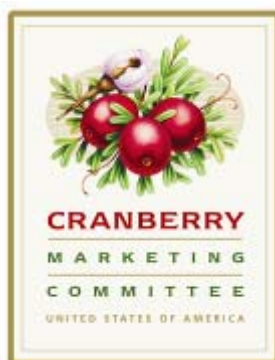




GRUPO PM

# MONTHLY ACTIVITY REPORT



**MAY 2009**



## MEXICO

Prepared by Grupo PM, S.A. de C.V.



## TRADE RELATIONS

### Technical Visits

During the month of May, CMC's technical engineer visited various companies to promote consumption of US cranberries for different food applications, including bakery, foodservice and food processing.

### New Contacts

- ❖ **Mark Al Chemical de Mexico:** This company handles a wide variety of dehydrated fruits, except for cranberries. Therefore CMC's technical engineer has been in contact with them to schedule a meeting to talk about cranberries, as well as CMC activities and support.
- ❖ **McCormick Pesa:** This company sells dehydrated fruits and industrial antioxidants. It's new product development department received technical information and printed materials as part of an initial approach. We will keep in contact with them and will give them cranberry samples for new product tests.
- ❖ **Delifruit:** This new contact handles dehydrated fruits. We gave them cranberry informative materials for them to analyze, so they get to know more about this fruit. We will contact them eventually to give them cranberry samples.
- ❖ **Distribuidora e Industrializadora de Alimentos:** Initial contact was established with this company this month, receiving US cranberry informative materials. The company currently sells dehydrated fruits.
- ❖ **Exkal:** This is a distributor of dehydrated fruits, nuts and seeds. The technical engineer visited them for the first time and gave them cranberry technical manuals and informative materials. During the next visit they will receive cranberry samples.

### Follow-up

- ❖ **Toks:** We have been in contact with this important restaurant chain to set a date for a cranberry seminar for their chefs.
- ❖ **Belem:** As this company previously received cranberry samples for their bakery tests, we have been in contact with them to discuss the test results and find out if they need any



additional technical assistance. The new product testing department commented to us that they have already finished the tests, but so far have not received proper feedback or production approval. We will keep in contact with them.

- ❖ **El Globo:** CMC's technical engineer has repeatedly contacted this bakery company due to its huge relevance in the bakery industry in Mexico. We previously sent them cranberry samples and informative materials, which they have commented they have used, but they don't have a final answer yet related to production of a cranberry bread or product. We will keep in contact with them.

## PUBLIC RELATIONS

In May 2009, we registered two pick-ups from the Mexican printed and electronic media. So far, CMC's PR results have been very positive, with an accumulated Equivalent Space Value for 2009 of \$ 79,331.47 and a Media Cost Equivalent of \$ 277,660.15. Detailed information about the publications for May is as follows:

- **Irresistibles Jugos Magazine (Circulation: 45,000):** This magazine, specializing in healthy juice recipes, included in the May issue a recipe specially developed by a renowned chef, using cranberries as one of the main ingredients. The recipe included was "*Red Fruits*".
- **Comida Vegetariana Magazine –Salads Special Issue- (Circulation: 35,000):** In May, the Magazine *Comida Vegetariana*, specializing in vegetarian healthy recipes, published a special Salads issue, where the recipe "*Fresh Salad with Cranberry Vinaigrette and Mango*" was included along with the CMC logo.

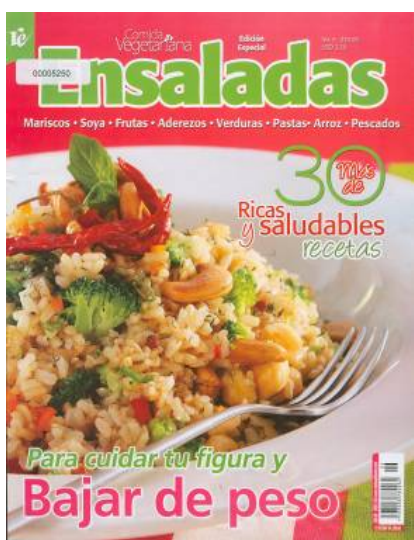
**IRRESISTIBLES JUGOS MAGAZINE**  
MAY 2009 FRONT COVER

**IRRESISTIBLES JUGOS MAGAZINE**  
MAY 2009 ARTICLE



COMIDA VEGETARIANA MAGAZINE  
- SALADS SPECIAL ISSUE-  
MAY 2009 FRONT COVER

COMIDA VEGETARIANA MAGAZINE  
- SALADS SPECIAL ISSUE-  
MAY 2009 ARTICLE





## MEDIA EXPOSURE MÉXICO 2008

COUNTRY	PLACEMENTS	TOTAL CIRCULATION	READERS PER COPY	EQUIVALENT SPACE VALUE	MEDIA COST EQUIVALENT (US\$)
México	29	1,596,215	3,511,673	\$ 79,331.47	\$ 277,660.15

