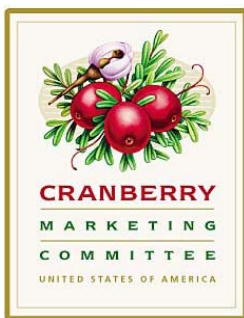


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CRANBERRY MARKETING COMMITTEE

**Monthly Report for May 2010**

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**Prepared by Motix Co., Ltd.**

## MAY PROMOTIONS & ACTIVITIES

### MEDIA COVERAGE HIGHLIGHTS

During the period of April 21 through May 21, 2010, CMC Japan monitored **35** consumer and trade professional media hits, with coverage reaching roughly 6.2 million consumers and trade professionals, providing an exposure value of **¥7,224,041 (US\$78,787.66)**.

トで読者100人に。クール便で発送。〒135-0051東京都江東区枝川2の23の5、「サラダクラブ」朝日係。28日消印有効。6月中旬発送。

■無添加のクランベリージュース  
スプリング・フーズリンクが、無添加にこだわった100%果汁の「Frescoクランベリージュース」(600ml×2本、オープン価格)のギフトセットを読者17人に。クランベリーを皮ごとすりつぶしているため、抗酸化作用のあるポリフェノールが豊富。白ぶどう果汁をバランスよく配合し、酸味を抑え濃厚な味わいに仕上げたという。〒164-0011東京都中野区中央1の35の1、スプリング・フーズリンク「クランベリージュース」朝日係。28日消印有効。6月中旬発送。



This month, the **Asashi Newspaper** (a leading paper in Japan) featured an article on Spring Foods' Cranberry Juice, generating a total media value of **¥3,860,000 (\$42,100)** and reaching about 2 million readers in Tokyo, Nagoya and Kyushu. CMC introduced this opportunity and cooperated with Spring Foods to publicize its product in order to raise their product awareness through one of Japan's influential newspapers.



*Fujin Gaho* magazine (circulation 95,500), a very popular women's magazine, featured the popular Pomme de Tarte bagel shop in Tokyo in its May issue, generating a media value of ¥267,000 (\$2,900). The store produces hundreds of their 25 varieties of bagels each day, and eager consumers wait in a long line in front of the store to buy the bagels. The cranberry bagel is one of their most popular bagels.

## REMAINING TOTAL COVERAGE FOR MAY

### Newspaper

Exchange rate (TTM) @91.69

| No.                    | Vehicle                             | Issue Date | Circulation      | Space   | Color | Exposure Value( ¥ ) | Exposure Value(\$) | Category |
|------------------------|-------------------------------------|------------|------------------|---------|-------|---------------------|--------------------|----------|
| 1                      | Shikoku Shimbun                     | 4/25       | 209,145          | 1.0cm   | C     | ¥267,714            | \$2,919.78         | 4        |
| 2                      | Kenko Sangyo Shimbun                | 4/28       | 65,000           | 1/25P   | B/W   | ¥20,000             | \$218.13           | 2        |
| 3                      | Convenience Store Shimbun           | 5/1        | 55,000           | 1.0cm   | B/W   | ¥1,633              | \$17.81            | 4        |
| 4                      | Seni Journal                        | 5/12       | 90,000           | 1.0cm   | B/W   | ¥6,667              | \$72.71            | 5        |
| 5                      | Asahi Shimbun (Tokyo) Evening       | 5/13       | 1,849,483        | 12.0cm  | C     | ¥2,595,200          | \$28,304.07        | 3        |
| 6                      | Asahi Shimbun (Nagoya) Evening      | 5/13       | 144,888          | 12.0cm  | C     | ¥521,600            | \$5,688.73         | 3        |
| 7                      | Asahi Shimbun (Kita Kyushu) Evening | 5/13       | 121,355          | 12.0cm  | C     | ¥743,200            | \$8,105.57         | 3        |
| 8                      | Pan News                            | 5/15       | 15,000           | 1.0cm   | B/W   | ¥5,000              | \$54.53            | 4        |
| 9                      | Nihon Shokuryo Shimbun              | 5/17       | 101,300          | 1.0cm   | B/W   | ¥10,000             | \$109.06           | 4        |
| 10                     | Tomakomai Mimpo                     | 5/17       | 62,212           | 23.9cm  | B/W   | ¥86,040             | \$938.38           | 4        |
| 11                     | Kenko Sangyo Ryutsu Shimbun         | 5/18       | 50,000           | 113.5cm | B/W   | ¥654,808            | \$7,141.54         | 4        |
| 12                     | Kenko Sangyo Shimbun                | 5/19       | 65,000           | 1/9P    | B/W   | ¥55,556             | \$605.91           | 4        |
| 13                     | Kenko Shokuhin Shimbun              | 5/19       | 13,000           | 56.9cm  | B/W   | ¥163,685            | \$1,785.20         | 4        |
| <b>Newspaper Total</b> |                                     |            | <b>2,841,383</b> |         |       | <b>¥5,131,102</b>   | <b>\$55,961.41</b> |          |

