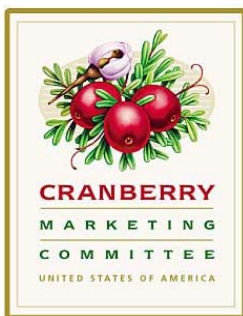

CRANBERRY MARKETING COMMITTEE

Monthly Report for April 2010



Prepared by Motix Co., Ltd.

APRIL PROMOTIONS & ACTIVITIES

MEDIA COVERAGE HIGHLIGHTS

CMC Japan monitored **36** consumer and trade professional media hits, with coverage reaching roughly 5.7 million consumers and trade professionals, providing an exposure value of **¥3,773,969 (US\$40,402.20)** during the period of March 21 through April 21, 2010.



This month, 'Hanako' magazine, a very popular women's magazine, featured one-page of 'Homemade Cranberry Granola' recipes for its April issue, reaching an estimated 80,000 people and generating a media value of ¥1,350,000 (US\$14,452.41).



A very popular weekly women's magazine, 'Shukan Josei', introduced a half-page spread on the world famous 'Bill's Berry Berry Pancakes', which includes a generous helping of cranberries as part of the mixed berry toppings. The pancakes are topped with melted berry butter created by a well-known Australian chef. The chef's second restaurant has just opened in the Yokohama Red Brick Warehouse and the pancake is served exclusively at the restaurant. This story reached about 220,000 people with a media value of ¥850,000 (US\$9,099.67).

REMAINING TOTAL COVERAGE FOR APRIL

Newspaper

Exchange rate (TTM) @93.41

No.	Vehicle	Issue Date	Circulation	Space	Color	Exposure Value(¥)	Exposure Value(\$)	Category
1	Shukan Shogyo	3/22	44,000	11.9cm	B/W	¥34,010	\$364.10	4
2	Nikkei Sangyo Shimbun (Tokyo)	3/25	166,968	9.3cm	B/W	¥111,600	\$1,194.73	4
3	Pan News	3/25	15,000	1.0cm	B/W	¥5,000	\$53.53	4
4	Pan News	3/25	15,000	2.7cm	B/W	¥13,500	\$144.52	4
5	Pan News	3/25	15,000	1.0cm	B/W	¥5,000	\$53.53	2
6	Pan News	3/25	15,000	1.0cm	B/W	¥5,000	\$53.53	2
7	Nihon Shokuryo Shimbun	3/31	101,300	4.7cm	B/W	¥47,000	\$503.16	4
8	Nihon Shokuryo Shimbun	3/31	101,300	1.0cm	B/W	¥10,000	\$107.05	4
9	Sankei Shimbun (Tokyo)	4/3	920,887	1.0cm	C	¥26,429	\$282.93	5
10	Senzai Nichiyohin Soho	4/5	12,000	9.9cm	B/W	¥24,750	\$264.96	4
11	Seika Jiho	4/12	30,000	1.0cm	B/W	¥2,500	\$26.76	4
12	Asahi Shimbun (Tokyo) Evening	4/13	1,849,483	2.0cm	C	¥184,760	\$1,977.95	4
13	Shokuhin Sangyo Shimbun	4/15	97,000	20.0cm	B/W	¥111,120	\$1,189.59	4
14	Shokuhin Kagaku Shimbun	4/15	26,000	1.0cm	B/W	¥2,740	\$29.33	4
Newspaper Total			3,408,938			¥583,408	\$6,245.67	

