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US Cranberry Marketing Committee

Details: April 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 April, 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:
 - Mother's Day (short-lead consumer, suburban and regional print media)
- Developed two health releases for review including:
 - Stomach health and the benefits of cranberries
 - Dental health and the benefits of cranberries
- 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, Erin Kisby, Health Writer for New Idea
- Liaised with web developer to update the current www.cranberries.com.au website and gain initial mock-up and creative
- 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

Daily Mercury (circulation: 19,839) Daily regional newspaper featuring recipes.

Cranberries



Mixed Tuna Salad with Cranberry dressing

- 50g Mesclun (mixed salad leaves)
 - 80g Cherry tomatoes, halved
 - 120g can four bean mix, drained & rinsed
 - 1/2 cup (30g) dried cranberries
 - 110g can tuna in springwater, drained
 - 40g bocconcini, sliced
- Dressing
- 1 tablespoon raspberry and cranberry juice

- 1 teaspoon olive oil
- 2 teaspoons red wine vinegar
- 1 teaspoon seeded mustard
- 1/2 clove garlic, crushed

Combine the mesclun, tomatoes, four bean mix and dried cranberries.

To make the dressing, combine the raspberry cranberry juice, oil, vinegar, mustard and garlic in a jar, shake well.

Add the dressing to the salad mix and toss to combine.

Serve topped with tuna and bocconcini.

Times Victor Harbor (circulation: 7,005) Weekly regional newspaper featuring recipes.

Cranberries show benefits for heart health

As a heart friendly and nutrient rich food, cranberries may help reduce the risk of heart attack and stroke.

Recent studies have shown that cranberries contain a high amount of antioxidant and inflammatory inhibition properties that may protect against heart disease.

Heart disease is our nation's greatest health concern, killing one Australian every 10 minutes, but there is much we can do to prevent heart attack or stroke.

A diet rich in naturally derived plant compounds (phytonutrients or polyphenols), which occur at high levels in cranberries, is an important way to reduce your risk.

Dr Martin Starr, Science Advisor to the Cranberry Institute said the best way for Australians to reduce their risk of heart disease was to take a good look at the foods they eat each day, and to increase the intake of foods with naturally occurring health benefits.

"The plant compounds in fruits such as cranberries have antioxidant and anti-

inflammatory properties. The cranberry has been shown to contain one of the highest phytonutrient contents among commonly consumed fruits and vegetables, and possesses potent antioxidant properties," Dr Starr said.

"The variety of cranberry products – such as fresh, frozen or dried cranberries, cranberry juice and cranberry sauce – are all likely to deliver similar benefits in terms of their cranberry antioxidant content.

"A diet rich in fruit and vegetables may also help protect against cancer and diabetes," Dr Starr said.

Heart disease accounted for 34% of all deaths in Australia in 2006, and affects over 3.5 million Australian people.

Include cranberries as part of your daily fruit intake – they're not only jam-packed with antioxidants but are versatile and tasty, in sweet or savoury dishes.

Get started with the below cranberry recipe suggestion that makes a great first step in the right direction.

Mixed Tuna Salad with Cranberry dressing

Ingredients

- ◆ 50g mesclun (mixed salad leaves)
- ◆ 80g cherry tomatoes, halved
- ◆ 120g can four bean mix, drained & rinsed
- ◆ ½ cup (30g) dried cranberries
- ◆ 110g can tuna in springwater, drained
- ◆ 40g bocconcini, sliced

Dressing

- ◆ 1 tablespoon light cranberry juice
- ◆ 1 teaspoon olive oil
- ◆ 2 teaspoons red wine vinegar
- ◆ 1 teaspoon seeded mustard
- ◆ 1/2 clove garlic, crushed

Method

Combine the mesclun, tomatoes, four bean mix and dried cranberries.

To make the dressing, combine the raspberry cranberry juice, oil, vinegar, mustard and garlic in a jar, shake well.