## PR PUBLICATIONS

No	Publication	Media Type	Issue/ Date	Distribution	Circulation/ Monthly Hits	Advertising Cost (US\$)
1.	Menú Diario	Magazine	January 2009	Nationwide	75,000	\$ 2,997.90
2.	Cocina Mariposa "Postre + Café"	Magazine	January 2009	Nationwide	70,000	\$ 5,368.00
3.	Diario de Morelos Sección Magazine "Salud"	Newspaper	January 2 <sup>nd</sup> 2009	Cuernavaca and Metropolitan Area	30,487	\$ 744.00
4.	Life & Style Shockvisual	Web Page	January 2 <sup>nd</sup> 2009	Nationwide	12,500	\$ 360.00
5.	Life & Style Shockvisual	Web Page	January 16 <sup>th</sup> 2009	Nationwide	12,500	\$ 360.00
6.	Life & Style Shockvisual	Web Page	January 23 <sup>rd</sup> 2009	Nationwide	12,500	\$ 360.00
7.	Life & Style Shockvisual	Web Page	January 30 <sup>th</sup> 2009	Nationwide	12,500	\$ 360.00
8.	Irresistibles Gelatinas	Magazine	January 2009	Nationwide	50,000	\$ 1,728.00
9.	Life & Style Shockvisual	Web Page	February 3 <sup>rd</sup> 2009	Nationwide	12,500	\$ 360.00
10.	Life & Style Shockvisual	Web Page	February 6 <sup>th</sup> 2009	Nationwide	12,500	\$ 360.00
11.	Life & Style Shockvisual	Web Page	February 13 <sup>th</sup> 2009	Nationwide	12,500	\$ 360.00
12.	Cocina Estrella	Magazine	February 2009	Nationwide	75,000	\$ 6,048.00
13.	Revista del Consumidor	Magazine	February 2009	Nationwide	70,000	\$ 342.85
14.	Jugos Curativos	Magazine	February 2009	Nationwide	35,000	\$ 2,000.00
15.	Kena Especial Guía de la Salud	Magazine	February 2009	Nationwide	70,000	\$ 2,944.00
16.	Alkimia	Magazine	February 2009	Nationwide	10,000	\$ 4,320.00
17.	Club Spira	Magazine	February 2009	Nationwide	150,000	\$ 11,068.80



No	Publication	Media Type	Issue/ Date	Distribution	Circulation/ Monthly Hits	Advertising Cost (US\$)
18.	Restaurantes de México	Web Page	February 26 <sup>th</sup> 2009	Nationwide	25,000	\$ 720.00
19.	Jugos Espec. La gran enciclopedia de los jugos	Magazine	March 2009	Nationwide	35,000	\$ 3,200.00
20.	Cocina Vital	Magazine	March 2009	Nationwide	115,128	\$ 9,296.00
21.	Life & Style Shockvisual	Web Page	March 02 <sup>nd</sup> 2009	Nationwide	12,500	\$ 360.00
22.	Platillos Dietéticas	Magazine	March 2009	Nationwide	30,000	\$ 2,776.00
23.	Siempre en Familia	Magazine	March 2009	Nationwide	100,000	\$ 4,872.00
24.	Siempre en Familia	Magazine	March 2009	Nationwide	100,000	\$ 4,872.00
25.	El Informador Sección Calor de Hogar	Newspaper	March 27 <sup>th</sup> 2009	Guadalajara and Metropolitan Area	45,600	\$ 1,280.00
26.	Cocina Estrella	Magazine	April 2009	Nationwide	75,000	\$ 6,048.00
27.	Cocina Fácil	Magazine	April 2009	Nationwide	300,000	\$ 4,761.92
28.	Irresistibles Jugos	Magazine	May 2009	Nationwide	45,000	\$ 1,280.00
29.	Comida Vegetariana	Magazine	May 2009	Nationwide	35,000	\$ 2,776.00

### Press Release

During the month of May, an article written by our nutritionist was sent to media contacts as a press release. The article was titled "*Cranberry, a Fruit with Plenty of Health Benefits*" The article briefly explains all of the cranberry's health benefits, and included the recipe "*Cran-Piña Colada*". Images of the press release are included next:



## Arándano, Fruta con Muchos Beneficios para la Salud

Traducción: Diana Corral

En los últimos años se han realizado muchas investigaciones con el arándano por sus beneficios para la salud, ya que tiene magníficas propiedades.

**Propiedad Antiadherente**  
Esta propiedad antiadherente evita que bacterias como la E. coli se adhiera a las paredes de las vías urinarias, ayudando a prevenir de esta forma infecciones de las vías urinarias.

**Propiedad Anticancerígena**  
En algunas investigaciones, en especial las realizadas por la Universidad de Illinois, se señalaron las posibles propiedades anticancerígenas del arándano. Algunos compuestos del arándano pueden ayudar a prevenir ciertos tipos de cáncer.



**El Arándano tiene Poderosos Antioxidantes**  
En especial cabe mencionar algunas investigaciones de laboratorio en las que se ha visto la propiedad que tiene el arándano de proteger las células cerebrales de los daños producidos por los "radicales libres," moléculas inestables, que pueden disminuir algunas funciones cerebrales. Estudios preliminares han indicado que el arándano puede ayudar a proteger al cerebro de posibles daños neurológicos, sin embargo faltan más investigaciones al respecto.

