



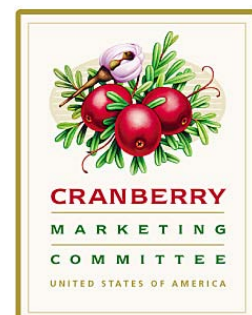
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# Activity Report

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Media & Trade Relations in Austria  
The Cranberry Marketing Committee

January 2011



# Activity Report

## Media and Trade Relations in January 2011

### Media Activities

#### MEDIA EXPOSURE

In January, **Austria** monitored **19 clippings** about cranberries from the USA, including 8 printed and 11 online media mentions. The publicity reached **1.4 million consumers** with an **advertising equivalence** of **EUR 60,709** (approximately USD \$83,823).



This month, the weekend supplement *Freizeit* of the daily newspaper *Kurier* published a recipe for a healthy breakfast containing cranberries on a double-page. The supplement can be counted as a glossy magazine and exactly addresses CMC's target group with a circulation of around 252,000. The editorial team regularly receives cranberries for cooking experiments.

**tv media** published a healthy muesli recipe for breakfast that also contained cranberries. This was already the second cranberry recipe in a magazine that has a circulation of 255,000.

CMC Austria wrote detailed information for the health portal, [www.gesund.co.at](http://www.gesund.co.at), about the health advantages of cranberries. Since being



published on the home page at the beginning of January, the text is now part of the archive information for the red power berry on this important website.



## PRINTED PUBLICATIONS

	Publication	Circulation	Date	Size	Headline	Cat.	Value in €
1.	tv media	254,800	01.01.11	1/6	Fit for the day. Recipe: Fitness joghurt with oat flakes	4	4,800
2.	Wiener Journal	21,500	07.01.11	3/4	My own chocolatier. Recipe: Cranberry-chocolate-bar with marshmallows	5	1,600
3.	Freizeit (Kurier)	252,900	08.01.11	2	Recipe: Warming breakfast	3	45,000
4.	Seitenblicke	95,300	13.01.11	1/4	Hahnenkamm-Race with cocktail recipe: Cosmopolitan	4	3,200
5.	Kurier Wien	101,200	15.01.11	1/6	Cocktails. Recipe: Viennese lover	4	2,400
6.	Der Standard	88,400	24.01.11	1/10	Honea Moon Disease UTI	5	1,900
7.	Medical Tribune	16,200	26.01.11	1/10	Prostate cancer	5	1,500
8.	Run up	17,800	30.01.11	1/2	Sweeten your training with Recipe: Spelt-cranberry-scones	4	300

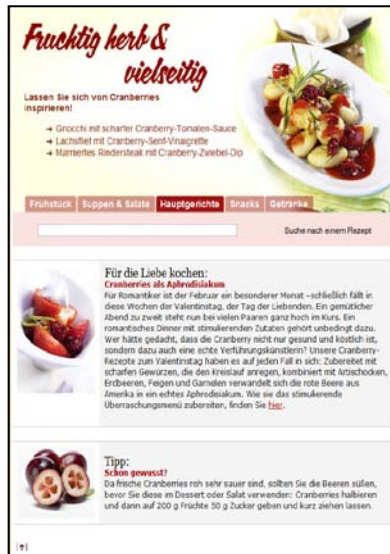
## ONLINE PUBLICATIONS

	Publication	Unique Users	Date	Pages	Headline	Cat.
9.	gesund.co.at	72,000	23.12.10	1	CMC recipe: Venison filet with cranberry walnut pumpkin	1
10.	gesund.co.at	72,000	11.01.11	1	Start Page CMC Teaser	1
11.	gesund.co.at	72,000	11.01.11	1	CMC Austria-text: Medical information about cranberries	1
12.	gesund.co.at	72,000	11.01.11	1	Teaser on nutritionpage for 2 CMC recipes	1
13.	gesund.co.at	72,000	11.01.11	1	CMC Recipe: Sauerkraut cranberry muffins	1
14.	kochecke.at	20,200	11.01.11	1	Recipe: Cranberry pralines	4
15.	thats-coffee.com	5,000	11.01.11	1	Tea trends	5
16.	gustoaroma.at	7,700	11.01.11	1	Recipe: Peanut mueslibar with cranberries	4
17.	www.qimiq.com	4,000	11.01.11	1	Chicken with orange cranberry filling	4
18.	gesund.co.at	72,000	25.01.11	1	Teaser on nutritionpage for 2 CMC recipes & CMC-Cranberry info text	1
19.	gesund.co.at	72,000	25.01.11	1	CMC Recipe: Chestnut creamsoup with king prawns	1

This month, 31% of the media exposure was preferred.

