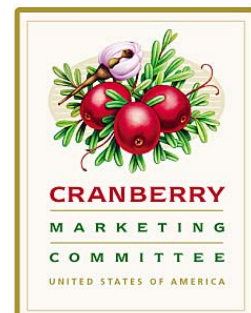




Activity Report

Media & Trade Relations in Austria
The Cranberry Marketing Committee

June 2011



Activity Report

Media and Trade Relations in June 2011

Media Activities

MEDIA EXPOSURE

In June, we monitored **18 clippings** about cranberries from the USA, including fourteen print and four online media mentions. The publicity reached more than **4 million consumers** with an **advertising equivalence of EUR 76,900** (approximately USD 109,000).

This month, as it's swimming season again, the media was dominated by articles on UTI. Several popular magazines and newspapers with wide circulation like **News, Woman, Krone bunt** and **Tele** mentioned cranberries as the best home remedy, as protection as well as a cure.



Cranberries are also a popular addition to fancy party drinks. In **Seitenblicke**, the new Red Bull Red Edition was promoted as “must” for all cranberry fans this summer. **Seitenblicke**, a society magazine with a circulation of 83,000, offers stories about parties and people.

On **www.baeko.at** detailed information about US Cranberries were presented and fourteen recipes for pastries were available for download. The **BÄKO** is the purchasing association of Austrian bakers and confectioners, which has already cooperated with the CMC in the past.

PRINTED PUBLICATIONS

	Publication	Circulation	Date	Size	Headline	Cat.	Value in €
1.	Apotheker Krone	7.500	31.05.11	1/10	Weak point of the male gender	4	400
2.	Cash 1	27.000	31.05.11	1/10	Product Line	5	500
3.	Cash 2	27.000	31.05.11	1/10	Cocktail-Recipe	5	500
4.	Ernährung Nutrition	1.700	31.05.11	1/10	Nutrition Supplements	5	100
5.	Apotheken Journal	80.000	01.06.11	1/2	Fruits for men	5	3.500
6.	Journal f. Urologie	1.800	01.06.11	1/1	UTI	4	2.300
7.	woman	204.500	01.06.11	1/10	Natural helpers for travelling	2	1.500
8.	Steiermark Mom.	20.000	01.06.11	1/2	Chutney Recipe	5	3.700
9.	Krone bunt	1.585.500	05.06.11	1/1	Recipe: Lamb with zucchini chutney	5	32.300
10.	News	217.500	16.06.11	1/10	Monaco "Yes, I will"	5	1.600
11.	tele	1.202.500	17.06.11	3/4	UTI	2	24.000
12.	NÖN St. Pölten	170.500	20.06.11	1/10	CMC-Recipe: Cosmopolitan	5	300
13.	Seitenblicke	83.000	22.06.11	1/2	Party	5	5.900
14.	Kleine Zeitung	197.000	26.06.11	1/10	Vegetarian Restaurant	5	300

ONLINE PUBLICATIONS

	Publication	Unique Users	Date	Pages	Headline	Cat.
15.	gesund.co.at	72.000	14.06.11	1	Recipe of the week KW 24 CMC Recipe : Saddle of venison with papaya and sweet potatoes	1
16.	Issgesund.at	55.000	14.06.11	1	Cranberry Information	2
17.	baeko.at	1.500	14.06.11	1	Cranberry Information, 14 recipes	1
18.	gesund.co.at	72.000	28.06.11	1	Recipe of the week KW 26 CMC Recipe : Tagliatelle with melted tomatoes	1

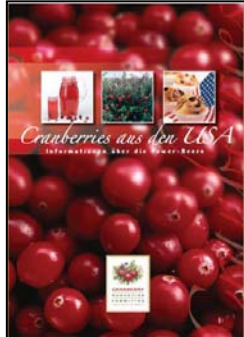
This month, 30% of the media exposure was preferred.

Category	# of Articles	Ad Value in €	Weighted Value in €	% of Preferred Articles
Category 1	3	73 €	73 €	
Category 2	3	25.510 €	12.755 €	
Category 3	0	0 €	0 €	
Category 4	2	2.700 €	675 €	
Category 5	10	48.700 €	9.740 €	
Total	18	16.829 €	23.243 €	30 %

The share of preferred articles year to date is 53%.

PRESS MAILING NEW RECIPES

In June the **new recipes for 2011** were sent to 100 key contacts in print and online media. This press mailing contained ten pages of information and new recipes, a DVD with all the new recipes of 2011, and professional images of the dishes.



For this season, six new topics like ice cream, fitness and Christmas were developed. The mailing contained a link to the Austrian CMC homepage, presenting one selected new topic, "Wraps & Crêpes", to the Austrian press.