### Magazine

| No.                   | Vehicle            | Issue Date | Circulation      | Space  | Color | Exposure Value( ¥ ) | Exposure Value(\$) | Category |
|-----------------------|--------------------|------------|------------------|--------|-------|---------------------|--------------------|----------|
| 14                    | an.an              | 4/21       | 194,792          | 1/10P  | C     | ¥230,000            | \$2,508.45         | 4        |
| 15                    | GINGER             | 4/23       | 220,000          | 1/100P | C     | ¥16,000             | \$174.50           | 5        |
| 16                    | Biteki             | 4/23       | 88,349           | 1/50P  | C     | ¥30,000             | \$327.19           | 4        |
| 17                    | Cheek              | 4/23       | 180,000          | 1/12P  | C     | ¥31,667             | \$345.37           | 4        |
| 18                    | Cheek              | 4/23       | 180,000          | 1/50P  | C     | ¥7,600              | \$82.89            | 4        |
| 19                    | ViVi               | 4/23       | 342,595          | 1/100P | C     | ¥19,000             | \$207.22           | 5        |
| 20                    | ZERO★23            | 4/27       | 14,000           | 1/100P | C     | ¥2,000              | \$21.81            | 4        |
| 21                    | Mart               | 4/28       | 86,106           | 1/3P   | C     | ¥533,333            | \$5,816.70         | 4        |
| 22                    | Kansai 1Week       | 4/27       | 96,915           | 1/100P | C     | ¥10,000             | \$109.06           | 4        |
| 23                    | Fujin Gaho         | 5/1        | 95,500           | 1/6P   | C     | ¥266,667            | \$2,908.35         | 4        |
| 24                    | cafe sweets        | 5/5        | 80,000           | 1/4P   | C     | ¥100,000            | \$1,090.63         | 4        |
| 25                    | cafe sweets        | 5/5        | 80,000           | 1/50P  | C     | ¥8,000              | \$87.25            | 4        |
| 26                    | Ryori Tsushin      | 5/6        | 68,000           | 1/6P   | C     | ¥133,333            | \$1,454.18         | 4        |
| 27                    | duet               | 5/7        | 220,000          | 1/100P | C     | ¥8,000              | \$87.25            | 5        |
| 28                    | Shukan Post        | 5/10       | 297,120          | 1/100P | B/W   | ¥12,000             | \$130.88           | 4        |
| 29                    | Pas magazine       | 5/10       | 25,000           | 1/6P   | C     | ¥25,000             | \$272.66           | 4        |
| 30                    | an.an              | 5/12       | 194,792          | 1/6P   | C     | ¥383,333            | \$4,180.75         | 4        |
| 31                    | OZ magazine        | 5/12       | 85,947           | 1/100P | C     | ¥11,000             | \$119.97           | 5        |
| 32                    | THE NAGASAKI       | 5/14       | 43,000           | 1/43P  | C     | ¥5,116              | \$55.80            | 4        |
| 33                    | Orange Page        | 5/17       | 387,968          | 1/20P  | C     | ¥125,000            | \$1,363.29         | 4        |
| 34                    | Orange Page        | 5/17       | 387,968          | 1/20P  | C     | ¥125,000            | \$1,363.29         | 4        |
| 35                    | Shokuhin To Kagaku | 5/20       | 28,500           | 1/9P   | B/W   | ¥10,889             | \$118.76           | 5        |
| <b>Magazine Total</b> |                    |            | <b>3,396,552</b> |        |       | <b>¥2,092,939</b>   | <b>\$22,826.25</b> |          |

|                             | Circulation       | Exposure Value( ¥ ) | Exposure Value(\$)  |
|-----------------------------|-------------------|---------------------|---------------------|
| <b>May '10 Grand Total</b>  | <b>6,237,935</b>  | <b>¥7,224,041</b>   | <b>\$78,787.66</b>  |
| <b>Jan. ~ May '10 Total</b> | <b>40,648,717</b> | <b>¥33,869,684</b>  | <b>\$371,741.66</b> |

