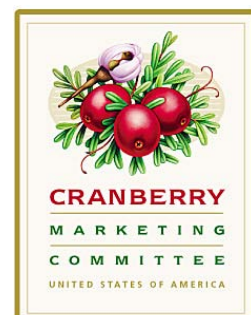




Activity Report

Media & Trade Relations in Austria
The Cranberry Marketing Committee

February 2011



February

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Activity Report

Media and Trade Relations in February 2011

Media Activities

MEDIA EXPOSURE

In February, **Austria** monitored **18 clippings** about cranberries from the USA including 12 printed and six online media mentions. The publicity reached more than **3 million consumers** with an **advertising equivalence** of **EUR 46,700** (approximately USD \$66,310).



An article in **Krone bunt**, the supplement of Austria's most read daily newspaper **Kronen Zeitung** (circulation: 1,500,000), supports CMC's aim to increase the

awareness of cranberries throughout Austria. The magazine reported on the sustainability event at the U.S. Ambassador's residence on the 27th of January, which was sponsored by CMC. The article focuses specifically on cranberries.

A second article related to this event combines information about cranberries and the printed CMC recipe "Coco cream with cranberries". It was published in **Freizeit**, the weekend supplement of the newspaper **Kurier** (circulation: 252,000), which is the second most popular newspaper in Austria. Both of these publications are considered Austria's most influential newspapers.

Kokoscreme mit Cranberry-Kompott

Cranberries: Die Früchte enthalten neben Vitamin C und E – letzteres schützt die ungesättigten Fettsäuren und Vitamin A – viele Antioxidantien. Sie bewahren die Zellen vor dem Angriff durch freie Radikale.

gehend erhalten. Lebensmittel in ihrer natürlichen Form zu essen hält Eder für besonders wichtig. Herausgelöste Vitamine in Nahrungsergänzungsmitteln sollten die Ausnahme bleiben. Die Inhaltsstoffe in Obst und Gemüse sind mit Umhüllungen und vielen Faserstoffen versehen, sodass sie der Körper optimal aufnehmen kann. Die Natur hat sich dabei schon etwas gedacht.

► Die gewaschenen Früchte mit Zucker und Wasser aufkochen, ca. 10 min kochen, bis die Beeren aufplatzen. Dann mit wenig Wasser angerührtes Stärkemehl hineinrühren und nochmals aufkochen.

► Von der Milch etwas abnehmen und das Vanillepuddingpulver damit anrühren. Restliche Milch, Kokosmilch und Vanillezucker aufkochen, Puddingpulver einrühren, einmal aufkochen und unter gelegentlichem Umrühren auskühlen lassen. Schlagobers mit dem Handrührgerät steif schlagen und unter den abgekühlten Pudding rühren.

► Cranberry-Kompott und Kokoscreme abwechselnd in kleine Dessertschüsseln schichten, mit Kokoschips bestreuen.



This month, four articles mentioned cranberries briefly but effectively and published different dishes and drinks prepared by

a very popular female chef (**Unternehmer**), two high performing bartenders (**Kleine Zeitung**) and the top sports company (**Wirtschaftsblatt**) in Austria – Sport Eybl. For example, the articles reported about appetizers containing cranberries or focused on the two bartenders who prefer drinks with cranberry juice. The Austrian sports company also offered cranberry muffins at a social media promotion.



The health portal www.gesund.co.at published three CMC recipes on its webpage, building up an already existing cranberry archive with CMC recipes. The recipes of the week are displayed prominently on the nutrition page of this health portal and are sent out to 3,500 subscribers in a weekly newsletter.

PRINTED PUBLICATIONS

Publication	Circulation	Date	Size	Headline	Cat.	Value in €
Cash	27.000	01.02.11	1	Top Innovations 2010 Alcohol-free drinks	5	4.800
Die Landwirtschaft	42.000	01.02.11	1/2	Cranberry	4	2.400
Miss	65.700	01.02.11	1	Recipe: Fruity desert	4	6.700
Unternehmer	47.000	01.02.11	1/10	Kim cooks!	5	800
Krone Bunt	1.539.900	06.02.11	1/4	Pleasure & Trends (US sustainability event)	1	8.100
Madonna	240.000	19.02.11	1/4	UTI / Cranberries	1	2.300
Kleine Zeitung	197.000	20.02.11	1/10	Bar therapie	5	2.500
WirtschaftsBlatt	32.800	24.02.11	1/10	Social Media	5	900
Freizeit / Kurier	252.900	26.02.11	1/2	Power with bite. Cranberry info and CMC Recipe: Coco cream with cranberry compote	1	6.600
Kleine Zeitung Ennstal	213.500	26.02.11	1/10	Folate	4	300
TV media	254.800	26.02.11	1/2	Party drinks. CMC Cocktail recipe: Cosmopolitan	1	10.500
Mein kleines Blatt/ Daheim im Bezirk	110.700	28.02.11	1/5	UTI	5	800