Add the dressing to the salad mix and toss to combine.

Serve topped with tuna and bocconcini.



HEART FRIENDLY – Cranberries contain a high amount of antioxidant and inflammatory inhibition properties that may protect against heart disease. This easy to make salad is a great way to start including cranberries in your everyday meals.

Category 4 Coverage

Herald Sun (circulation: 515,000) Capital city daily newspaper

» chocolate and cranberry slice

Start to finish: 45 minutes **Prep time:** 20 minutes **Makes:** about 40 pieces

What you'll need

1 cup self-raising flour
1 tbs cocoa powder
½ cup desiccated coconut (optional)
½ cup dried sweet cranberries, chopped
½ cup almond meal
150g butter
¾ cup choc bits or chopped dark chocolate
½ cup caster sugar

Icing

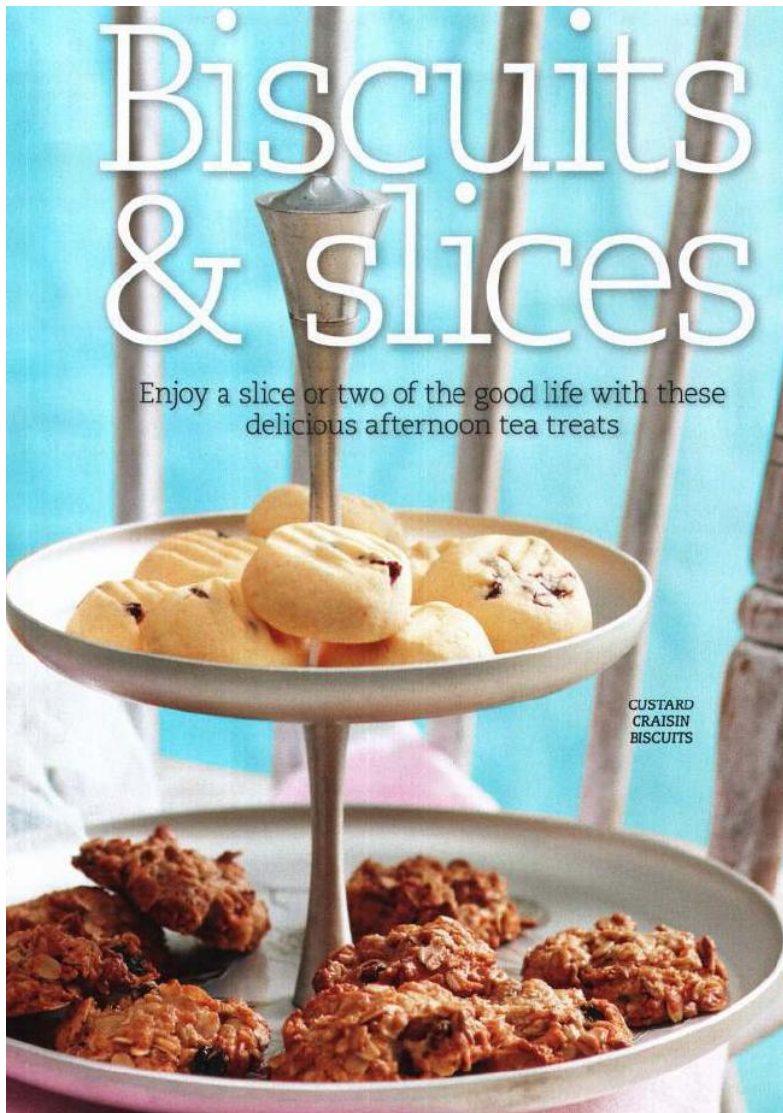
1 cup pure icing sugar
2 tbs cocoa powder
50g butter
1-2 tbs hot water
Cocoa powder

What to do

- Preheat oven to 180C. Grease and line a 28cm x 18cm slice pan.
- Sift flour and cocoa into a bowl. Add coconut, cranberries and almond meal. Melt butter and choc bits together, add sugar and beat until smooth. Tip into dry mixture, mix well and press into slice pan.
- Bake about 20 minutes or until firm to the touch. Cool in pan on a rack and when cold, ice with chocolate icing. Dust with cocoa and cut into fingers.
- To make icing, blend icing sugar, cocoa, butter and hot water together until smooth.



