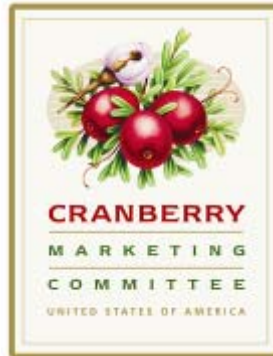




GRUPO PM

MONTHLY ACTIVITY REPORT



NOVEMBER 2008



MEXICO

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



TRADE RELATIONS

Technical Visits

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

- ❖ **Toks:** CMC Mexico visited representatives from this restaurant chain to plan a Food Service Seminar with them. We will keep in touch to set a date.
- ❖ **El Palacio de Hierro:** CMC Mexico visited this company to discuss everything related to the seminar for their chefs. Due to internal company changes, some advances were lost and we will have to start discussions one more time. The new corporate chef wants to program the seminar for 2009. At the same time, this company received cranberry samples, as they are frequently making new product tests. They are looking for new recipes for their cranberry bread, so the technical engineer will work with them on some new applications.
- ❖ **CANAINPA:** CMC's technical engineer visited this bakery association in order to plan everything related to the last bakery seminar of the year. After some discussions, the location was agreed to be Nezahualcoyotl City, where there has always been a positive response to these events. The seminar will take place on December 18th.
- ❖ **Megafarma:** CMC discussed the upcoming bakery seminar with this company, so they could communicate details to their clients.
- ❖ **Sanborns:** CMC Mexico visited the restaurant division of this company to plan a cranberry seminar for their chefs and personnel. The Restaurant Area Manager was informed and will let us know if they are interested. We will keep contacting them.
- ❖ **Sawbona:** This company is currently performing new product development tests. Basically, they are working on new cranberry mixes for their beverage line. They commented that they have plans to introduce these new products in 2009.
- ❖ **Bel-Ara:** CMC's technical engineer visited them to let them know we have now plenty of cranberry samples, and even some flavored, which they previously commented they were



interested in receiving for new product tests. The engineer will send them some samples based on their requests soon.

- ❖ **Pane en Via:** This restaurant chain offered to hold cranberry seminars for their chefs and personnel. This chain currently sells cranberry juice smoothies and drinks. They were really interested and will analyze the possibility. We also offered them cranberry samples for products tests, and they were interested in the flavored cranberries. They will receive samples in a later visit from the technical engineer.

PUBLIC RELATIONS

During November 2008 two pick-ups were registered from the Mexican printed and electronic media publishing information about cranberries. So far, the accumulated Equivalent Space Value for 2008 is \$158,700.96 and the Media Cost Equivalent is \$555,453.36. Following is more detailed information about the publications:

- **Yo Con Diabetes Magazine (Circulation: 45,000):** This magazine for diabetic people published within their “Family Recipes” the recipe “Cranberry Stuffed Turkey”.
- **Proveedores Turisticos Website (Monthly Hits: 25,000):** On September 19th, 2008, this website published the recipe “*Chicken Breasts with Creamy Cranberry Sauce*” in their special recipe section for suppliers.

YO CON DIABETES MAGAZINE

NOVEMBER 2008 FRONT COVER



NOVEMBER 2008 ARTICLE





**PROVEEDORES TURISTICOS WEBSITE
NOVEMBER 6TH 2008**



PR PUBLICATIONS

**MEDIA EXPOSURE
MÉXICO 2008**

COUNTRY	PLACEMENTS	TOTAL CIRCULATION	READERS PER COPY	EQUIVALENT SPACE VALUE	MEDIA COST EQUIVALENT (US\$)
México	54	2,792,365	6,143,203	\$ 158,700.96	\$ 555,453.36