Magazine

No.	Vehicle	Issue Date	Circulation	Space	Color	Exposure Value(¥)	Exposure Value(\$)	Category
15	Cheek	3/23	180,000	1/25 P	C	¥15,200	\$162.72	4
16	SAVVY	3/23	170,000	1/20P	C	¥30,000	\$321.16	4
17	Zexy (Tokai)	3/23	29,000	1/20P	C	¥42,500	\$454.98	4
18	Shukan Josei	3/24	215,839	1/2 P	C	¥850,000	\$9,099.67	4
19	Shukan Josei	3/24	215,839	1/100P	C	¥17,000	\$181.99	4
20	Town Joho Lazuda	3/25	26,000	1/12 P	C	¥19,167	\$205.19	4
21	Hanako	3/25	80,334	1P	C	¥1,350,000	\$14,452.41	3
22	Shonan Style	3/26	150,000	1/20P	C	¥50,000	\$535.27	4
23	Shokuhin To Kagaku	3/27	28,500	1/100P	B/W	¥980	\$10.49	4
24	WOOFIN'	3/30	210,000	1/100P	C	¥10,000	\$107.05	4
25	Shokuhin To Kaihatsu	4/1	39,000	1/100P	B/W	¥880	\$9.42	3
26	Como	4/1	56,503	1/100P	C	¥16,000	\$171.29	4
27	ELLE a table	4/1	60,000	1/25P	C	¥40,000	\$428.22	4
28	Ohayo Okusan	4/2	111,922	1/8P	C	¥187,500	\$2,007.28	3
29	cafe sweets	4/5	80,000	1/25P	C	¥16,000	\$171.29	4
30	FINE BOYS	4/10	82,035	1/12P	C	¥112,500	\$1,204.37	4
31	GINZA	4/12	67,334	1/8P	C	¥200,000	\$2,141.10	4
32	OZ magazine	4/12	85,947	1/100P	C	¥11,000	\$117.76	4
33	ar	4/12	76,126	1/9P	C	¥133,334	\$1,427.41	4
34	KANSAI 1Week	4/13	96,915	1/100P	C	¥10,000	\$107.05	4
35	Bi STORY	4/17	100,000	1/20P	C	¥16,000	\$171.29	4
36	Kansai Walker	4/20	91,200	1/20P	C	¥62,500	\$669.09	4
Magazine Total			2,252,494			¥3,190,561	\$34,156.52	

	Circulation	Exposure Value(¥)	Exposure Value(\$)
Apr. '10 Grand Total	5,661,432	¥3,773,969	\$40,402.20
Jan. ~ Apr. '10 Total	34,410,782	¥26,645,643	\$292,954.00

Apr. '10 Total

Category	# of Articles	Ad Value	Weighted Value	% of Preferred Articles
Category 1	0	\$0	\$0	
Category 2	2	\$107	\$54	
Category 3	3	\$16,469	\$5,490	
Category 4	30	\$23,543	\$5,886	28%
Category 5	1	\$283	\$57	
Total:	36	\$40,402	\$11,486	

Jan. ~ Apr. '10 Total

Category	# of Articles	Ad Value	Weighted Value	% of Preferred Articles
Category 1	2	\$13,764	\$13,764	
Category 2	4	\$726	\$363	
Category 3	17	\$150,308	\$50,103	
Category 4	127	\$125,799	\$31,450	33%
Category 5	16	\$2,357	\$471	
Total:	166	\$292,954	\$96,151	

CONSUMER PR ACTIVITIES UPDATE

- **CMC CINEMA ADVERTISING CM**

We have committed to broadcast a 30-second CMC original commercial for 15 days before the 'Sex and the City 2' (SATC2) movie premiere at three major cinema complexes in the Tokyo, Osaka, and Nagoya metropolitan areas. These commercials are timed to coincide with the release of the movie on June 4, 2010. The commercial will showcase a Cosmopolitan cocktail and subtly reference the movie to generate cranberry awareness, as well as increase consumption of Cosmopolitans. The key message of consuming the cranberry for health and beauty will be conveyed to enhance interest among women. The number of viewers estimated to see the commercial is around 3 million. All commercial production will take place in May.

- **CMC PUBLICITY WITH OZ MALL WEBSITE**

CMC also located an excellent opportunity associated with SATC2 to tie-in with a very popular web portal site, 'OZ mall'. OZ mall provides fashion, beauty and entertainment

information to Tokyo working women in the 20's to 40's demographic. About one million users generate over 800,000 views per month on the site.

The CMC advertorial will launch in parallel with an SATC2 feature article for 2 weeks. One-page of the advertorial will introduce a Cosmopolitan recipe, as well as convey beauty and healthy effects of cranberries. Estimated CMC advertorial page views will be from 3,000 to 8,000. In addition, OZ Mall will feature a story on cranberries in its e-mail magazine at no additional cost. 550,000 members will be introduced to cranberries through this e-mail magazine.