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



← Custard
craisin biscuits

MAKES 32

PREPARATION 15 MINUTES

COOKING 15 MINUTES

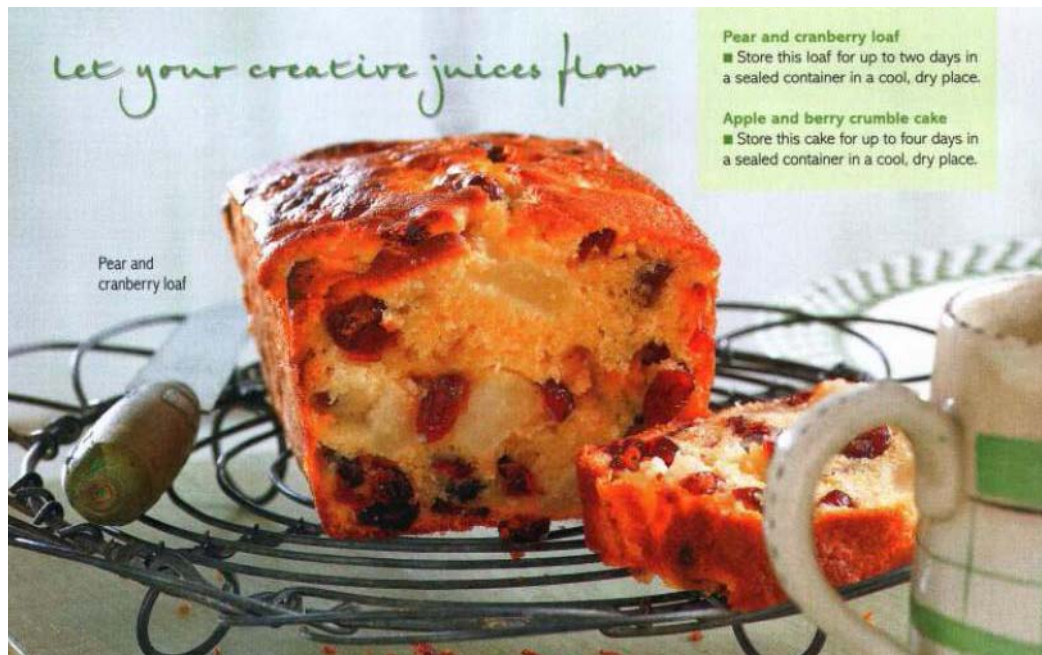
250g unsalted butter,
 chopped, at room
 temperature
½ cup icing sugar, sifted
2 cups plain flour, sifted
½ cup custard powder, sifted
½ cup craisins

1. Preheat oven to moderate, 180°C. Lightly grease and line 4 oven trays with baking paper.
2. In a large bowl, using an electric mixer, beat butter and sugar together until light and fluffy. Lightly fold in flour, custard powder and craisins, until combined.
3. Roll level tablespoonfuls of mixture into balls. Arrange on prepared trays about 4cm apart. Flatten lightly with a floured fork.
4. Bake biscuits for 12-15 minutes, until golden. Cool on trays. Store in an airtight container.

TOP TIPS

- Biscuits will be soft when removed from oven, but will harden on cooling.
- Craisins are dried cranberries.

Better Homes & Gardens (circulation: 380,000) National monthly lifestyle magazine featuring gardening, home decorating recipes and food ideas.



let your creative juices flow

Pear and cranberry loaf

Pear and cranberry loaf
 ■ Store this loaf for up to two days in a sealed container in a cool, dry place.

Apple and berry crumble cake
 ■ Store this cake for up to four days in a sealed container in a cool, dry place.

