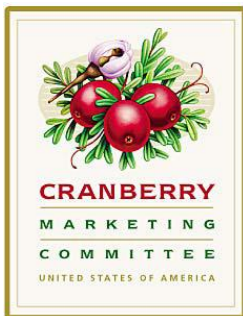

CRANBERRY MARKETING COMMITTEE

Monthly Report for June 2010



Prepared by Motix Co., Ltd.

JUNE PROMOTIONS & ACTIVITIES

MEDIA COVERAGE HIGHLIGHTS

During the period of May 21 through June 21, 2010, CMC Japan monitored **57** consumer and trade professional media hits, with coverage reaching roughly 6.2 million consumers and trade professionals, providing an exposure value of **¥8,004,765 (US\$88,041.84)**.

This month, the 'Charming Housewives' (a popular homemaker's magazine) featured a two page special article on cranberry recipes from the winner of the 2009 CMC recipe contest tie in with the magazine. Three dishes using cranberry for breakfast, lunch and dinner were introduced. It generated a total of media value of **¥4,000,000 (\$43,994.72)**, reaching about 4.5 million readers.

晩

肉汁のうまみが厚揚げにしみこんだ
豚巻き厚揚げの照り焼き

材料と作り方(4人分)
①厚揚げ2枚(300g)は油をまきして1枚を縦半分、横6等分の12等分に切る。豚バラ薄切り肉は長さ2等分にし、横1.5cmの幅で下切りにする。厚揚げに豚バラ肉を1枚ずつ巻き、小麦粉をまぶす。玉ねぎ1個は4等分のしちぎりにし、さらに1cm幅に切る。
②半量まで電子レンジで切った冷凍クランベリー40g、油大さじ4、みりん、しょうゆ(お好みで)を混ぜる。
③フライパンにサラダ油を中火で熱し、①を肉の巻き終わりを下にして焼く。まわって玉ねぎも炒める。豚肉に焼き目をつけたら、余分な油をキッチンペーパーで吸い取り、②を加えてからめる。少し煮つめ、煮汁にとろみがついてきたら、玉ねぎのみじん切りにしたレタス1個のみにした豚肉巻き厚揚げを盛りつけ、ソースをかける。

レモンとオリーブオイルでイタリアン風
トマトとアボカドのサラダ

材料と作り方(4人分)
①トマト1個は12等分のしちぎりにする。アボカド1個は縦半分切って皮とタネをとり除き、さらに縦半分にしてから1cm幅に切る。ほたて殻の小魚は、貝柱と殻に分けておく(歯汁はみそ汁に使用する)。
②トマト1個は縦半分にして、レモン汁をまぶす。玉ねぎ、アボカドを縦半分にして、ほたて殻の小魚を縦半分にして、レモン汁をまぶす。アボカドを縦半分にして、ほたて殻の小魚を縦半分にして、レモン汁をまぶす。

朝

はたてエキスで濃の香り広がる
じゃがいもとエリンギのみそ汁

材料と作り方(4人分)
①じゃがいも2個は皮をむき、7mm厚のいちょう切りにする。エリンギ1パックは石づきを切り落とし、長さ2等分にしながら縦切りにする。
②鍋に水2と片栗粉を入れて中火にかき、①を加える。沸騰したらアクをとり、じゃがいもが柔らかくなるまで5分ほど煮る。
③みそ大さじ1をきき入れ、サラダ油を少量ずつ加えて混ぜる。好みでしょうゆ・顆粒を少々を加える。

昼

クランベリーの酸味がさっぱりと爽やかな
レバー入りスタミナビーフン

材料と作り方(4人分)
①レバー300gは余分な脂をとり除き、食べやすい大きさを縦切りにする。流水でよく洗い、塩水に10分ほどつけて臭みを取る。キッチンペーパーで水けをふいてボウルに入れ、砂糖小さじ4、しょうゆ大さじ2、クランベリージュース2個のうちの大きい方を加えた薄汁を混ぜかけてよくもみこみ込んでおく。レバーの水けをきり、薄汁は別の器にとっておく。おやし1個(200g)は縦切りにし、さらに1葉は4等分に切る。
②ボウルに焼いたクランベリージュース、水1と片栗粉、サラダ油小さじ4を加えてよく混ぜ、ビーフン(ビー