## May. '10 Total

| Category      | # of Articles | Ad Value        | Weighted Value  | % of Preferred Articles |
|---------------|---------------|-----------------|-----------------|-------------------------|
| Category 1    | 0             | \$0             | \$0             |                         |
| Category 2    | 1             | \$218           | \$109           |                         |
| Category 3    | 3             | \$42,098        | \$14,033        |                         |
| Category 4    | 25            | \$35,691        | \$8,923         | <b>29%</b>              |
| Category 5    | 6             | \$780           | \$156           |                         |
| <b>Total:</b> | <b>35</b>     | <b>\$78,788</b> | <b>\$23,221</b> |                         |

## Jan. ~ May '10 Total

| Category      | # of Articles | Ad Value         | Weighted Value   | % of Preferred Articles |
|---------------|---------------|------------------|------------------|-------------------------|
| Category 1    | 2             | \$13,764         | \$13,764         |                         |
| Category 2    | 5             | \$944            | \$472            |                         |
| Category 3    | 20            | \$192,406        | \$64,135         |                         |
| Category 4    | 152           | \$161,490        | \$40,373         | <b>32%</b>              |
| Category 5    | 22            | \$3,137          | \$627            |                         |
| <b>Total:</b> | <b>201</b>    | <b>\$371,741</b> | <b>\$119,371</b> |                         |

## CONSUMER PR ACTIVITIES UPDATE

- CMC CINEMA ADVERTISING CM



A 30 second CMC commercial, a preview for *Sex and the City 2*, will air from June 4 to June 18. The focus of the commercial is a “cosmopolitan made from cranberry juice.” It also conveys a beauty message about the polyphenols and antioxidants found in cranberries, adding to the appeal for women. It will broadcast about 200 times during the two week promotion at three major cinema complexes in Tokyo, Osaka and Nagoya. CMC Japan published a press release through media and trade outlets. (Appendix 1)

- **CMC PUBLICITY WITH OZ MALL WEBSITE**

OZ Mall, a very popular women’s portal site, is featuring the CMC alongside publicity for the *SATC2* movie from June 1 to June 14.

The one page advertorial introduces the cosmopolitan recipe, conveys the beauty and health benefits of cranberries, and links to the CMC website. The emailed magazine, including the cranberry information, was sent to 550,000 members on April 1<sup>st</sup>. 345 viewers of the OZ mall website visited the CMC’s site, accounting for 31% of all visits to the CMC website during the first week of June.



- **COOKING SCHOOL PROGRAM**



CMC Japan supervised a cranberry bread photo shoot for an ABC cooking class student recipe. We will purchase 390 kg of dried cranberry from Shoei Foods to supply the estimated 15,000 students taking the lesson.

- **RECIPE CONTEST**

CMC Japan and the Home Made Association (HMA) are accepting cranberry recipes from June 1 to August 1 as part of the recipe contest.

The contest application and guidelines have been posted on the CMC and HMA websites. The HMA produced a contest poster, which will be posted in its 120 classes nationwide and will aggressively encourage students to apply to the contest. CMC will also post the contest banner on the ATO's "Myfood" website.

- **WOMEN'S FORUM**



CMC Japan is developing a women's forum intended to educate women about cranberries during October and November. We contacted MLB café, an entertainment restaurant and popular outlet for baseball fans that opened in September 2009 in Tokyo. The three-story brick building consists of an outdoor dining terrace, main dining floor, and VIP area. Their highlight is the 360-degree, 800-inch wraparound screen in the restaurant.

The forum will target 100 women, including members of the press, to increase awareness about cranberries. CMC will introduce the cranberry and its health benefits by showing the harvest scene on the screen, and an influential guest speaker will talk about health/beauty benefits. This will be followed by afternoon tea time with cranberry desserts developed by a famous chef.

As soon as we obtain approval from the MLB head office in the U.S., a more detailed plan will be discussed.