PR PUBLICATIONS

No	Publication	Media Type	Issue/ Date	Distribution	Circulation/ Monthly Hits	Advertising Cost (US\$)
1.	Proveedores Turísticos	Web Page	January 03 rd 2008	Nationwide	25,000	\$ 857.14
2.	Irresistibles Ensaladas	Magazine	January 2008	Nationwide	50,000	\$ 1,363.10
3.	Canainpa	Web Page	January 28 th 2008	Nationwide	10,000	\$ 476.19
4.	Comer Bien	Magazine	January 2008	Nationwide	40,000	\$ 590.16
5.	Irresistibles Gelatinas	Magazine	February 2008	Nationwide	50,000	\$ 2,114.28
6.	Siempre en Familia	Magazine	February 2008	Nationwide	70,000	\$ 4,361.90
7.	Cocina Casera	Magazine	February 2008	Nationwide	70,000	\$ 1,638.09
8.	Kena Cocina	Magazine	March 2008	Nationwide	75,000	\$ 9,561.90
9.	Cocina Fácil	Magazine	March 2008	Nationwide	300,000	\$ 8,554.66
10.	Cocina Casera	Magazine	April 2008	Nationwide	70,000	\$ 2,523.80
11.	Irresistibles Ensaladas	Magazine	April 2008	Nationwide	50,000	\$ 6,000.00
12.	Cocina Fácil	Magazine	April 2008	Nationwide	155,000	\$ 17,109.33
13.	Irresistibles Gelatinas	Magazine	April 2008	Nationwide	50,000	\$ 257.14
14.	Maravillas de la Repostería	Magazine	April 2008	Nationwide	30,000	\$ 980.95
15.	Irresistibles Jugos	Magazine	May 2008	Nationwide	70,000	\$ 6,171.42
16.	Público Milenio	Newspaper	May 10 th 2008	Guadalajara and Metropolitan Area	33,440	\$ 3,444.57
17.	Canainpa	Web Page	May 19 th 2008	Nationwide	10,000	\$ 476.19
18.	Kena	Magazine	May 2008	Nationwide	100,000	\$ 6,723.80
19.	Irresistibles Ensaladas	Magazine	June 2008	Nationwide	55,000	\$ 2,152.38
20.	Irresistibles Jugos Especial "Celulitis"	Magazine	June 2008	Nationwide	70,000	\$ 3,457.14



No	Publication	Media Type	Issue/ Date	Distribution	Circulation/ Monthly Hits	Advertising Cost (US\$)
21.	Delicias para Diabéticos	Magazine	June 2008	Nationwide	25,000	\$ 1,542.85
22.	Publico Milenio	Newspaper	June 2008	Guadalajara and Metropolitan Area	33,440	\$ 1,719.64
23.	Chilango	Magazine	July 2008	Nationwide	58,500	\$ 822.00
24.	Irresistibles Gelatinas	Magazine	July 2008	Nationwide	50,000	\$ 2,160.00
25.	Siempre en Familia	Magazine	July 2008	Nationwide	70,000	\$ 7,006.66
26.	Proveedores Turísticos	Web Page	July 04 th 2008	Nationwide	25,000	\$ 1,800.00
27.	Restaurantes de México	Web Page	July 04 th 2008	Nationwide	25,000	\$ 900.00
28.	Restaurantes de México	Web Page	July 24 th 2008	Nationwide	25,000	\$ 900.00
29.	Proveedores Turísticos	Web Page	July 25 th 2008	Nationwide	25,000	\$ 900.00
30.	Irresistibles Jugos	Magazine	July 2008	Nationwide	70,000	\$ 1,410.00
31.	Maravillas de la Repostería	Magazine	August 2008	Nationwide	30,000	\$ 2,060.00
32.	Irresistibles Ensaladas	Magazine	August 2008	Nationwide	55,000	\$ 2,260.00
33.	El Mural "Buena Mesa"	Newspaper	August 15 th 2008	Guadalajara and Metropolitan Area	45,576	\$ 609.60
34.	Proveedores Turísticos	Web Page	August 21 st 2008	Nationwide	25,000	\$ 900.00
35.	Restaurantes de México	Web Page	August 21 st 2008	Nationwide	25,000	\$ 900.00
36.	Proveedores Turísticos	Web Page	August 22 nd 2008	Nationwide	25,000	\$ 900.00
37.	Diario de Morelos "Magazine"	Newspaper	August 25 th 2008	Cuernavaca and Metropolitan Area	30,487	\$ 1,046.25
38.	Irresistibles Jugos Esp. Jugos quema grasa	Magazine	August 2008	Nationwide	70,000	\$ 2,220.00
39.	Más Pollo	Magazine	August 2008	Nationwide	30,000	\$ 2,500.00
40.	Irresistibles Ensaladas Esp. "Baja de Peso"	Magazine	September 2008	Nationwide	55,000	\$ 1,920.00
41.	Irresistibles Jugos	Magazine	September 2008	Nationwide	45,000	\$ 1,410.00
42.	Irresistibles Gelatinas	Magazine	September 2008	Nationwide	50,000	\$ 2,160.00
43.	Jugos Curativos	Magazine	September 2008	Nationwide	35,000	\$ 1,500.00
44.	Menú Diario	Magazine	September 2008	Nationwide	75,000	\$ 4,996.50
45.	Siempre en Familia	Magazine	September 2008	Nationwide	70,000	\$ 4,580.00
46.	Proveedores Turísticos	Web Page	September 19 th 2008	Nationwide	25,000	\$ 900.00