今年「電子レシピコンテスト」応募詳細は、いよいよ次号掲載！お楽しみに！

あなたの健康を応援できる、またお楽しみコンテスト！みなさんぜひ応募してみてください！

09 電子レシピコンテスト

クランベリー賞
輸入なかよし
夫と2人暮らし。専業主婦で料理教室を開くことで、クランベリーの賞金10万円はその賞金に「念願の料理家デビューもかないくらいです！」

使う食材
"アメリカン・クランベリーの魅力!"
まっさらな果実。クランベリーにはビタミンCがたっぷり。また、抗酸化作用を促すポリフェノールの含有量はブルーベリーに1.1倍、カキの1/3程度に達する。健康的なドライジュース、フレッシュフロースと種類が豊富なので、料理やおやつに使いやすい。

朝

クランベリーの酸味がさっぱりと爽やかな
かぼちゃとクランベリーのサラダドッグ

材料と作り方(4人分)
①無糖にかぼちゃ1個を皮をむき、電子レンジで5分加熱。温かいうちにかぼちゃをフォークでつぶし、あら熱をとる。
②トウモロコシ4粒をそれぞれはきむ。
③①にトウモロコシ1粒、マヨネーズ大さじ1、ツナ缶(リンオイル)小1缶を汁ごと混ぜる。塩こしょうを少々を味を調える。
④ドッグパン4個に切り目を入れ、②とサラダドッグ4粒をそれぞれはきむ。

昼

海のうまみとカレースの香りがまろやかに
たご豆のカレー風味マリネ

材料と作り方(4人分)
①お好みで100gは皮をむき、縦切りにする。
②砂糖小さじ1、塩小さじ1、こしょう少々、酢大さじ1、カレー粉小さじ1をボウルに合わせ、①、ミックスビーンズ1缶、しらす干し20g、ホールコンソメを加えてよく混ぜ、10分以上おきます。

REMAINING TOTAL COVERAGE FOR JUNE

Newspaper

Exchange rate TTM) : @90.92

No.	Vehicle	Issue Date	Circulation	Space	Color	Exposure Value(¥)	Exposure Value(\$)	Category	
1	Nihon Shokuryo Shimbun	5/21	101,300	22.4	cm	B/W	¥224,000	\$2,463.70	1
2	Nihon Shokuryo Shimbun	5/21	101,300	10.0	cm	B/W	¥100,000	\$1,099.87	4
3	Pan News	5/25	15,000	1.0	cm	B/W	¥5,000	\$54.99	4
4	Sankei Shimbun (Tokyo)	5/29	920,887	10.0	cm	C	¥264,290	\$2,906.84	4
5	Sankei Shimbun (Osaka)	5/29	1,209,401	10.0	cm	C	¥264,290	\$2,906.84	4
6	Yukan Fuji (Tokyo)	5/29	1,058,000	1.0	cm	B/W	¥25,000	\$274.97	4
7	Yukan Fuji (Osaka)	5/29	501,000	1.0	cm	B/W	¥12,800	\$140.78	4
8	Kenko Sangyo Shimbun	6/2	65,000	1/100	p	B/W	¥5,000	\$54.99	5
9	Kenko Sangyo Shimbun	6/2	65,000	2.66	p	C	¥1,560,000	\$17,157.94	1
10	Kenko Shokuhin Shimbun	6/2	13,000	2.8	cm	B/W	¥8,055	\$88.59	4
11	Mainichi Shimbun (Yamaguchi)	6/4	143,392	1.0	cm	B/W	¥4,057	\$44.62	4
12	Mainichi Shimbun (Shimonoseki)	6/4	40,000	1.0	cm	B/W	¥4,043	\$44.47	4
13	Mainichi Shimbun (Yamaguchi)	6/4	66,000	1.0	cm	B/W	¥3,743	\$41.17	4
14	Pan News	6/5	15,000	34.6	cm	B/W	¥173,000	\$1,902.77	1
15	Pan News	6/5	15,000	1.0	cm	B/W	¥5,000	\$54.99	4
16	Nihon Shokuryo Shimbun	6/7	101,300	17.3	cm	B/W	¥173,000	\$1,902.77	1
17	Nokei Shimbun	6/14	3,000	20.4	cm	B/W	¥44,348	\$487.77	1
18	Health Life Business	6/15	33,000	1/100	p	B/W	¥5,500	\$60.49	5
19	Health Life Business	6/15	33,000	1/100	p	B/W	¥5,500	\$60.49	4
20	Nihon Shokuryo Shimbun	6/18	101,300	1.0	cm	B/W	¥10,000	\$109.99	2
21	Living Kyoto (Southwest)	6/19	151,870	1/25	p	C	¥57,200	\$629.12	4
22	Living Kyoto (Southeast)	6/19	159,427	1/25	p	C	¥57,200	\$629.12	4
23	Living Kyoto (Central)	6/19	182,028	1/25	p	C	¥62,400	\$686.32	4
24	Kyoiku Katei Shimbun	6/19	220,000	18.9	cm	B/W	¥59,684	\$656.45	1
Newspaper Total			1,080,925				¥3,133,110	\$34,460.07	