- **RECIPE CONTEST**

CMC successfully reached an agreement with the cooking school, 'Homemade Association', to expand its recipe contest beyond their 29,000 students to the general public. 300 recipe applications are expected. CMC Japan will distribute information on the contest to media and trade outlets via a press release, which will be issued from June to September. (see attached appendix 1) CMC Japan has already announced the contest prizes including the grand prize award of 100,000 yen (US\$1,111) and two second-place awards of 20,000 yen (US\$222), as well as two runner-up awards for cranberry products. Public application and contest guidelines have been posted to the CMC website. The Homemade Association produced a contest poster, which will be posted in all 120 Homemade Association cooking schools nationwide and will aggressively encourage students to apply.

- **COOKING SCHOOL PROGRAM**

ABC cooking school developed a cranberry bread recipe - sweet bread with condensed milk - for the educational workshops which will run from September through November. SDCs are blanched, minced and then kneaded into bread dough. CMC Japan will purchase 375 kg of dried cranberries to supply the estimated 15,000 students who will participate in the workshops. The school prefers to utilize 1kg packages to distribute 25g to each student. We consulted with a local cranberry importer who will be able to supply us with a 1kg package.

TRADE COMMUNICATION HIGHLIGHTS

SHOEI SHOKUHIN

Shoei has allocated one booth solely for the CMC at the Shoei exhibition taking place on June 10th and 11th. Shoei will have seminars during the exhibition, inviting famous chefs to conduct cooking demonstrations. They expect 3,500-4,000 visitors.

Shoei is conducting a “baked sweets” recipe contest this year targeting both professionals and amateurs. The rules of the contest require that applicants select one of the following items which must total at least 10% of total amount of ingredients: dried cranberries, walnuts, prunes, chestnuts, and/or sugar infused dried strawberries.

Shoei will select a winner, with the award ceremony to be held on June 11th. They expect to receive about 300 recipe entries.

Shoei also advised that their branch office in China sells a significant amount of dried fruits, including cranberries, in the China market. They expect that roughly 20 Chinese business associates will visit the show.

FUJI PAN STORE

Fuji Pan Store is a subsidiary of the Fuji Baking Group. There are about 700 stores located in supermarkets nationwide. We have provided Fuji with samples, including samples of honey cranberries. Fuji Pan has a specific interest in honey cranberries.

ROYAL

Royal has started supplying dried cranberries to AEON, a leading supermarket chain. AEON is conducting an American Fair, July 2nd - 4th of this year. Royal will have a meeting with AEON the week of May 17th and CMC Japan hopes to attend the meeting if possible.

ATO TOKYO

The ATO Tokyo requested CMC Japan to provide 2kgs of dried cranberries for the July 4th event at the ambassador’s residence. We are awaiting requests from the consulates – if any.

DELTA INTERNATIONAL HOKKAIDO BRANCH

Unfortunately, Ralse won't conduct in-store sampling of cranberries during their American Fair in May this year.

According to Delta International, cranberry sales are consistent in Hokkaido. We have talked about conducting an event there since Hokkaido and Massachusetts have a sister-state/prefecture relationship. Hokkaido has a good image throughout Japan and many Japanese people visit Hokkaido throughout the year as tourists.

ROYCE



Royce is a famous confectionary company based in Hokkaido. One of their most popular confectionaries is a chocolate fruit bar utilizing US dried cranberries as an ingredient. The product is featured in TV commercials and sales have been favorable.

Royce developed another confectionary using cranberries called "praline chocolate cranberry and cassis (black currant)." Unfortunately, they used Canadian cranberries for this product. The company indicated that they used Canadian cranberries partly because one of their employees competed for Team Japan as a skier in the Vancouver Olympic Winter Games. In support of her, the company used Canadian cranberries for this particular product.






TRADE VISITS/CONTACTS OF THIS MONTH

- Trade:** Royal Kyoto head office and Tokyo Office, Sapporo Beverage, Shoei, Nangoku Fruits, Kato Brothers Honey, Foxmark, Delta International head office and Sapporo branch, Fuji Pan Store, Spring Foods, Ishihara, Royal Park, AEON, Rals Hokkaido, Royce and Crown Foods, Nissei Company
- Media :** Recipe Blog, Health Industrial Newspaper, Josei Seven Magazine, Gakken Seika Seipan Magazine, Myfood, Orange page Magazine, Sankei Newspaper, OZ Magazine, Shokuryo Shimbun, Shibata Publishing, Dancyu Magazine, Elle a table Magazine, Spoon Press, Shufu & Seikatsu Publishing, Nikkei Business Newspaper, Nokei Newspaper, Tokyo Walker
- Others:** ABC cooking studio, Homemade Association, Yin & Yang Corporation (PR agency), Office K2M