- **PUBLICITY OF HEALTH INDUSTRIAL NEWSPAPER**

The CMC committed to an advertisement placement in a trade newspaper called *Health Industrial Newspaper* (circulation 65,000) for its June 2<sup>nd</sup> issue. CMC, Shoei Foods and Diana Naturals were included in the advertisement, encompassing



three pages of the special feature articles on cranberries. CMC activities in 2010 were also introduced in the editorial content.

## **TRADE COMMUNICATION HIGHLIGHTS**

### **Kato Brothers**

A famous restaurant chain, Kobeya, has decided to use cranberry honey packs at all of their outlets. They received 130 cases (1kg X 6 packs) of the products for the month.

The Fuji Pan stores in the western part of Japan received 93 cases (1kg X 6 packs) in May. They have approached one of Japan's largest convenience chains, "Circle K Sunkus," through a major confectionary company called "Kagetsudo." They are working very hard on the project and cranberry honey order estimates are 350 cases (1kg X 6 packs).

### **Fuji Pan Store**

Fuji Pan Store is a subsidiary of Fuji Baking Group. There are about 700 stores located in supermarkets nationwide. Some good news is 110 outlets of Fuji Pan in western Japan started selling cranberry bread on May 24<sup>th</sup>. It is made with cranberry honey, and is called "double berry ling." 189 outlets located in the eastern part of Japan will start making bread using cranberry honey beginning in the second week of June. We have not yet been informed of what kind of bread they will sell. Their order estimates for cranberry honey in western and eastern regions are 70 cases to start, (40 for the west and 30 for the east). They plan to sell cranberry bread for one month. Their total order estimate is 280 cases. It is a trial period, but if the results are good, they will continue to sell the products.

### **Royal/Matsuko**

It is time for the CMC to consider supporting effective retail promotion. We have spoken about promoting fresh cranberries, dried cranberries and cranberry juice with the cooperation of Fresh One, a produce company with shop locations in the food sections of major department stores such as Takashimaya and Dimaru. We were successful in promoting cranberries there last year and would like to repeat the effort to reinforce sales.

We will have a strategic meeting with the Royal Tokyo office and Matsuko (a distributor for Fresh One) in late June.

### **ATO Tokyo**

The US ATO conducted a cooperator meeting on May 18<sup>th</sup>. They reported on the “Partners in Agriculture” program between the state of Iowa and the Yamanashi prefecture, the ceremony for the 50<sup>th</sup> anniversary of their sister-state relationship, promotion of American agricultural products in local supermarkets, etc. Now, they are working on a “Partners in Agriculture” program with Hokkaido. ATO is speaking with the Hotel Okura Sapporo to conduct the American Fair in August. The idea for the hotel promotion is to have an outdoor BBQ at a restaurant, American cuisine at other restaurants and appetizers using US agricultural foods at their bar. We will receive more details about the promotion in the near future. We have already requested to promote cranberries since Hokkaido and Massachusetts have a sister-state relationship.

### **Royal Park**

USAPEEC is going to conduct a hotel buffet promotion with Royal Park Hotel in Shiodome and Suitengu locations in Tokyo. We are working on how to promote the event through the media and will finalize our media strategy soon. We have requested to conduct a media luncheon inviting various members of the press. Because the promotion is timed with the Christmas season and runs for 2 months, we have requested that the hotel’s executive chefs include cranberry items such as sauce and dessert on the menu. The hotel approved using cranberry items and is working to decide what cranberry items to offer. They will decide by August.

### **Sapporo Beverage**

According to Sapporo Beverage, sales of cranberry juice in foodservice have been gradually increasing. Sales at restaurants like Hard Rock Café and restaurants at US military bases are favorable. Also, a trendy restaurant in Ginza called “Dazzle” has introduced cranberry juice on its non-alcoholic menu.

Sapporo is considering introducing cocktails that consumers can enjoy at home. With the current slow economic situation, consumers stay at home more and go to foodservice establishments less frequently. Therefore, they will like the CMC’s cranberry juice cocktail recipes that are easy to prepare at home. These recipes will be up in June.