Pear and cranberry loaf

Preparation time: 20 mins
 Cooking time: 35 mins
 Makes 1 loaf cake

- 2 Packham pears
- 1 cup raisins
- 125g butter, at room temperature
- 2 eggs
- 1 tsp vanilla extract
- 2/3 cup caster sugar
- 1 1/2 cups self-raising flour
- 1/2 cup buttermilk

1 Preheat oven to 180°C. Line a large, 6-cup-capacity loaf tin with baking paper. Peel, core and chop pears. Put in a mixing bowl with raisins. Process butter, eggs and vanilla in a food processor for 2-3 minutes. Add sugar, flour and buttermilk and process for 1 minute or until just combined.

2 Spoon mixture into a large bowl, add pear and raisins and stir to combine. Spoon mixture into prepared tin. Bake for 30-35 minutes or until a skewer comes out clean when inserted into the centre of loaf. Stand tin on a wire rack to cool, before turning out loaf. Serve.

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

healthy kids

Kids driving you 'craisin'? Give 'em allergy-friendly snacks, then let 'em whip up a Mother's Day feast!

In this section

68 Keeping mum
Hey kids! Make a 'meal' out of Mother's Day!

70 Allergy-freebies
Kid-friendly, gluten-free snacks for everyone!

72 School of gnoc
You can't knock gnocchi...

Apricot and craisin muesli squares
Makes 20 pieces
1/2 cup vegetable oil
1/4 cup Capilano honey
2 tablespoons brown sugar
2 1/2 cups rolled oats
1 1/2 cups rice puffs
1/2 cup sweetened dried cranberries, roughly chopped
1/2 cup dried apricots, chopped
2 teaspoons ground cinnamon

1 Preheat oven to 170°C/150°C fan-forced. Grease a 20cm x 30cm (base) lamington pan. Line with baking paper, allowing a 4cm overhang at long sides.
2 Place oil, honey and sugar in a saucepan over low heat. Cook, stirring, for 2 minutes or until melted and combined. Bring to the boil. Reduce heat to low. Simmer for 2 minutes or until slightly thickened. Remove from heat.
3 Place oats, rice puffs, cranberries, apricots, cinnamon and honey mixture in a bowl. Stir to combine. Using hands, press mixture firmly into prepared pan. Bake for 25 minutes or until golden. Remove from oven. Set aside to cool completely. Cut into squares. Serve. ■

RECIPES: CHISSY/FREER PHOTOGRAPHY: ROB PALMER STYLING: GEORGIANA ROTHIA FOOD REPRODUCTION: TRACY RUFFENBERG

Everyday nutrient targets for children

The nutrient targets below are based on recommended daily amounts, broken down into meals and snacks, based on 1 main meal, 2 light meals and 3 snacks each day. Check recipe index (p98) for nutrition analyses.

	Saturated fat (g)			Sodium (mg)			Kilojoules (kJ)		
	Toddler	Child	Teen	Toddler	Child	Teen	Toddler	Child	Teen
Main meal	4.4	4.6	4.7	4 300	4 500	4 800	4 1100	4 2000	4 3000
Meal component	4.2	4.3	4.4	4 150	4 250	4 300	4 550	4 1000	4 1500
Light meal	4.3	4.4	4.5	4 200	4 400	4 450	4 900	4 1000	4 2000
Snack	4.2	4.2	4.3	4 100	4 200	4 250	4 450	4 600	4 1200

Positive nutrition tags

Each serve of recipes with these tags complies with the child nutrient targets at left.

HIGH IN IRON Toddler >1mg; Child >2mg; Teen >3mg
HIGH IN FIBRE Toddler >2g; Child >3g; Teen >5g
HIGH IN CALCIUM Toddler >100mg; Child >150mg; Teen >200mg
HIGH IN OMEGA-3 Must contain oily fish (fresh or canned) such as salmon, tuna or sardines.

allergy-free Indicates the recipe complies with the nutrient targets for children at left.