Magazine

Exchange rate TTM) : @90.92

No.	Vehicle	Issue Date	Circulation	Space	Color	Exposure Value(¥)	Exposure Value(\$)	Category	
25	CLASSY WEDDING	5/22	60,000	1/25	p	C	¥52,000	\$571.93	4
26	VOCE	5/23	106,334	1/98	p	C	¥15,306	\$168.35	4
27	Akita Town Joho	5/25	25,000	1/30	p	C	¥7,667	\$84.32	4
28	Setagaya Life Magazine	5/26	120,000	1/100	p	C	¥10,000	\$109.99	5
29	Setagaya Life Magazine	5/26	120,000	1/67	p	C	¥14,925	\$164.16	4
30	Hanako	5/27	99,084	1/100	p	C	¥13,500	\$148.48	5
31	MISS	5/28	89,134	1/100	p	C	¥15,000	\$164.98	4
32	Food Research	6/1	35,700	1/5	p	B/W	¥30,000	\$329.96	1
33	Shokuhin To Kaihatsu	6/1	39,000	1/100	p	B/W	¥880	\$9.68	5
34	FOOD STYLE 21	6/1	12,000	1	p	B/W	¥100,000	\$1,099.87	4
35	FoodLife	6/1	65,000	1/8	p	B/W	¥25,000	\$274.97	1
36	Kansai Walker	6/2	91,200	1/41	p	C	¥30,488	\$335.33	4
37	Sutekina Okusan	6/2	128,441	2	p	C	¥4,000,000	\$43,994.72	1
38	Richer	6/5	100,000	1/100	p	C	¥8,000	\$87.99	4
39	Richer	6/5	100,000	1/50	p	C	¥16,000	\$175.98	4
40	cafe sweets	6/5	80,000	1/12	p	B/W	¥33,333	\$366.62	1
41	cafe sweets	6/5	80,000	1/16	p	C	¥25,000	\$274.97	4
42	steady.	6/7	120,000	1/100	p	C	¥13,000	\$142.98	5
43	Eiyo To Ryori	6/9	250,000	1/3	p	C	¥240,000	\$2,639.68	4
44	sesame	6/10	120,000	1/100	p	C	¥10,000	\$109.99	4
45	GINZA	6/12	67,334	1/50	p	C	¥38,000	\$417.95	4
46	Shokuhin Kogyo	6/15	25,000	1/9	p	B/W	¥8,889	\$97.77	1
47	MISTY	6/17	110,000	1/100	p	C	¥7,000	\$76.99	4
48	Café & Restaurant	6/19	85,000	1/15	p	B/W	¥10,667	\$117.32	1
49	Fukuoka Walker	6/20	100,000	1/100	p	C	¥7,000	\$76.99	4
50	metro min.	6/20	114,905	1/10	p	C	¥140,000	\$1,539.82	4
Magazine Total			3,396,552				¥4,871,655	\$53,581.77	

Web

Exchange rate (TTM) : @90.92

No.	Vehicle	Issue Date	monthly PV	Space	Color	Exposure Value(¥)	Exposure Value(\$)	Category	
51	myfood	5/7	250,000	1	p	C	N/A	N/A	1
52	Gourmet Gyao	5/17	3,000	1	p	C	N/A	N/A	1
53	myfood	5/20	250,000	1	p	C	N/A	N/A	1
54	myfood	5/20	250,000	1	p	C	N/A	N/A	1
55	Toryumon	5/27	5,000,000	1	p	C	N/A	N/A	1
56	Gourmet Gyao	5/28	3,000	1	p	C	N/A	N/A	1
57	Ryori Tsushin Online	6/20	-	1/5	p	C	N/A	N/A	1