NEW PRODUCT INFORMATION



CRANBERRY PRODUCTS IN THE JAPANESE MARKET



Branded Beverage & Food							
	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
1	Royal Danish 'Honey & Cranberry'	Akimoto Co., Ltd.	Canned bread with honey & dried cranberries	1	600	On sale	
2	Chogo no Sekku Kashi	Minamoto no Kicchoan	Sweet bean jelly with cranberry honey for Japanese boy's festival	5 pieces	1,050	Limited sale	
3	Praline Chocolate Cranberry	ROYCE	White chocolate with liquor-saturated cranberries for mother's day	12 pieces	945	Limited sale	
4	Kit Kat 'Strawberry & Cranberry'	Nestle	strawberry & cranberry flavor	15 pieces	365	On sale	
5	Kajitsu no Tart	MUJI	Fruit tart topped with dried cranberries	1 piece	157	On sale	

6	Cranberry & Blueberry Scone	MUJI	Cranberry & blueberry scone	1	126	On Sale	
7	White chocolate & Cranberry Tart	Family Mart (Convenience store)	Cranberry tart topped with white chocolate	1	115	On sale	
8	Double Berry France	Circle K Sunkus (Convenience store)	French bread with dried strawberries & cranberries	1	105	On sale	
9	Cranberry & Cheese	Circle K Sunkus (Convenience store)	Cheese cream bread with dried cranberries	1	126	4/27~	
10	Cassis Scramble Muffin	MUJI	Cassis-flavored muffins topped with crushed cookies & dried cranberries	1	157	On sale	

Confectionery & Patisserie

	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
11	Bihada Berry	HOKUO Co., Ltd.	Blueberry & cranberry bread with 1000mg of collagen	1	126	On sale	

12	Cranberry campagne	Gotochi.com	Wild yeast bread with wine-soaked dried cranberries	220g	600	On sale	
13	Pistachio/ Cranberry	ARDEUR	Pistachio & Cranberry macaroon	1	210	On sale	

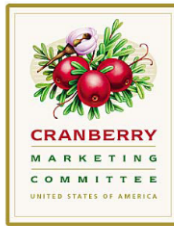
Others							
	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
14	NIKKO Cranberry	Nikko Yakuhin Co., Ltd.	Supplement with cranberry extract	150g	Open price	On Sale	
15	Blooming Dance	Bar Capri (Hotel Okura Tokyo)	Cranberry cocktail with cherry blossom color	1	1,500	3/1~ 4/30	

Jan.	15	July.	
Feb.	10	Aug.	
Mar.	11	Sep.	
Apr.	15	Oct.	
May		Nov.	
June.		Dec.	
'10 Jan. ~ Apr. Total			51

UPCOMING ACTIVITIES 2010

Month	Activities
May	<ul style="list-style-type: none"> ➤ Produce original commercial for cinema advertisement at movie theaters ➤ Press Release of Recipe Contest ➤ Blog update
June	<ul style="list-style-type: none"> ➤ CMC publicity at OZ mall website (6/1 – 6/14) ➤ Recipe Contest (Opening date for applications: 6/1~) ➤ CMC Cinema Advertising (6/4 – 6/18) ➤ Shoei Shokuhin Exhibition (6/10 & 6/11) ➤ Blog update
July	<ul style="list-style-type: none"> ➤ Recipe Contest (Application period until 7/31) ➤ Blog update
August	<ul style="list-style-type: none"> ➤ Recipe Contest (Screening) ➤ Blog update
September	<ul style="list-style-type: none"> ➤ Recipe Contest (Announcement of award winners) ➤ Consumer Educational Workshop at ABC Cooking School ➤ Blog update
October	<ul style="list-style-type: none"> ➤ Consumer Educational Workshop at ABC Cooking School ➤ Retail Promotion ➤ Blog update
November	<ul style="list-style-type: none"> ➤ Retail Promotion ➤ Blog update
December	<ul style="list-style-type: none"> ➤ Retail Promotion ➤ Consumer Research ➤ Blog update