See p70 for more allergy-free recipes

Category 5 Coverage

That's Life (308, 126) 22/04/2009 National weekly lifestyle magazine featuring recipes health and personal interest stories.

FAT RASCALS

MAKES 12 PREP 20 MIN BAKE 20 MIN


1 cup each plain flour and self-raising flour
1 teaspoon baking powder
150g cold butter, cubed
½ teaspoon each ground cinnamon and nutmeg
½ cup caster sugar
grated zest of 1 orange and 1 lemon
1½ cups dried fruit, we used raisins (dried cranberries), currants, and chopped dried apricots
1 egg, lightly beaten
½ cup glacé cherries
½ cup blanched almonds

1 Preheat oven to 200°C. Line a baking tray with paper. Sift flours and baking powder into a food processor bowl and add butter. Process until it resembles fine breadcrumbs.

2 Pour mixture into a large bowl along with spices, sugar, zests and fruit. Mix well. Add egg and 2-3 tablespoons milk or water. Use your hands to form soft dough.

3 Place dough onto benchtop and roll into a 2cm thick slab. Use a 6cm-round cutter to cut out 12 rounds.

4 Place onto baking tray and decorate with cherries and almonds. Brush with milk. Bake for 15-20 min, or until golden.



That's Life (308, 126) 22/04/2009 National weekly lifestyle magazine featuring recipes health and personal interest stories.

AUSSIE Traditional treats your family will love favourites



EASY SCONES

Preheat oven to 180°C. Whisk 2 eggs, mix in ½ cup each full-cream milk and cream. Mix in ¼ cup caster sugar and 3 cups sifted self-raising flour to form dough. Flatten dough into a 2cm-thick slab and cut 20 scones. Place on lined tray so scones touch. Brush with milk, bake 17-20 min.

Try these variations

Orange Cranberry Scones: Add ⅔ cup dried cranberries and zest of 2 oranges with the flour. **Blueberry Scones:** Add ⅔ cup frozen blueberries and zest of 1 lemon with the flour. **Choc-chip Scones:** Add 1 cup dark-choc chips with the flour.

Australian Good Food (circulation: 71,250)



Bircher Muesli, p114

Bircher muesli

SERVES 6 PREP 10mins plus standing
LOW SAT FAT • DOUBLE IT
 It's best to begin this recipe for homemade bircher muesli the night before serving it. The finished product will keep in the fridge for a couple of days, as the lemon juice ensures that the apple does not brown.

- 2 cups (180g) rolled oats**
- ¾ cups (165ml) apple or orange juice**
- ¼ cup (35g) dried apricots, diced**
- ¼ cup (40g) dried cranberries**
- 1 medium green apple**
- ¾ cups (190g) natural yoghurt**

- 1½ tbsp honey**
- juice of 1 lemon**
- ½ cup (75g) hazelnuts, toasted, skins removed, coarsely chopped**
- fresh or frozen raspberries, to serve**

- 1** Place rolled oats, apple or orange juice and dried fruit in a large bowl and stir to combine. Cover with plastic wrap and stand in fridge for 30 mins or overnight.
- 2** Coarsely grate apples and add to oat mixture with yoghurt, honey and lemon juice. Stir to combine. Transfer to bowls, top with hazelnuts and berries and serve.

In each serve 1266 kilojoules, 7g protein, 12g total fat (2g sat fat), 39g carbohydrate (21g sugar), 6g fibre, 31mg sodium.

(tips) Look for dried cranberries in the dried fruit or baking aisle of the supermarket. They may be called Craisins. If you can't find them, you could use sultanas for this recipe instead.

- To prepare hazelnuts, preheat oven to 180C or 160C fan. Spread nuts over a baking tray and toast for 8-10 minutes. Transfer hazelnuts to a clean tea towel and rub to remove skins.
- This muesli tastes wonderful topped with any fresh or poached seasonal fruit.