No	Publication	Media Type	Issue/ Date	Distribution	Circulation/ Monthly Hits	Advertising Cost (US\$)
47.	Restaurantes de México	Web Page	September 19 th 2008	Nationwide	25,000	\$ 900.00
48.	Diario de Morelos "Magazine"	Newspaper	September 29 th 2008	Cuernavaca and Metropolitan Area	30,487	\$ 1,046.25
49.	Restaurantes de México	Web Page	October 08 th 2008	Nationwide	25,000	\$ 900.00
50.	Proveedores Turísticos	Web Page	October 08 th 2008	Nationwide	25,000	\$ 900.00
51.	Restaurantes de México	Web Page	October 23 rd 2008	Nationwide	25,000	\$ 900.00
52.	Clara Especial "Cocina"	Magazine	October 2008	Nationwide	100,435	\$ 19,373.60
53.	Yo con Diabetes	Magazine	November 2008	Nationwide	45,000	\$ 4,278.26
54.	Proveedores Turísticos	Web Page	November 06 th 2008	Nationwide	25,000	\$ 1,565.21

Press Release

The press release sent to the media during November was entitled "Cranberries and Disease Prevention", written by nutritionist Gloria Corral. The article mentioned cranberries' antioxidant content as well as their anti-adhesive properties, helpful in UTI prevention. This press release was sent to the Mexican media as an electronic newsletter; the design of this newsletter is included below:





PR MASSIVE MEDIA AIRINGS

Since January 2008, the Cranberry Marketing Committee has appeared in different TV and Radio shows, where interviewees talk about cranberries' health benefits and versatility, and/or cook a special recipe for all the audience. The next chart shows detailed information regarding the massive media airings.

COUNTRY	AIRINGS	EQUIVALENT SPACE VALUE	TOTAL AUDIENCE
Mexico	7	\$ 70,188.05	4,054,167

No	Show	Media Type	Issue/ Date	Time	Theme	Advertising Cost (US\$)
1	Te Levanta	134 de Sky (channel 34, TV Mexiquense)	February 1st, 2008	6' 50"	Recipe/Cookies with Cranberries	\$ 3,309.09
2	Con Sazón	Radio Mujer 1040 AM Promomedios Radio	March 13th, 2008	35'	Cranberry Juice/World Kidney Day, 13th March	\$ 3,580.00
3	Te Levanta	134 de Sky (channel 34, TV Mexiquense)	March 28th, 2008	5' 45"	Recipes/Waffles	\$ 2,774.54
4	Te Levanta	134 de Sky (channel 34, TV Mexiquense)	April 1st, 2008	5' 51"	Recipes/Chicken with Cranberry Sauce	\$ 2,805.09
5	Al Sabor del Chef	Channel 2 Televisa	April 4th, 2008	3' 06"	Cosmopolitan Martini	\$ 29,657.14
6.	Con Sazón	Radio Mujer 1040 AM Promomedios Radio	April 18th, 2008	34' 50"	Cranberries Benefits and Recipes	\$ 3,528.00
7.	Hoy	Channel 2 Televisa	May 12th, 2008	2' 46"	Cranberry Juice/Urinary Tract Infections	\$ 24,533.33



OTHER ACTIVITIES

Electronic Newsletter #21

The following electronic newsletter was sent to the trade contacts, including bakeries, restaurants and food processors.

El Toque Saludable
Boletín del Cranberry Marketing Committee Año 5 No. 21

Estimados lectores

Queremos, al Cranberry Marketing Committee le compartamos presentarle la más reciente edición del boletín mensual "El Toque Saludable". En este número, compartiremos cómo los arándanos han captado la atención de los investigadores por sus múltiples beneficios en la salud oral. Además, en el artículo presentaremos cómo añadir arándanos en la prevención de la diabetes tipo 2. Por otro lado, la versatilidad del arándano se demuestra una vez más con la participación de la asociación en México 2008, la cual fue todo un éxito. Finalmente, le presentamos a los arándanos en la cocina con recetas y azafrán.

INFOARANDANDO
Los Arándanos capturan la atención de investigadores por sus beneficios en la salud oral

Una investigación presentada en el 2004 en Vancouver, BC, sugiere que el jugo de arándano puede ayudar a prevenir ciertos tipos de problemas de salud oral. El estudio en enfermedades en los encías y dientes. El Dr. Juan Rizo de la Universidad de Rochester examinó la capacidad de jugo de arándano para prevenir la adhesión de la bacteria *Streptococcus mutans* a los dientes. Si la bacteria no se adhiere, entonces, no puede desarrollar la placa dental que recubre el diente y que empieza a causar caries y a reducir gingivitis.

En el estudio el vino del Dr. Rizo dos veces al día de beber de jugo de arándano inhibieron la colonización de la bacteria y su posterior acumulación en el superficie de un diente artificial en un 67.4% por ciento. Con la aplicación de nuevos productos de salud oral con arándanos, tales como el hidratante y dentífrico, la gente en algunos mercados como en Estados Unidos, también será capaz de aplicar los resultados de esta investigación para obtener mejores resultados más saludable.