EVENT: 4th July PARTY at the US Embassy, Vienna



Like last year, CMC Austria sponsored the **4th July party of the US Ambassador in Vienna** – this time with dried cranberries for the buffet. The garden party with the traditional barbeque and about 1,200 guests took place on June 30th at the US Embassy in Vienna.

Dried US cranberries were presented in a decorative bowl. The offer was well received by the guests, and at the end of the event the bowl was nearly empty.

A short video of the event, showing the preparations for the event, the cranberries, the Ambassador's speech, and some clips of the party is presented on the Embassy's YouTube-Channel.








3rd Party media exposure




Eduscho, Austria's best known coffee chain, also offers a wide range of non-food goods. In June, a summer cookbook was sold in Eduscho shops all over Austria as well on the company's homepage containing several recipes for juices and smoothies. The advertisement for this book, which was sent out to more than 100,000 consumers, showed the recipe "cranberry grapes smoothie"



NEW PRODUCTS

This month, **eight** new cranberry products were introduced to the Austrian market, at least four of them being of high content products.

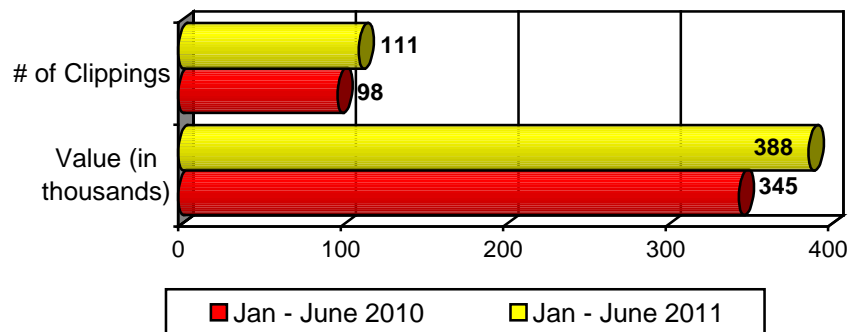
Product	Photo	Producer /Brand	Description
Spar Weinwelt Fascination Natural Cranberry halbtrocken		Sektkellerei Peter Herres GmbH	Sparkling wine with the taste of cranberries Size: 0,75 l Price: € 2,79 Available at: Interspar weinwelt, Merkur
Chiquita Smoothie Heidelbeer- Cranberry		Chiquita chiquitasmoothie.com	Smoothie with the flavor of cranberries and blueberries Size: 200 ml Price: 1,79 € Available at: Merkur, billa, spar, interspar, dm <u>High content cranberry product</u>
Alpine Vitamin Water „Vitality“ Cranberry- Limette		Privatquelle Gruber silberquelle.at	Real fruit juice combined with natural mineral water from the Tyrolean alps Size: 200 ml Available at: Merkur, interspar
Rhino's natural energy & fruit cranberry		rhino's energy GmbH rhinos-energy.com	Energy drink with 27% cranberry juice, no artificial aromas added. Size: 330 ml <u>High content cranberry product</u>
Mag. Kottas Feel good Cranberries- Vitaltee		Kottas Pharma GmbH. kottas.at	Natural, organic fruit tea mix with cranberries Size: 100 g Available at: Pharmacies <u>High content cranberry product</u>

Stonewall kitchen Cranberry Ginger Dressing		Stonewall kitchen stonewallkitchen.com	The tart flavor of cranberries and the spiciness of ginger complement salads of fresh greens perfectly. Size: 11 oz Price: 6.95€ <u>High content cranberry product</u>
Esprit Parfum Jeans Style		Esprit esprit.com	Fragrance with pomegranate, orchid and cranberry Size: 15 ml Price: 14 € Available at: Beauty shops, perfumeries
Prosta natural Plus Konzentrat		P.M.C. Handels GmbH, D	Natural nutritional supplement against prostate diseases. Size: 500 ml Price: 45.90€ Available at: Pharmacies, drug stores

Performance Measures

MEDIA REPORT SUMMARY THROUGH JUNE 2011

mk² upholds its commitment to meet goals set for publicity in the Austrian press on behalf of the CMC, 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 1 st – June 30 th , 2011:	111
Total advertising equivalent:	€388,360
Total circulation:	39,433,640

Upcoming Promotions & Activities

Month	Activity
August	PROGRAM BREAK
October	<ul style="list-style-type: none">• Consumer recipe development• Website update goes online
November	<ul style="list-style-type: none">• Online evaluation takes place• Text for “Christmas” website update due
December	<ul style="list-style-type: none">• Website update goes online