Noosa News (circulation: 22, 237) Twice-weekly local newspaper.



Cocktail of the week

IN what could be the most exciting movie news of the year (maybe except for the release of the new Harry Potter film), it has been announced a second *Sex and the City* movie will be released next year.

Details about the film are sketchy, but it looks like Sarah Jessica Parker, Kim Cattrall, Kristin Davis and Cynthia Nixon have all signed on.

So, the cocktail that Carrie made famous during the television series has become a must-have.

Cosmopolitan

Ingredients

- ◆ 3 shots of vodka
- ◆ 2 shots of Cointreau

- ◆ 3 shots of cranberry juice
- ◆ 1 wedge of lime
- ◆ Crushed ice

Method

Chill the martini glass by filling with crushed ice.

In a cocktail shaker, add the vodka, Cointreau and cranberry juice.

Squeeze the lime wedge to release the juice and add to the shaker with some crushed ice.

Shake well.

Throw away the ice from the martini glass and strain the mixture into the glass.

Garnish with a cherry, slice of orange peel or slice of lime and enjoy.

Northern Territory News (circulation: 21, 244) Capital City Daily Newspaper featuring recipes.

What's COOKING

HOT CROSS BUNS

Makes 12

INGREDIENTS

2 x 8g sachets dried yeast
 1¼ cups (310ml) milk, warmed
 ¼ cup (60g) caster sugar
 4 cups (600g) plain flour
 1 tsp ground cinnamon
 1 tsp ground mixed spice
 1 tsp salt
 60g butter
 1 cup sultanas
 1 cup dried cranberries (raisins)
 2 eggs
 ⅓ cup (50g) self-raising flour
APRICOT jam, warmed and sieved, for brushing

METHOD

WHISK yeast, milk and caster sugar until the sugar dissolves. Set aside for 10 minutes. Sift plain flour with cinnamon, mixed spice and salt into a large bowl. Use your fingertips to rub in butter.

STIR in sultanas, cranberries (raisins), eggs and yeast mixture. Turn dough onto floured surface. Knead 5 mins. Put in large greased bowl. Cover. Leave in warm spot ¾ hour. Punch down. Knead until smooth. Shape into 12 balls. Put into 30cm x 20cm greased baking tray. Set aside ¼ hour.

PREHEAT oven to 200C. Combine self-raising flour and ¼ cup (60ml) water. Pipe crosses onto the buns. Bake for 10 minutes. Reduce oven temperature to 180C and bake for a further 15 minutes. Brush buns while warm with jam.

DO YOU have a favourite recipe? Send it to us and share it with our readers. It could even win you a mystery prize. Send recipes to: My Favourite Recipe, PO Box 1401, Darwin, 0801. Email ntnmail@ntn.newsltd.com.au or send it online via our website, ntnews.com.au, through the Contact Us option.

Media Bureau – Consumer Activities

Mother's Day – short-lead consumer media release

H&K distributed the media release titled 'Do Mother's Day the Cranberry way' to consumer short-lead media and also distributed it on the AAP newswire. The release was targeted at people looking for ideas to entertain their Mothers on Mother's Day in early May.

The release can be viewed in the appendix.