Category	# of Articles	Ad Value in €	Weighted Value in €	% of Preferred Articles
Category 1	7	0	0	
Category 2	0	0	0	
Category 3	1	45,000	15,000	
Category 4	7	10,706	2,677	
Category 5	4	5,000	1,000	
<b>Total</b>	<b>19</b>	<b>60,856</b>	<b>18,824</b>	<b>31%</b>

## WEBSITE



In January, **150 unique visitors** visited the Austrian CMC website compared to 140 in January 2010. The Austrian CMC website received a new look. Over the past weeks, the design was adapted to the U.S. CMC website and was launched in January 2011. On the homepage, visitors learn how to enjoy Valentine's Day in a healthy way. A menu with special cranberry dishes is a tasty aphrodisiac.



## SUSTAINABILITY PRESS & TRADE EVENT

The Cranberry Marketing Committee combined efforts with the Alaskan Seafood Marketing Association and the California Wine Institute to present these three commodities to consumer media and trade members at a special Sustainability Press & Trade Event taking place at the U.S. Ambassador's residence in Vienna on January 27, 2011.

Ambassador William C. Eacho personally welcomed nearly 50 hand-picked media and trade guests who were interested in learning more about how three popular U.S. commodities—loved in Austria—are being produced via sustainable agricultural practices. The afternoon centered on a three-course menu containing U.S. cranberries, California wine, and Alaskan seafood to allow attendees to taste how delicious USA foods are. The dishes were prepared by Chef



Andreas Fischer from the popular restaurant YOHM in Vienna. He worked together with the Ambassador's personal chefs to develop the perfect lunch menu for the afternoon.

Between courses, attendees listened to presentations about the cooperators. Representing the Cranberry Marketing Committee were Sam Bessinger and

Gabriela Novotny. Ms Novotny shared a presentation describing the unusual harvest methods used in the USA, emphasizing the tradition U.S. cranberry farmers represent. Just as many people eat cranberries to stay healthy and live longer and better, U.S. cranberry farmers cultivate their cranberries to make sure they have good harvests today and for years to come.



Despite the popularity of cranberries in Austria, some of the trade members were not very familiar with cranberries and had a lot of questions regarding their distinction from lingonberries and how they are used domestically. The cranberry menu helped demonstrate the berry's delicious taste and versatility.

## Trade

### JUMBO SHRIMP BAGUETTE WITH CRANBERRY CHILE SAUCE

Following the cranberry product listings at McDonalds & Burger King, the Cranberry Marketing Committee was pleased to see that Nordsee featured a new seasonal cranberry product from November 15, 2010 until January 9, 2011 called the Jumbo Shrimp Baguette with Cranberry Chili Sauce in their Austrian affiliates.

Nordsee is a fast food restaurant chain selling fish and seafood. Established in 1896 in Bremen Germany, Nordsee restaurants are located in Germany, Austria, Switzerland, and Eastern Europe with a total turnover exceeding USD 500 million, making it Germany's 5<sup>th</sup> largest foodservice company.



### HEALTH BROCHURE

In order to provide doctors, pharmacists and nutrition consultants with detailed information on cranberries in regards to **anti-adhesion, urinary tract infections, oral cavities, stomach, antioxidants, heart and circulation**, the CMC reprinted the German health brochure. On 16 pages the brochure gives experts a basic introduction to cranberries, including facts on the berries' origin and their botanical background, and deals with health claims as well as the cranberries' health benefits.

To reach as many health professionals as possible, the brochure was included in the top magazine read by pharmacists, **Apotheker Krone** (circulation: 7,000), which appeared this month.







## NEW PRODUCTS

In January, ten new products were introduced to the Austrian market, four of which were of a high cranberry content.

The new product by **Red Bull** was particularly exciting. Red Bull is headquartered at Fuschl am See, Austria, with annual sales exceeding EUR 3.7 billion (USD 5.1 billion) last year and a brand crowned the 12th most valuable brand in Europe by the European Brand Institute.

In November 2010, Red Bull introduced their newest energy drink called "Red Edition" with cranberry juice, which is now gaining distribution in the Salzburg region. It appears in a totally new design unusual for Red Bull (slick and red). It was introduced only to journalists and VIPs on November 15th at a VIP party in Hangar 7 in Salzburg. Journalists were surprised that it does not have the typical super-sweet taste of regular red bull. There is no corporate information as to when the drink will be in supermarkets. Right now it is just making appearances at hip dance clubs and is available at beverage stores in and around Salzburg. Red Bull could develop into a big volume user with 4.2 billion cans sold annually.



