	Jane	Ash	Food Editor	Will consider ideas when developing winter recipes, thanks
Who	Michelle	Reedy	Food Writer	Thanks, I develop my own recipes but this provides good inspiration
Mindfood	Claire	Sweeney	Online Editor	Thanks for sending through
NSW Newspapers				
The Daily Telegraph - T.Food	Cecily	Ryan	Editor	Thanks again, can maybe use recipes in an upcoming themed issue
The Daily Telegraph monthly Simply Food liftout	Jenni	Gilbert	Editor	Has filed for next few months and will try to fit in
Good Living	Lynne	Mullins	Food writer	Thanks, will see if I can include in one of my columns in coming months
Sun Herald - Sunday Life	Georgina	Jordan	Editorial Coordinator	Passed onto Karen Martini for consideration, food writer
VIC Newspapers				
The Age	Leanne	Tolra	Food Editor	Received, will discuss in editorial meeting
The Herald Sun	Susan	Bugg	Food Editor	Thanks for the ideas
SA Newspapers				
Adelaide Advertiser	Tony	Love	Food Editor	Will keep on file
QLD Newspapers				
Courier Mail	Fiona	Donnelly	Food Editor	Will discuss in editorial meeting

ACT Newspapers				
Canberra Times	Kirsten	Lawson	Food Editor	Thanks for sending through, great recipes
WA Newspapers				
West Australian	Cy	Clayton	Food Editor	Thanks, I've received and passed on
Sunday Times	Gail	Williams	Food Editor	Great recipes, wants to try one of these at home. Will see if she can fit one of the recipes somewhere, or adapt to her own
TAS Newspapers				
The Mercury	Elaine	Reeves	Food Writer	No use for it with their current features planned but good to keep in mind
The Examiner	Jenny	Woodward	Food Editor	Will keep on file
Online / Newsletters				
Shesaid.com.au	Anna	Warwick	Editor	Thanks, has filed for use around winter potentially

Media Meetings

In May, H&K met with Cushla Chauhan, the editor of Body & Soul. Body & Soul is a health and wellbeing focused lift-out in the Sunday Telegraph newspaper. It is syndicated nationally across other Sunday newspaper titles (i.e. Sunday Mail in QLD, Sunday Herald Sun in VIC and Sunday Times in WA) and has a combined reach of approx. 3.5 million.

H&K briefed Cushla on the health benefits of Cranberries and our upcoming partnerships with Wee Week/Kidney health Australia and Girls Night In. She was really interested in Wee Week, and said she'd feature this in the 'What's on' section at the end of July, as well as look at doing a UTI feature around August. Cushla was also interested in Girls Night In and said she'd be happy to work with us for content including cranberries closer to the time in October.

H&K will continue to set up meetings in June with top media targets relevant to cranberries, such as health and lifestyle editors, in order to drive maximum editorial coverage.

Media Bureau – Health Activities

H&K is still waiting approval on the two media releases developed for CMC review in April – including one focused on stomach health and one focused on dental health. Both media releases included key cranberry health messages and cranberry recipes for added interest to the media.

NB: Following approval H&K will distribute and follow up the releases.

Health Partnerships in 2009

Kidney Health Australia (KHA)

In May, H&K continued preparation for Wee Week 2009 and liaison with KHA. Main activities included:

- Fortnightly conference call with KHA to update on activities
- Followed up KHA to discuss their launch week strategy and plan for publications
- Conducted an agency brainstorm to come up with launch week media stunts/ideas
- Investigated the possibility of a live weather cross and paid for spots on Wee Week Launch day with all breakfast and morning TV shows
- Started compiling a database of regional dieticians for Wee Week communication

- Developed a timeline including all activities to be completed as part of Wee Week, including a news survey, regional dietician outreach, launch day consumer sampling/media activity at Federation Square Melbourne (TBC) and general media relations

In June, H&K will finalise the launch week activity and commence development of media materials.

Girls Night In (NSW Cancer Council)

H&K finalised planning and brainstorming ideas this month to leverage the GNI sponsorship.

The key component of the sponsorship will involve a consumer promotion partnering with an influential women's lifestyle magazine, with people entering to win a dinner cooked for 8 of their close girlfriends by a high profile Australian chef. Activity for this in May included:

- Approaching OK! magazine to be involved
- Developing a chef brief to distribute and get quotes from several high profile chefs

In addition, H&K developed a timeline including all other activities as part of the sponsorship, and also drew up a contract with GNI. Further discussion / activity around other campaign elements will continue in June.

www.cranberries.com.au

In May, H&K finalised all content required for the new website as well as developed two videos utilising b-roll provided by CMC for the site.

In June, H&K will provide the website content to the CMC for approval and manage the build of the website.

Market Visit – May 2009

In May, H&K developed the following documents following the CMC visit/feedback:

- Proposed recommendations to target trade
- Health research overview
- Social media recommendations
- Health key messages

In June, H&K will liaise with the CMC to gain feedback on documents/plans developed and will implement accordingly.

Upcoming Activities – June 2009

The following activities will be undertaken by Hill & Knowlton Australia during the month of June 2009.