APPENDIX 1



米国クランベリーマーケティング協会

有限会社モテックス内

〒107-0062 東京都港区南青山1-26-4-7C

Tel03-3403-8288 / Fax 03-3403-8289

2010年5月7日

Immediate Release

報道関係者各位

米国クランベリーマーケティング協会

【010 クランベリーレシピコンテスト】開催！！

グランプリには賞金10万円をプレゼント

米国クランベリーマーケティング協会（駐日代表事務所：東京都港区南青山）では、人気のお料理教室「ホームメイド協会」（株）サンリッチ（本社：東京都中央区日本橋）の協力を得て、米国産クランベリーを使ったレシピコンテストを実施いたします。



6月1日から7月31日までの間、クランベリーを使用したお料理、お菓子、パンなどアイデア満載のオリジナルレシピを募集いたします。グランプリの方には、賞金10万円、また入賞4名の方にも賞金や賞品をプレゼントいたします。受賞作品は、クランベリー協会ホームページ（www.usa-cranberry.com）、ホームメイド協会ホームページ（www.homemadeco.jp）でご紹介します。

コンテスト概要

- 募集期間： 2010年6月1日～2010年7月31日
- 応募条件： 米国産クランベリー商品（ドライ、ジュース、冷凍等）を使用すること
- 応募締め切り： 2010年7月31日（土） 当日消印有効
- 審査ポイント： おいしさ、見栄え、簡便さ、創意工夫力
- 審査方法： 8月上旬 第一次審査（書類選考—応募作品から10レシピ選出）
8月下旬 第二次審査（ホームメイド協会による試作・試食審査で上位5レシピを発表）
- 結果報告： 9月上旬 クランベリー協会HP、ホームメイド協会HPで受賞作品を発表
- 受賞作品：

グランプリ【1名】	賞金10万円
優秀賞【2名】	賞金2万円
クランベリー特別賞【2名】	クランベリー商品

- 応募方法： クランベリー協会HP（www.usa-cranberry.com）から応募要項・用紙をダウンロードして、必要事項をご記入のうえ、写真1枚（Lサイズプリント、またはA4カラー出力）を添えて下記応募先までご郵送ください。
- 応募先： 〒103-0027 東京都中央区日本橋2-16-4 株式会社サンリッチ
営業課内 米国産クランベリーレシピコンテスト係 宛

ホームメイド協会（株）サンリッチ

創立以来33年間、良質な素材にこだわったパン教室を日本全国で展開し、『食の安全と健康』を考えた手作りを60万人にも及ぶ人々に伝えてきました。全国120もの教室を運営。コースは「本科13コース」をはじめ、多彩な講座を展開。本科コースはステップアップ方式で、基礎から応用、そして講師を目指す方まで目的によって選べます。

〒103-0027 東京都中央区日本橋2-16-4 Tel: 03-3276-1888 <http://www.homenade.co.jp/>

【クランベリーとは】

クランベリーは北米原産の3大フルーツのひとつ。クランベリーのポリフェノールや抗酸化力が、一般的なフルーツと比べると一番高いので、アメリカではヘルシーフルーツとして愛用されています。また食物繊維やビタミンCも豊富。もともと、ネイティブアメリカンが「食料・薬・染料」として大切に生活に利用してきた歴史があります。クランベリーは、フレッシュをはじめ、ドライ、ジュースなど、年間を通してバラエティーに富んだ商品が楽しめます。

【クランベリーマーケティング協会とは】

クランベリーマーケティング協会（本部：マサチューセッツ州ウエーハム）は、1962年に設立され1,200の生産者を代表する非営利生産者団体。米国農務省の管轄下で米国産クランベリーの消費促進活動を行っています。クランベリーの主な生産地はウイスコンシン州、マサチューセッツで、世界の約85%を生産。1998年に日本のマーケティング事務所は開設され、2008年6月より（有）モティックスが「米国クランベリーマーケティング協会」の駐日事務所として活動しています。

【本件に関するお問い合わせ先】

米国クランベリーマーケティング協会（有）モティックス内 担当：安成・中宮
Tel: 03-3403-8288 Fax: 03-3403-8289 <http://www.usa-cranberry.com>