	Circulation	Exposure Value(¥)	Exposure Value(\$)
Jun. '10 Grand Total	4,477,477	¥8,004,765	\$88,041.84
Jan. ~ Jun. '10 Total	45,126,194	¥41,874,449	\$459,783.50

Jun. '10 Total

Category	# of Articles	Ad Value	Weighted Value	% of Preferred Articles
Category 1	19	\$69,753	\$69,753	84%
Category 2	1	\$110	\$55	
Category 3	0	\$0	\$0	
Category 4	30	\$17,652	\$4,413	
Category 5	6	\$527	\$105	
Total:	56	\$88,042	\$74,326	

Jan. ~ Jun. '10 Total

Category	# of Articles	Ad Value	Weighted Value	% of Preferred Articles
Category 1	21	\$79,557	\$79,557	42%
Category 2	6	\$1,054	\$527	
Category 3	20	\$192,406	\$64,135	
Category 4	182	\$179,142	\$44,786	
Category 5	28	\$3,664	\$733	
Total:	257	\$455,823	\$189,738	

CONSUMER PR ACTIVITIES UPDATE

- **CMC CINEMA ADVERTISING CM**

A 30 second CMC commercial, a prologue for Sex and the City 2, was aired 256 times at three major movie theaters in Tokyo, Osaka, Nagoya from June 4th to 18th. It is estimated around 50,000 movie goers watched the CMC ad.

- **CMC PUBLICITY WITH OZ MALL WEBSITE**

OZ Mall, a very popular women's portal site, featured CMC publicity launched in conjunction with the SATC2 movie from June 1st to June 14th. It generated 514 sessions from OZ mall visitors linking to CMC's site, accounting for 17% of all sessions on the CMC website in June.

- **RECIPE CONTEST**

The Cranberry recipes contest application and guidelines have been posted on both CMC and HMA websites. The CMC contest banner is also posted on the ATO's Myfood website. The cranberry contest was successfully introduced in several newspapers and magazines – resulting in many contest inquiries from applicants.

- **WOMEN'S FORUM**

CMC Japan has found another great women's forum opportunity to tie in with City Living Newspaper. City living newspaper is a free general information paper targeting women office workers distributing 7,300 top companies (185,000 circulations) in metropolitan Tokyo.

Under the title of 'Beauty Academy', their popular annual women's forum is taking place on November 13 at the Rhiga Royal Hotel Tokyo. Around 600 readers will be randomly selected to participate in the event. The form will consist of seminars and exhibit booths of the sponsors. Attendants will see



and test products at the exhibition, while learning about the beauty and health benefits of the products at the seminars. Seminar speakers will include a very popular beautician, a culinary expert and a model.

CMC will hold a 40 minute seminar to introduce the health and beauty benefits of cranberries, hosted by one of the forum speakers. Unique cranberry products and applications will be showcased at our booth. In addition, the September issue will include publicity on the CMC.

After discreet discussion with the MLB café of an alternative plan, we decided not to precede the forum at their restaurant in terms of cost performance and usefulness.

- **ONE-ON-ONE INTERVIEWS WITH MAGAZINE AND NEWSPAPER**

CMC successfully obtained one-on-one interviews with 'Foodlife' magazine and 'Sankei City Living Newspaper' from our continued negotiations.

In the July issue of the trade publication, 'Foodlife' magazine (circulation - 65,000) highlights cranberries as a bakery and confectionary ingredients. We explained the trend for cranberries as an ingredient and introduced major manufacturers and their products including Shoei - the cranberry honey of Kato brothers and fruits sauce of Marugen.

'Sankei City Living Newspaper' (cir - 185,000) will feature free publicity on cranberries under the column of 'factor behind the number'. 1750 ORAC units (per 100 g) of cranberry will be introduced to stress the cranberry benefit. It will explain that cranberries score high on the antioxidant scale compared to other fresh fruits. The recipe contest and recently posted cocktail recipes from the Japan website will also be introduced.

TRADE COMMUNICATION HIGHLIGHTS

Shoei Exhibition



We participated in Shoei's exhibition on June 10th and 11th. Over 4,500 people visited the show, according to Shoei. Almost all the attendees were target channels, (food manufacturers, wholesalers, bakeries, confectionaries, cooking school teachers and students, etc) making this a very productive event. CMC sampled dried cranberries and distributed CMC leaflets. Ocean Spray and Graceland Fruits also attended the show.