ONLINE PUBLICATIONS

Publication	Unique Users	Date	Pages	Headline	Cat.
gesund.co.at	72.000	01.02.11	1	Teaser on Nutritionpage for 2 CMC-Recipes (KW 5)	1
gesund.co.at	72.000	01.02.11	1	Recipe of the week KW 5 – CMC-Recipe: Gnocchi with spicy sugo	1
gesund.co.at	72.000	08.02.11	1	Teaser on Nutritionpage for 2 CMC-Recipes (KW 6)	1
gesund.co.at	72.000	08.02.11	1	Recipe of the week KW 6 – CMC-Recipe: Joghurt-Cranberry Smoothie	1
gesund.co.at	72.000	15.02.11	1	Teaser on Nutritionpage for 2 CMC-Recipes (KW 7)	1
gesund.co.at	72.000	15.02.11	1	Recipe of the week KW 7 – CMC-Recipe: Duck with cranberry chutney	1

This month, 68% of the media exposure was preferred.

Category	# of Articles	Ad Value in €	Weighted Value in €	% of Preferred Articles
Category 1	10	27.626	27.626	
Category 2	0	0	0	
Category 3	0	0	0	
Category 4	3	9.400	2.350	
Category 5	6	10.200	2.040	
Total	19	47.226	32.016	68%

The share of preferred articles year to date is 47 %.

WEBSITE

In February, **117 unique visitors** visited the Austrian CMC website compared to 90 in February 2010. The web users were most interested in recipes – namely desserts and drinks.

Trade

TRADE ACTIVITIES



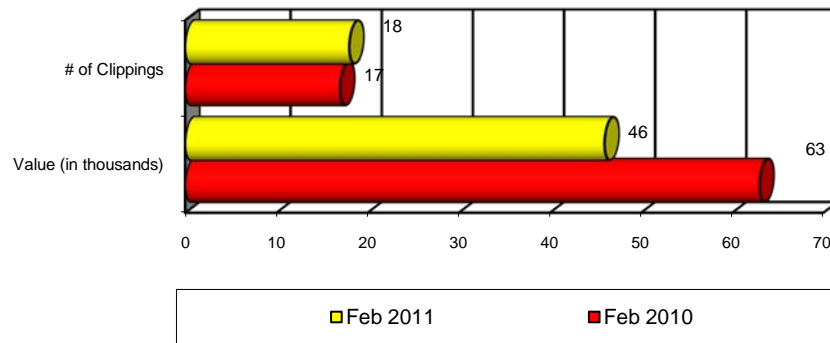
Since 2009, at least one cranberry product has been awarded one of the most innovative Austrian products each year. The Austrian retail magazine **Cash** awarded Höllinger's Bio Cranberry Soda as this year's most innovative non-alcoholic beverage. **IMS Höllinger GmbH** is a company that started its work producing freshly pressed apple juice. Some years ago, they launched an organic range of juices with different flavors – among them a cranberry soda.



Performance Measures

MEDIA REPORT SUMMARY THROUGH FEBRUARY 2011

mk² upholds its commitment to meet goals set for the publicity of CMC in the Austrian media, both in terms of value of articles as well as the number of articles published (including press, radio and TV exposure).



Total number of clippings from January 1st – February 28nd, 2011: 37
 Total advertising equivalent: € 107,406
 Total circulation: 4,853,300

Upcoming Promotions & Activities

Month	Activity
March	Press emailing “Romantic Recipes” takes place
April	Press emailing “Muffins” takes place European newsletter #1 distributed Website update
May	“Romantic Recipes” placed on consumer recipe pages
June	“Muffin Recipes” placed on consumer recipe pages European newsletter #2 distributed
July	
August	PROGRAM BREAK Website Update
September	“New Recipe” mailing takes place European newsletter #3 distributed
October	Consumer recipe development Website update
November	European newsletter #4 distributed Online evaluation takes place

December Website update