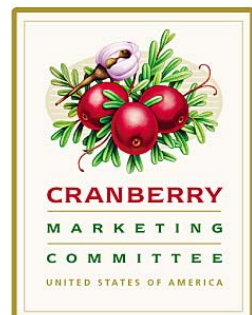


Activity Report

Media and Trade Relations in France
The Cranberry Marketing Committee

February 2009



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Media and Trade Relations in February 2009

Media Activities

ARTICLES FEATURING CRANBERRIES

This month we monitored 37 press clippings reaching 6.5 million people and achieving a total advertising equivalence of EUR 148,700 (approximately USD \$198,800).



A first highlight could be found in **Ideal**, a quarterly magazine for parents with babies and young children. The magazine gives instructions on how to knit and sew baby clothes and informs parents on travel destinations, new recipes and decoration ideas.

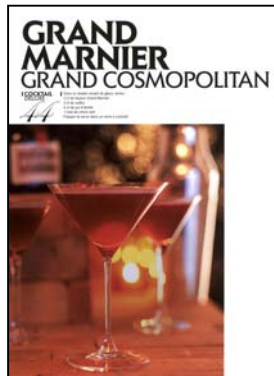
In the category “Cuisine”, a one-page feature was dedicated to the cranberry. Under the headline “Taste and Vitamins”, the CMC recipe “Quiche Lorraine with Cranberries” was presented and illustrated by a photo. An information box at the bottom of the page educated consumers about where cranberries grow, their appearance, their taste profile, their value historically for American Indians, their health benefits and their availability in France.

The magazine **BARMAG**, focusing on drinks and bar news, published a special edition during the beginning of 2009 with the title “**Cocktail Deluxe**”. This edition was printed with a circulation of 30,000.

The aim of this high-quality publication was to show the types of drink mixology consumers and bartenders can achieve with various spirits. Each page presented one cocktail, providing information about the brand and types of spirits. 10 cocktails out of 101 (with a publicity value of 80,000 EUR) used cranberry juice as an ingredient. These included the sweet “Pinky”, the fruity “Ten Purple”, and



different variations of the well-known Cosmopolitan, including the “Grand Cosmopolitan” with Grand Marnier, “The Perfect Patrón Cosmo” with tequila, and the vodka-based “Cosmopoliakov”.



Santé magazine (circulation: 224,100), a monthly magazine focusing on health, cooking, children and the environment, published a third highlight this month.

In the two-page feature under the headline “Cranberry – The Anti-Microbial Pearl” readers learned various details about the cranberry; how the berry got its name, where it is grown, how it was used in the past, how it is cultivated today, and which



nutrients the berry contains. The second page described the cranberry's health benefits, mentioning antioxidants and the adhesive effect that helps to avoid urinary tract infections. The cranberry's effect on the helicobacter pylori bacteria, in order to avoid the risk of ulcer, was also mentioned.

The end of the article states that cranberries can be found not only in supplements and medicine, but also in cosmetic products and cuisine. An information box below shares information on how to integrate the berries into cooking. The article is accompanied by a product feature showing products of several different brands.



Trade Activities

THIRD PARTY PROMOTIONS

The French company Monin, which produces gourmet flavorings for professionals such as syrup, sauces, liqueurs and fruit puree mixes, published a consumer leaflet for SIRHA 2009. The aim was to announce the launch of their new product range of juices. Within the leaflet, six cocktail recipes were presented. In three of them, cranberry juice was used as an ingredient. Monin is well-known in France and in various other countries.

NEW CRANBERRY PRODUCTS

This month, 5 new cranberry products were launched in the French market.

- **Unilever** announced the launch of its new ice cream, “Frusy Cranberry”, this May. A first successful market-test took place in the Summer of 2008 in Auchan and Monoprix supermarkets.
- **Danone** enlarged its product range of the Danone Activia yogurts with the flavor “Cranberry – Red Currant – Cherry”. The yogurt is sold in a box of 4 125-gram plastic cups.
- **Côte d’Or**, a gourmet chocolate brand from Kraft Foods, sells now tablets of milk chocolate with cranberries.
- United Biscuits France, the French branch of the international snack producer, launched a new flavor in the product range **Verkade Fruit & Form** Chocolate-Biscuit Bars. Cranberry-Plum, is available in a box of 5 bags with two biscuits each.
- The British company, **Eat Natural**, expanded their product range of the Eat Natural Cereal Bars. Now, the flavor “Dried Cranberries and Nuts” is available as a box of 3 45-gram bars.

STORE CHECKS

CMC Trade Representative Nelly Masson conducted the following store checks in Monoprix supermarkets this month.

	Brand	Company	Section	Net Wt	Price
1	Goat Cheese	Chevrefeuille	Cheese	125 g	2,50 €
2	Fresh cheese Activia	Danone	Fresh	4 x 125 g	3,75 €
3	Yoghourts Activia	Danone	Fresh	8 x	3,25 €
4	Drinks Actimel	Danone	Fresh	(6) 100 g	3,09 €
5	Krispkröller (Sweden)		Dried bread		1,52 €
6	Biscuits stuffed Fruit & Form	United Biscuits France	Biscuits	(5) 175 g	2,67 €
7	Cereals bars	Monoprix	Diet	(6) 125 g	1,84 €
8	Cereals bars (UK)	Eat Natural	Diet	(3) 135 g	3,00 €
9	Biscuits stuffed	Gerblé	Diet	(6) 120 g	2,67 €
10	Cocktail cranberry	Vitabio	Diet	50 cl	2,03 €
11	Cranberry juice	Gayelord	Diet	1 l	2,95 €
12	Jam mix	Gayelord	Diet	125 g	3,32 €
13	Culinary aid dried cranberry	Daco	Fruits & vegetables	2 x 125 g	3,75 €
14	Mix dried Red fruits	Daco	Fruits & vegetables	250 g	2,85 €
15	Mix dried Graines & Fruits	Daco	Fruits & vegetables	250 g	2,85 €
16	Mix Les Moelleux	Prunille	Fruits & vegetables	250 g	2,75 €
17	Kiss mentos cranberry		Desk	2 packs	4,15 €
18	Chewing gum	Freedent	Desk	2 packs	3,03 €
19	Candy	Ricola	Desk		1,95 €
20	Sojasun	Rians	Fresh	4 x 100 g	1,99 €
21	Drinks Tropicana	Unilever	Fresh juice		3,25 €
22	Drinks Mix	Monoprix	Carbonated Juice	1 l	0,85 €
23	Drinks Classic	Ocean Spray	Juice	1 l	1,89 €
24	Classic light	Ocean Spray	Juice	1 l	1,89 €
25	Mix blueberries	Ocean Spray	Juice	1 l	1,89 €
26	Mix Pomegranata	Ocean Spray	Juice	1 l	1,89 €
27	Organic -Happy Life	La Licorne	Juice	50 cl	1,28 €
28	Syrup mix	Teisseire	Sirup	1 l	2,12 €
29	Shampoo	Garnier	Beauty	250 ml	3,25 €
30	After Shampoo	Garnier	Beauty	200 ml	2,75 €
31	Masque	Garnier	Beauty	300 ml	3,95 €