Four Seeds

Four Seeds owns various restaurants including Japan's largest pizza delivery chain, "Pizza la." Another concept is called Flat Breads, and has cranberry juice on its menu (from Marugen Inryo). This project began in 2009 and they finally decided to add it on the menu. We are hoping that Pizza la will have the same menu in the near future.

All of Four Seeds restaurant concepts can be found here: <http://www.four-seeds.co.jp/>

The Embassy and ATO Tokyo

The US embassy in Tokyo is going to conduct a July 4th event at the ambassador's residence on July 8th. Prior to the reception, the embassy as well as ATO will conduct a media event called "Healthy Garden Menu Media Event." The Ambassador's wife, Mrs. Susie Roos has a garden just like the first lady Michele Obama. The concept of the event is that Mrs. Roos and chef Emma Koeda will prepare healthy dishes displayed on a long central table in large dining room, facing towards the garden. Mrs. Roos will present the concept and menu to the media. Izumi Amano is invited to the event.

CMC donated dried cranberries and cranberry juice for the US embassy event, as well as those consulates that requested product for similar events.

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, Crown Foods, Four Seeds, and Matsuko.



Media : Health Industrial Newspaper, Myfood, Sankei Newspaper, Tokyo Walker, Tokyo MX TV, OZ Magazine, OZ Mall, Shokuryo Shimbun, Shibata Publishing, Dancyu Magazine, Elle a table Magazine, Nikkei Business Newspaper, Nokei Newspaper, Sankei Living Newspaper, Food life, Pan News Shokuhin Kogyo, Café & Restaurant Magazine, Ryori Tsushin




Others: ABC cooking studio, Home Made Association, Dairy Sports Advertising Agency, Sunrise Japan (MLB café), Realize (PR agency), ADEX (AD agency), Japan Design Contest

NEW PRODUCT INFORMATION

CRANBERRY PRODUCTS IN THE JAPANESE MARKET

Branded Beverage & Food (Chain stores)							
	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
1	Cranberry Concentrated juice	Alice Company	Concentrated cranberry juice	500ml	3,300	On sale	
2	Mystic Cranberry	HAACHT	Fruits beer with cranberry juice	250ml	368	Limited sale	
3	Cranberry Whip Cream	LAWSON	Cranberry bread with whipped cream & cranberry jam	1	145	6/15~	
4	Dolce Fraisier	Haagen-Dazs	Cup ice cream with strawberry sauce & cranberry sauce	1	366	On sale	
5	Cassis & Cranberry Bagel	Junoeseque Bagel	Cassis & cranberry bagel	1	200	Limited sale	

6	Schwemmen de Insel	JUCHHE IM	Cup dessert with cheese mousse, crush jerry & cranberry jelly	1	462	Limited sale	
7	Zeitaku Collagen Fiber	Nitta Bio	Healthy bar with okara & dried cranberries	8 pieces	380	6/28~	

Confectionery & Bread (Independent stores)							
	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
8	Suzaka Fruits Okoshi	Komori Mochi Ten	Crispy rice bar with dried apples & dried cranberries	160g	600	On sale	
9	Blueberry & Cranberry Bagel	Café Honey Ant	Blueberry & cranberry Bagel	1	230	On sale	
10	Cranberry Bread	Hansel and Gretel	Wild yeast bread with dried cranberries	1	430	On sale	

Others							
	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
11	Cranberry Powder 100%	Dog Do	Cranberry powder for dog food	30g	1,900	On Sale	
12	Koume-chan Highball	Sakuragi Highball	Highball with cranberry juice	1	400	On sale	

Jan.	15	July.	
Feb.	10	Aug.	
Mar.	11	Sep.	
Apr.	15	Oct.	
May.	17	Nov.	
June.	12	Dec.	
'10 Jan. ~ Jun. Total			80

UPCOMING ACTIVITIES 2010

Month	Activities
June	<ul style="list-style-type: none"> ➤ CMC publicity on the 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
October	<ul style="list-style-type: none"> ➤ Consumer Educational Workshop at ABC Cooking School
November	<ul style="list-style-type: none"> ➤ Women's Forum ➤ Retail Promotion ➤ Royal Park Hotel Lunch Buffet Promotion collaboration with USAPEEC
December	<ul style="list-style-type: none"> ➤ Retail Promotion ➤ Royal Park Hotel Lunch Buffet Promotion collaboration with USAPEEC