## **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, and Crown Foods.








**Media :** Health Industrial Newspaper, Myfood, Okazu no Cooking Magazine, 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 Newspaper


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

## NEW PRODUCT INFORMATION

### CRANBERRY PRODUCTS IN THE JAPANESE MARKET

| <b>Branded Beverage &amp; Food (Chain stores)</b> |   |                             |   |      |              |              |   |
|---|---|-----------------------------|---|------|--------------|--------------|---|
|   | Product/<br>Menu Name                           | Brand                       | Description   | Size | Price<br>YEN | Sale<br>Date | Photo   |
| 1   | Rare Cream<br>Cheese<br>Bread with<br>Cranberry | Yamazaki                    | Cranberry bread<br>with cream<br>cheese             | 1    | 125          | On sale      |    |
| 2   | Cranberry/<br>Raspberry &<br>Plain Yogurt       | YOTSUB<br>A Co.,<br>Ltd.    | Plain yogurt with<br>cranberry &<br>raspberry sauce | 80g  | 136          | 3/22~        |   |
| 3   | Scone<br>(cranberry)                            | KOBEYA                      | Cranberry scone                                     | 1    | 190          | On sale      |  |
| 4   | Fruits Melon<br>Pan                             | Daiichi<br>Pan Co.,<br>Ltd. | Sweet bun with<br>dried cranberries                 | 1    | 125          | On sale      |  |
| 5   | Ciliegia<br>Piramide                            | DONQ                        | Baked goods with<br>liqueur-soaked<br>cranberries   | 1    | 241          | On sale      |  |


|    |                                   |                   |  |       |            |         |   |
|----|-----------------------------------|-------------------|--|-------|------------|---------|---|
| 6  | Fruche Mix Berry                  | House Foods Corp. | Flavored milk dessert with strawberry, Blueberry & cranberry puree | 200g  | 180        | On Sale |    |
| 7  | Fruits granola minutes bar cheese | Calbee            | Healthy bar with cheese & dried cranberries                        | 21.5g | Open price | 5/17~   |    |
| 8  | Choshoku Fruits In                | Sugimoto ya Seika | Gummy candy with dried cranberries                                 | 42g   | 128        | On sale |    |
| 9  | Cranberry Kuchen                  | ANDERS EN         | Pound cake with liqueur-soaked cranberries                         | 1     | 210        | On sale |  |
| 10 | [S] Cranberry / Raspberry & Honey | Kameya            | Liqueur with cranberry, raspberry & honey                          | 1     | 500ml      | On sale |  |
| 11 | 3 dried Fruits                    | Circle K Sunkus   | Bread with dried raisins & cranberries                             | 1     | 110        | On sale |  |
| 12 | Fruits & Nuts Broad               | POMPADOR          | Cranberry bread with walnuts                                       | 1     | 504        | 5/12~   |  |

|    |                     |                    |                                |      |       |         |   |
|----|---------------------|--------------------|--------------------------------|------|-------|---------|---|
| 13 | Galette Carre Blanc | Pierre Herme Paris | Galette with cranberry compote | 18cm | 2,940 | On sale |  |
|----|---------------------|--------------------|--------------------------------|------|-------|---------|---|

### Confectionery & Bread (Independent stores)

|    | Product/<br>Menu Name | Brand        | Description                             | Size | Price<br>YEN | Sale<br>Date | Photo   |
|----|-----------------------|--------------|---|------|--------------|--------------|---|
| 14 | Cranberry Roll        | Brazil       | Wild yeast bread with dried cranberries | 3    | 850          | On sale      |    |
| 15 | Cranberry Campagne    | Estjour      | Cranberry bread                         | 1    | 200          | On sale      |  |
| 16 | Cranberry scone       | Scone Pantry | Cranberry Scone                         | 1    | 260          | On sale      |  |

### Others

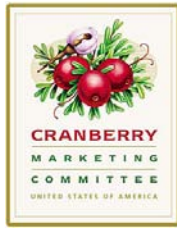
|    | Product/<br>Menu Name | Brand               | Description                         | Size       | Price<br>YEN | Sale<br>Date | Photo   |
|----|-----------------------|---------------------|-------------------------------------|------------|--------------|--------------|---|
| 17 | AGEL EXO              | Agel Japan Co.,Ltd. | Gel supplement with cranberry juice | 21g×<br>30 | 8,800        | On<br>Sale   |  |

|                            |    |       |           |
|----------------------------|----|-------|-----------|
| Jan.                       | 15 | July. |           |
| Feb.                       | 10 | Aug.  |           |
| Mar.                       | 11 | Sep.  |           |
| Apr.                       | 15 | Oct.  |           |
| May                        | 17 | Nov.  |           |
| June.                      |    | Dec.  |           |
| <b>'10 Jan. ~May Total</b> |    |       | <b>68</b> |

