

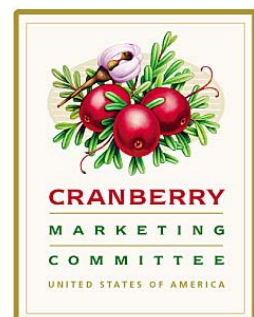
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# Activity Report

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Media & Trade Relations in Poland  
The Cranberry Marketing Committee

October 2008



## Activity Report

### Media and Trade Relations in September 2008

#### Media Activities

##### PREPARATION FOR HEALTH PRESS CONFERENCE

Preparations were made for the first of two press conferences scheduled to take place in Warsaw on November 6<sup>th</sup>. It will focus on health and host editors responsible for health and wellness sections of consumer magazines.

Invitations were sent out this month and follow-up telephone calls were made to assure a good attendance. We chose the lifestyle club "Holmes Place" as the event location.

Our spokesperson at the event will be Piotr Gryglas MD. He was previously the personal doctor of the Polish Prime Minister, Director of the Daily Clinic Internal Diseases and Hypertension Unit at the Medical Academy in Warsaw and still participates in international experimental clinical research.

Editors will recognize him as an advisor to the magazines Fashion for Health and Pharmacy, and as a medical expert at TVN television.

##### COOPERATION WITH CHEF

Negotiations with the renowned chef, Robert Sowa, ended this month. He will officially act as a spokesperson for USA cranberries through the end of this year and present USA cranberries to journalists at a press conference scheduled to take place in Warsaw on December 3<sup>rd</sup>. With his help, we will introduce the lesser known American berry to Polish consumers, teach them how to use it as a versatile cooking ingredient and inform them of the differences between the Power Berry and its European cousins.

A review of his credentials include:

- Regularly contributes to the TV station TVP2
- Regularly contributes to the women's magazine NAJ
- Honorary President of the National Association of chefs
- Member of Elite Executive Chefs in Poland
- Awarded an honorary title of the French culinary Institute
- Has served on juries in many national and international food competitions
- Author of the cookbook "Essence of Taste"



During our negotiations with Robert Sowa, we learned that he is planning on producing a new cookbook this year. Because he is a "media chef", it is going to be a lifestyle cookbook with topics like "Robert Sowa's favorite breakfast recipes", etc. He committed to give us room in his new cookbook with a section titled something like "My favorite memories in America". There he would feature approximately 20 cranberry recipes. We supply him with the recipes and he will have them photographed.

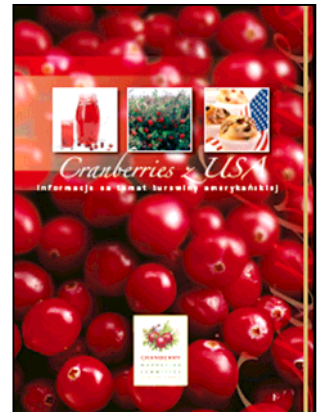
Robert Sowa's last cookbook was a best seller with 35.000 sold. It also received Poland's culinary Oscar. You can read more about him in the September report which you already have (he contributes to the TV station TVP2, contributes to women's magazines, etc.).

We like this idea because we would have a higher circulation (at least 10.000, maybe even up to 35.000 like the last one) instead of just a few thousand if we produced our own. We still have a say in the editing and he will include a feature about the cranberry harvest, etc. Also, we would have an association with a renowned celebrity chef.

## PRODUCTION OF PROMOTIONAL MATERIALS

This month the following material was produced:

- Generically packaged bags of SDC's for use in press mailings, at the press conference and for editorial requests
- Press folders
- Information sheet "12 Facts about Fresh Cranberries"
- Information sheet "12 Facts about Dried Cranberries"
- Information sheet "12 Facts about Cranberry Juice"
- Information sheet "Cranberries versus Lingonberries"



## Upcoming Promotions & Activities

### UPCOMING PROMOTIONS & ACTIVITIES

Month	Activity
<b>November</b>	<ul style="list-style-type: none"> <li>▪ Production of consumer brochures &amp; consumer flyers completed</li> <li>▪ Health &amp; wellness press conference takes place</li> <li>▪ 1st press mailing takes place</li> <li>▪ Fitness center promotion takes place</li> </ul>
<b>December</b>	<ul style="list-style-type: none"> <li>▪ Consumer press conference takes place</li> <li>▪ Editorial gift baskets distributed</li> <li>▪ Website launched</li> <li>▪ 2nd press mailing "Health &amp; Wellness" takes place</li> <li>▪ 3rd press mailing "Cooking with Cranberries" takes place</li> </ul>