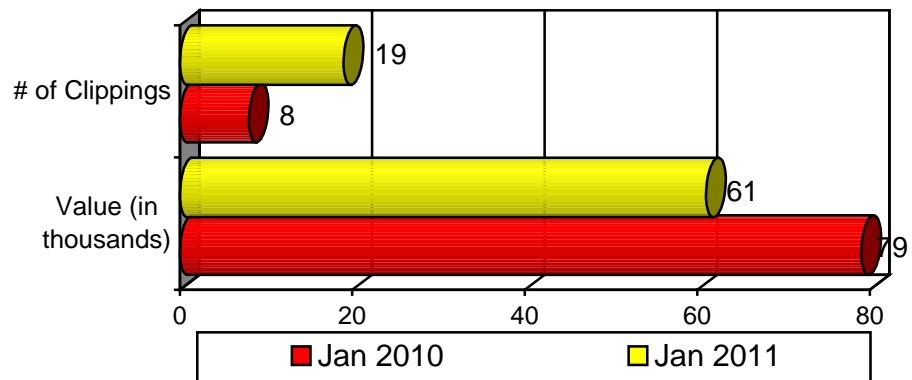
Product	Photo	Producer /Brand	Description
Aspire Cranberry flavour		Aspire <a href="http://www.aspiredrink.co.uk">www.aspiredrink.co.uk</a>	Calorie-burning soft drink with cranberries
Energy Drink		Red Bull AG <a href="http://www.redbull.com">www.redbull.com</a>	Red Bull Energy Drink enriched with cranberry juice; less sugar  Available at: gastronomy, Red Bull
Natural Oat Bar		Atlantic Multipower Germany GmbH	Oat bar made out of 5 organic ingredients with cranberries  Size: 60 g
Cranberry chocolate bar		Billa <a href="http://www.billa.at">www.billa.at</a>	Power bar with flakes, cranberries, and chocolate  Size: 25 g Prize: 0.99 €  Available at: Billa

Berry nut mix		Seeberger www.seeberger.de	Trail mix with different nuts, raspberries and cranberries.  Size: 150 g Prize: 2.99 €  Available at: Merkur, Billa
Cranberry orange chocolate		Landgarten www.landgarten.at	Organic snack with cranberry and orange  Size: 150 g  <b><u>High content cranberry product</u></b>
Florentinis Almond cranberry		AS Premium	Organic nuts bowls with cranberries and sugared with agave syrup  Available at: gastronomy
Chocolate cranberry		Läderach www.laederach.ch	Premium chocolate with 36% cacao and cranberries (16 %)  Size: 80 g Prize: 3.68 €  Available at: Meini am Graben Gourmet  <b><u>High content cranberry product</u></b>
Chocolate cranberry melon		Hachez www.hachez.de	Top premium chocolate topped with cranberries (10 %) and pieces of melon  Size: 67 g Prize: 4.99 €  Available at: Meini am Graben Gourmet  <b><u>High content cranberry product</u></b>
Chocolate dark cranberry			Dark chocolate with cranberries; no sugar added  Size: 85 g  Available at: Meini am Graben Gourmet  <b><u>High content cranberry product</u></b>

## Performance Measures

### MEDIA REPORT SUMMARY THROUGH JANUARY 2011

mk<sup>2</sup> upholds its commitment to meet goals set for the publicity in the Austrian press on behalf of the CMC, both in terms of the value of the articles, as well as the number of articles published (including press, radio and TV exposure).



Total number of clippings from January 1 <sup>st</sup> – January 31 <sup>st</sup> , 2011:	19
Total advertising equivalent:	€60,709
Total circulation:	1,398,000

## Upcoming Promotions & Activities

Month	Activity
<b>January</b>	Health brochure appears in Apotheker Krone with a circulation of 7,000 “Sustainability” press & trade conference at U.S. Ambassador’s residence
<b>February</b>	Website update
<b>March</b>	Press emailing “Romantic Recipes” takes place
<b>April</b>	Press emailing “Muffins” takes place European newsletter #1 distributed Website update
<b>May</b>	“Romantic Recipes” placed on consumer recipe pages
<b>June</b>	“Muffin Recipes” placed on consumer recipe pages European newsletter #2 distributed
<b>July</b>	
<b>August</b>	<b>PROGRAM BREAK</b> Website Update
<b>September</b>	“New Recipe” mailing takes place European newsletter #3 distributed
<b>October</b>	Consumer recipe development Website update
<b>November</b>	European newsletter #4 distributed Online evaluation takes place
<b>December</b>	Website update