Además de prevenir infecciones de vías urinarias y tener propiedades anticancerígenas el arándano también puede ayudar a proteger tus dientes, tu corazón y tu estómago.



## ¡Por sus propiedades y contenido nutricional, los arándanos y jugo de arándano pueden beneficiar tu salud!

**Dientes y enjuague bucal con arándano**  
En un estudio experimental en el que se utilizó un enjuague bucal con arándano, se observó que las muestras de saliva del grupo experimental disminuyeron notablemente en la formación de colonias de la bacteria *Streptococcus mutans* en comparación con el grupo placebo, que se refiere a un grupo del estudio al que no se le proporcionó este enjuague. Un gran porcentaje de caries dental puede atribuirse a esta bacteria, por lo que puede ser de gran ayuda el utilizar enjuagues bucales con arándano.

**Colezón y arándanos**  
Las flavonoides son potentes antioxidantes que pueden reducir el riesgo de aterosclerosis, por lo que se están realizando más estudios al respecto ya que los arándanos contienen cantidades significativas de flavonoides y compuestos fenólicos, los cuales inhiben la oxidación de lipoproteínas de baja densidad.

**Estómago y arándanos**  
Las úlceras pépticas se atribuyen en mayor grado a una infección causada por una bacteria llamada *Helicobacter pylori* y no tanto por estrés o acidez del estómago, como anteriormente se pensaba. Un componente del jugo de arándano puede ayudar a inhibir la adhesión de esta bacteria a la mucosa gástrica, según algunas investigaciones realizadas en laboratorio. Estos resultados preliminares sugieren los posibles efectos beneficios que puede tener el arándano en la prevención de úlceras pépticas al inhibir la adhesión de esta bacteria a la mucosa gástrica y al epitelio del estómago.

Cada vez hay más consumidores de arándanos y jugo de arándano debido a que los resultados de estas investigaciones se han difundido a la población en general, además de que el jugo de arándanos es una bebida deliciosa y refrescante.



www.uscranberry.com

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## Aranpiña Colada

**Ingredientes**

3 onzas	Jugo de Arándano de Estados Unidos
1/2 taza	piña
1/2 taza	crema de coco
	Azúcar al gusto
	Hielo al gusto
	Arándanos Secos Endulzados de Estados Unidos para adornar

**Preparación**

Líquidate todos los ingredientes menos los arándanos, colócale la mezcla en un vaso alto. Adorna con los arándanos formando una brocheta.

Rinde 1 porción



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## PR MASSIVE MEDIA AIRINGS

In March, the Cranberry Marketing Committee started appearing in massive media shows, where interviewees talk about cranberries' health benefits and versatility, and/or cook a special recipe for all the audience. This month we were not able to arrange more massive media airings, but we expect to increase them in the upcoming months. The next chart shows detailed information regarding massive media airings.

COUNTRY	AIRINGS	EQUIVALENT SPACE VALUE	TOTAL AUDIENCE
Mexico	1	\$ 2,559.86	450,000

No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
1	Bionatura	136 de Sky (local channel 34) TV Mexiquense	Tue March 3rd, 2009	5'00"	450,000	Chef Geraldine	Mexico City & Metropolitan Area, per Cable Nationwide	Recipe elaboration "Rejuvenating Juice" with cranberry juice as one of the main ingredients.	\$ 2,559.86



## OTHER ACTIVITIES

### CMC WEBSITE

During the month of May 2009, CMC's Spanish website received 174 unique visitors, decreasing 23.5% in comparison to the previous month. We expect this to positively change in the upcoming months.

### ASPID-POWERADE SPORTS RACE

On May 17<sup>th</sup>, CMC participated in the Aspid-Powerrade Sports Race in Cuernavaca. We were able to distribute cranberry juice samples as well as informative materials. This event included approximately 1000 runners.



### UPCOMING EVENTS:

**ExpHotel 2009:** The 13<sup>th</sup> edition of this event will be carried out from June 17<sup>th</sup> to 19<sup>th</sup> in Cancun. Mainly aimed at the hotel and restaurant industry, the tradeshow also targets bars, discotheques, and industrial cafeterias, among others, this has proved to be a successful event over the years. CMC will participate in this event at the US Pavilion in the US Gourmet Kitchen section, where a chef will cook recipes using different ingredients from US cooperators, including cranberries. During this month, we



started to get in touch with the ATO Office of the US embassy to arrange participation of CMC in this event.



**Expo CDC (Hotel, Restaurants, Nightclub & Bar):** On July 8<sup>th</sup> and 9<sup>th</sup>, the second edition of this trade show will take place in Mexico City. This is an important event for Mexico and Latino America in everything related to innovation and tendencies in products and services for consumer centers. CMC will be part of this event with a special booth, where we will be sampling cranberry cocktails, as well as distributing foodservice and mixology recipe booklets.