Feedback for the Mother's Day 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	Some great ideas, however we do all our own recipes
New Idea	Barbara	Northwood	Food Editor	We do all our own recipes but good for inspiration and to have on file, always amazed at the versatile ways you can use cranberries
NW	Wendy	Winkler	Food Writer	We don't have a relevant recipe section anymore sorry, only celebrity related food snippets
That's Life	Darlene	Allston	Food Editor	Thanks for the ideas, will keep on file
Take 5	Jane	Ash	Food Editor	Will look through with the team, thanks
Who	Michelle	Reedy	Food Writer	Thanks, always provides good inspiration
OK!	Wendy	Winkler	Food Writer	Generally need celebrity related food news bites
Mindfood	Claire	Sweeney	Online Editor	Great recipes, thanks for sending through
NSW Newspapers				
The Daily Telegraph - T.Food	Cecily	Ryan	Editor	Thanks again, no room for Mother's Day but will maybe use recipes in another themed issue
The Daily Telegraph monthly Simply Food liftout	Jenni	Gilbert	Editor	Thanks for the ideas
Good Living	Lynne	Mullins	Food writer	Great recipe collection, will keep them on file
Sun Herald - Sunday Life	Georgina	Jordan	Editorial Coordinator	Passed onto Karen Martini for consideration, food writer
MX – Sydney	Matt	Sun	Editor	If we do a Mother's day feature we may include
VIC Newspapers				
The Age	Leanne	Tolra	Food Editor	Received, will be in touch if further information is required

The Herald Sun	Susan	Bugg	Food Editor	Thanks for sending through
SA Newspapers				
Adelaide Advertiser	Tony	Love	Food Editor	Will keep on file
QLD Newspapers				
Courier Mail	Fiona	Donnelly	Food Editor	Definitely timely and good recipe ideas, will fit in if she can
ACT Newspapers				
Canberra Times	Kirsten	Lawson	Food Editor	Great recipes and images as always, leave it with me and I'll discuss in editorial meeting
WA Newspapers				
West Australian	Cy	Clayton	Food Editor	Will keep on file
Sunday Times	Gail	Williams	Food Editor	Will definitely file for Mother's Day feature and if we include recipes will push for one of these to include
TAS Newspapers				
The Mercury	Elaine	Reeves	Food Writer	Will keep on file, thanks
The Examiner	Jenny	Woodward	Food Editor	Thanks for sending through, will be in touch if anything else needed
Online / Newsletters				
Shesaid.com.au	Anna	Warwick	Editor	Great recipe ideas again, will consider and be in touch if we'll use

Media Meetings

In April, H&K had tentatively set up a meeting with media dietitian Susie Burrell, but she was unable to attend the meeting due to work and travel commitments. Instead, H&K set up and attended a meeting with the Health Writer of popular women's magazine New Idea. New Idea is a national weekly lifestyle magazine with a focus on women's health, fashion, lifestyle and family (*Circulation: 330,218 and readership: 1,889,000*)

Erin was really interested in cranberries and amazed that one tiny fruit could have so many benefits! We discussed the different forms available to consumers, health properties and harvesting methods. Erin expressed interest in some information comparing the dried form to the juice, and thought they may be useful for their readers on the nutrition page. Erin planned to discuss options for featuring cranberries in New Idea with the rest of the health team.

H&K followed this meeting up by sending some additional health information, and will continue liaison with Erin to drive editorial mentions and future opportunities.

Media Bureau – Health Activities

H&K developed two media releases for CMC review in April. One focused on the benefits of cranberries in targeting stomach viruses and upset tummies. The other focused on the benefits of cranberries for dental health*. Both media releases included key health messages and healthy, easy cranberry recipes for added interest to the media.

* The dental health release was developed following liaison with the CMC over the previously drafted vision release, which was decided to be unsuitable to progress with.

NB: Both of these releases are still awaiting approval. Following approval H&K will distribute and perform follow up.

Health Partnerships in 2009

Kidney Health Australia (KHA)

In preparation for Wee Week 2009, H&K continued to liaise with KHA in April. Main activities included:

- Sign off of the 2009 contract / letter of agreement for CMC and KHA review
- Distributed and conducted media sell-in of the long-lead consumer media release
- Fortnightly conference call with KHA to update on activities
- Followed up KHA to gain their launch week strategy and plan for publications

In May, H&K will continue communication with KHA to finalise launch activities and media materials.

Girls Night In (NSW Cancer Council)

In April, H&K continued planning and brainstorming ideas to leverage the GNI sponsorship as best as possible.