SALUDABLEMENTE ARÁNDANO
EL ARÁNDANO Y LA PREVENCIÓN DE ÚLCERAS

Las úlceras pépticas están siendo atribuidas con mayor frecuencia a una infección causada por la bacteria *Helicobacter pylori*, en contraposición al estrés y la acidez estomacal. Un compuesto de cho-pico mexicano del jugo de arándano ha demostrado inhibir la colonización de *H. pylori* en la mucosa gástrica humana en estudios *in vitro*. Estos resultados preliminares sugieren que el arándano puede ser beneficioso en la prevención de úlceras pépticas con la inhibición de la adhesión de esta bacteria en la mucosa gástrica humana y en el efecto del estrés.

El Toque Saludable Boletín del Cranberry Marketing Committee Año 5, No. 21

VERSATILIDAD CON SABOR
CRANBERRY MARKETING COMMITTEE EN MEXICO 2008

Del 27 al 30 de Agosto de 2008, se realizó en el World Trade Center de la Ciudad de México el evento México 2008. La exposición comercial de productos de panificación más importante del país. El CMC tuvo una participación importante, entregando muestras de arándano deshidratado, pan elaborado con arándanos y más que mostraba la aplicación de la jama de arándano y del arándano deshidratado en la panificación, así como material informativo. El evento contó con 20,000 visitantes de la industria, quienes cada vez más reconocen el alto estándar, versatilidad y enorme versatilidad.

Fussilli con Arándanos y Azafrán

Ingredientes

- 1/4 taza de ARÁNDANOS (Cranberries)
- 1/2 taza de aceite de oliva
- 1/2 taza fresco de jugo
- 1/2 cucharadita de azafrán
- 2 servidas de tortilla (las hechas)
- 1/2 cucharadita de comino molido
- 1/8 taza cucharadita de pimienta de cayena
- 3 servidas de espinacas
- 315 gr. fusi
- 1/4 taza de queso fresco picado fino
- Al gusto sal y pimienta al gusto para sazonar

Preparación

En un tazón pequeño, mezcle el aceite de oliva, el jugo de limón, azafrán, comino, cayena, el tortilla, la mitad del queso, los ARÁNDANOS (Cranberries) y sabor. Tenga el queso listo. Coloque los espinacas en agua hirviendo con sal, espere a que se cocinen, déjenlas escurrir bien y colóquelas en agua y colóquelas bajo el chorro de agua fría para detener el cocimiento.

Esas, agua hirviendo con una cucharadita de sal cuando se está el hervor ponga la pasta a cocer, mézcala y cuando este cocida al diente retire del fuego, escurre y mézcala a la sazón en donde tendrá la salsa de ARÁNDANOS (Cranberries) que refrigeró ya caliente, invierta de nuevo, agregue los espinacas, colóquelas a su gusto y espere con el queso restante. Servir.

En el Cranberry Marketing Committee nos interesa su opinión. Para cualquier comentario o duda referente a los arándanos de Estados Unidos le invitamos a ponerse en contacto con nosotros en:

GRUPO PM
Avenida Coronel Aranda #254 Col. Lomas del Mirador Cuernavaca, México C.P. 62350
Tel. (777) 316 7360
Fax (777) 316 7360
Correo electrónico: grupopm@grupopm.com

También puede consultar la página web del Cranberry Marketing Committee: www.uscranberries.com

CANIRAC 50th ANNIVERSARY EVENT

As in previous years, CMC supported CANIRAC's event for their Restaurant Industry Awards Ceremony. This year, the Association was also celebrating their 50th Anniversary on November 28th, and CMC was invited to participate. The CMC logo was included in the menu, a welcoming banner at the main entry, and also it was displayed in the main screen. Additionally, the lunch included a cranberry salsa, made with dried cranberries provided by CMC. Being at this event was very relevant due to the presence of the President of Mexico, who was there to give the awards and to recognize the importance of the organization.



CANIRAC FORUM PARTICIPATION

As part of CMC's participation in the 50th Anniversary event, the Association also included us in their "2008 National Forum – Successful Restaurant Businesses", which took place on November 28th, 2008. We were there with a booth and informative materials, which were given to important restaurant business owners, managers and personnel.





NEW CRANBERRY PRODUCTS

Filler's Cranberry Bread

This company has finally launched their cranberry bread product, following product development tests made with samples and assistance from CMC staff in Mexico. The product is currently being sold in SAM's Club.



Starbucks

As part of their Christmas seasonal products, Starbucks has a turkey sandwich made with cranberry bread. It is important to mention that this is the third year in a row that the important coffee shop chain has launched this product in the Mexican market as part of their Christmas season products.





Sanborn's Thanksgiving Menu

This important restaurant chain promoted during November their Thanksgiving special menu, which included turkey with cranberry jelly.