Short-Lead Consumer Media Pitch: Christmas in July with cranberry festive recipes. The recipes that will be used have been specifically designed to use cranberries

*This release will be distributed on the AAP newswire.

Recipe Development: H&K will work with a recipe developer to create a new bank of cranberry inspired recipes to suit a variety of occasions and themes. These recipes will be styled, photographed and shared with the network.

Cranberry Media Bureau Health: H&K will continue to work with Kidney Health Australia in the organisation of Wee Week, including preparation of materials and coordinating event logistics leading up to the launch. H&K will also work with Cancer Council to finalise the contract and activity for Girl's Night In.

Appendix A – Winter Warmers**Winter Warmers made easy with cranberries**

Looking for ways to keep warm this winter? Kick off a cosy winter with some of these delicious and inviting recipes.

You and the kids will warm up in no time with the healthy cranberry, honey and cinnamon porridge, and the rack of lamb with cranberry sauce is a hearty dinner meal sure to impress your partner or family. A cold winter's day is the perfect time to put your feet up and treat *yourself* to the cranberry and apple crumble!

Cranberries are a great source of antioxidants which help you and your family stay healthy. Check out www.cranberries.com.au for more delicious recipes and information on the amazing health benefits of cranberries.

Cranberry and Apple Crumble

6-8	Granny Smith apples
2 cups	Frozen cranberries or dried cranberries, reconstituted*
1-2 tblspns	Water

Crumble Topping

100g	Butter
½ cup	Soft brown sugar
½ cup	Self Raising flour
½ cup	Rolled oats
½ tspn	Cinnamon
¼ cup	Flaked almonds

* Dried cranberries can be used in all recipes where frozen berries are unavailable. Simply soak the berries in cranberry or apple juice for a few hours prior to use. 50g of dried cranberries can be substituted for 100g of frozen berries.

Peel and core apples. Cut into slices and place in a saucepan with cranberries. Add water, cook over a moderate heat until soft. Puree using the back of a wooden spoon. Spoon mixture into a deep ovenproof dish or six individual bowls.

Crumble Topping: Place flour, rolled oats, cinnamon, soft brown sugar and butter in a bowl. Using your finger tips rub mixture together until coarse crumbs. Scatter over cranberry and apple puree, and top with almonds. Bake in a moderate oven over 180 deg C for 35- 40 minutes or until golden brown. Serve warm with cream or ice cream sprinkled with a little cinnamon. Makes 1 large or 6 individual crumbles.

Cranberry, Honey and Cinnamon Porridge

250g	Rolled oats
1 Tbsp	Psyllium husk
500ml	Water
100g	Dried or frozen cranberries
Pinch	Ground cinnamon
250ml	Soy milk
2 Tbsp	Honey

Put water in a saucepan and bring to the boil. Add rolled oats and psyllium, reduce the heat and simmer for 10 minutes, stirring frequently. Add milk and simmer for a further 5 minutes, stirring often. Turn off the heat and add the cranberries, and allow to stand for 3-4 minutes before serving with a sprinkle of cinnamon and a drizzle of honey.

Rack of Lamb with Cranberry Sauce

2 x 8 cutlet	French-trimmed racks of lamb
4 slices	Wholemeal bread, crusts removed
1 tablespoon	Thyme leaves
2 cloves	Garlic, crushed
1 tablespoon	Olive oil
2 tablespoons	Dijon mustard
1 tablespoon	Plain flour
1 cup (250mL)	Chicken stock
½ cup (140g)	Whole berry cranberry sauce
2 teaspoons	Grated ginger
Black pepper, to taste	

Preheat oven to 180°C. Trim excess fat from the lamb. Tear the bread, place in a food processor, process to make breadcrumbs. Combine in a bowl with the thyme, garlic, pepper and oil. Spread the outside of the lamb racks with the mustard and press the crumb mixture on firmly.

Heat a large non-stick frying pan to medium, place the lamb racks breadcrumb-side down into the pan, cook for 2 minutes or until browned. Carefully lift out racks with a spatula and transfer to a baking dish and bake for 30 minutes or until cooked as desired. Loosely cover with foil and rest for 5 minutes.

Meanwhile, blend the flour in a small saucepan with 1/3 cup of the stock until smooth. Add the remaining stock, cranberry sauce and ginger, stir over high heat until simmering, cook for 2 minutes. Cut each rack of lamb into 4 portions and serve 2 portions for each person. Drizzle with the cranberry sauce.

Tip: Serve with roasted potatoes and steamed vegetables, if desired.

***Note to the editors:** All cranberry products listed above can be found in major supermarkets around Australia.

For further information, images or requests please contact:

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Health Benefits of Cranberries

Cranberries contain bacteria-blocking compounds that are believed to be helpful in preventing urinary tract infections, and recent research suggests this same function may be useful in blocking the bacteria responsible for stomach ulcers and certain oral bacteria that can lead to gum disease.

*The Australia Cranberry Media Bureau is sponsored by the U.S. Cranberry Industry – growers of 80% of the world's best loved fruit.