In particular H&K identified an opportunity to run 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. This would run at the end of September, prior to the launch of the GNI initiative which runs throughout October. Therefore initial research involved:

- Target publications – identifying relevant women's magazines with a high reach and circulation
- High profile chefs who could be involved
- Initial costings and ad rates required

H&K will continue to refine this idea and finalise other elements of the sponsorship program in May.

www.cranberries.com.au

In April, H&K drafted all content required for the new website as well as sourced relevant videos from the CMC. In addition, H&K followed up quotes from three web developers and provided these along with a recommendation to the CMC.

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

Market Visit – May 2009

In preparation for the CMC's visit, H&K liaised with the CMC to develop an agenda, and consequently develop presentations including:

- Highlights of the past 3 years
- The Australian consumer landscape
- Kidney Health Australia sponsorship activity
- Girls Night In sponsorship activity
- Website revamp update
- Health research and messaging
- Next Steps

Upcoming Activities – May 2009

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

Short-Lead Consumer Media Pitch: Winter Warmers. This release will feature cranberry recipe ideas for the Winter period, including hearty stews, casseroles and desserts.

*This release will be distributed on the AAP newswire

Cranberry AUS Website Update: H&K will continue to work with a web developer to update the www.cranberries.com.au website. H&K will finalise content to be included on the site.

Cranberry Media Bureau Health: H&K will 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 for Girl's Night In.

Appendix A – Mother's Day

Do Mother's Day the Cranberry Way!

Stuck for new and exciting gift ideas this Mother's Day? This year, throw caution to the wind and surprise Mum by cooking some homemade goodies for her instead! Show how much you care by baking a Cranberry Cake, whipping up a delicious Cranberry Smoothie or serving a scrumptious Mother's Day breakfast in bed of Vanilla Cranberry Waffles.

Mum will be impressed by these delicious recipes that are also a great source of antioxidants for the whole family.

Check out www.cranberries.com.au for more recipes and information on the amazing health benefits of cranberries.

Cranberry-Berry Smoothie

1	Banana
1 cup	Frozen yogurt, low fat
2/3 cup	Cranberry juice
1/2 cup	Blueberries, fresh or frozen
1/2 cup	Raspberries, fresh or frozen

Blend all ingredients until smooth. Makes 2 servings.



Vanilla cranberry waffles

250g	sugar
250g	flour
250g	Fromage frais, strained cottage cheese or marscapone *
6	eggs
250g	butter at room temperature
100g	dried cranberries

Mix together the sugar and flour. Add fromage frais, eggs and butter and mix it all together with a hand mixer to smooth dough. Add cranberries and fold them in with a spoon.

Preheat a waffle iron. Pour dough into the waffle iron, close the cap and bake for a couple of minutes.

Serve the waffles with whipped cream and sprinkled with icing sugar. Makes 16 waffles.

* Fromage frais, strained cottage cheese or marscapone can be substituted for quark cheese



Tip: The waffles are best served hot. You can also pre-bake them and then right before serving, heat them in a fan oven at 200 degree Celsius until warm.

Cranberry Cake

500g	Dried cranberries
1	Lemon, squeezed
½ cup	Icing sugar
1/3 cup	Flour
2 cups	Flour
½ cup	Sugar
2 Tbsp	Baking powder
2	Eggs, beaten
½ cup	Cream
1 cube	Butter
1 dash	Salt



Pour the lemon juice on top of the cranberries and set aside to soak.

Beat the butter and sugar together, and continue beating while adding the cream and the eggs. Add the flour, baking powder and dash of salt and mix well.

Add the cranberries in lemon juice mixture into the 1/3 cup of flour and the icing sugar. Add this to the previous mixture and mix well. Spoon the mixture into a greased pan and bake at 200°C for 45-55 minutes, or until it's cooked through.

Tip: You can add half a cup of chopped nuts (almonds or walnuts) to the cake when you mix in the cranberries.

***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:

Samantha Valente
 Cranberry Media Bureau
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cranberriesaus@hillandknowlton.com.au

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.