## UPCOMING ACTIVITIES 2010

| <b>Month</b>     | <b>Activities</b>  |
|------------------|--|
| <b>June</b>      | <ul style="list-style-type: none"> <li>➤ CMC publicity at OZ mall website (6/1 – 6/14)</li> <li>➤ Recipe Contest (Opening date for applications: 6/1~)</li> <li>➤ CMC Cinema Advertising (6/4 – 6/18)</li> <li>➤ Shoei Shokuhin Exhibition (6/10 &amp; 6/11)</li> <li>➤ Blog update</li> </ul> |
| <b>July</b>      | <ul style="list-style-type: none"> <li>➤ Recipe Contest (Application period until 7/31)</li> <li>➤ Blog update</li> </ul>  |
| <b>August</b>    | <ul style="list-style-type: none"> <li>➤ Recipe Contest (Screening)</li> <li>➤ Blog update</li> </ul>  |
| <b>September</b> | <ul style="list-style-type: none"> <li>➤ Recipe Contest (Announcement of award winners)</li> <li>➤ Consumer Educational Workshop at ABC Cooking School</li> <li>➤ Blog update</li> </ul>   |
| <b>October</b>   | <ul style="list-style-type: none"> <li>➤ Consumer Educational Workshop at ABC Cooking School</li> <li>➤ Retail Promotion</li> <li>➤ Women's Forum</li> <li>➤ Blog update</li> </ul>  |
| <b>November</b>  | <ul style="list-style-type: none"> <li>➤ Retail Promotion</li> <li>➤ Royal Park Hotel Lunch Buffet Promotion</li> <li>➤ Blog update</li> </ul>   |
| <b>December</b>  | <ul style="list-style-type: none"> <li>➤ Retail Promotion</li> <li>➤ Royal Park Hotel Lunch Buffet Promotion</li> <li>➤ Consumer Research</li> <li>➤ Blog update</li> </ul>  |

## 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

Tel:03-3403-8288 / Fax:03-3403-8289

2010年5月20日

Immediate Release

米国クランベリーマーケティング協会  
クランベリージュースのカクテル“コスモポリタン”のCM  
6月4日～6月18日の期間 シネマ劇場放送実施

関係者各位

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、待望の人気ドラマシリーズ劇場版第2弾『SEX AND THE CITY 2』の映画上映の前に、主人公の女性たちが飲むカクテルとしてアイコンになっている『コスモポリタン』をフィチャーしたコマーシャルを劇場放送します。



6月4日の映画のクランクインに合わせて、東京、大阪、名古屋のシネマ・コンプレックス内の限定シアターで、クランベリー協会による『コスモポリタン』のCMが、映画へのプロローグとして上映されます。クランベリーの美肌、アンチエイジング効果をうたいながら、『コスモポリタン』を紹介し、クランベリーカラーが画面いっぱいに広がるポップで華やかな映像が印象的です。映画鑑賞した後、女性たちが主人公たちをまねて、『コスモポリタン』を飲みながら余韻を楽しんでいる光景が見られるかもしれません。

CM上映期間： 6月4日〔金〕～6月18日(金)

|    | Area | Cinema Theater | CMC CM Screen        |
|----|------|----------------|----------------------|
| 1. | 東京   | 丸の内ピカデリー       | 有楽町マリオン内<br>1スクリーンのみ |
| 2. | 名古屋  | ミッドランドスクエアシネマ  | ミッドランドスクエア内<br>字幕版のみ |
| 3. | 大阪   | 梅田ピカデリー        | プラザ梅田<br>1スクリーンのみ    |

詳細につきましては、各劇場にお問い合わせください。

### “コスモポリタン”

クランベリージュースとウォッカをベースに、ホワイトキュラソー、ライムジュースが基本のレシピ。都会的で洗練されたイメージで女性ニュー Yorker に大人気のカクテル。

## ‘SEX AND THE CITY 2’

人気ドラマシリーズの待望の劇場版第2弾。ニューヨークを舞台に、個性や生き方がちがう女性4人の本音を大胆に描き一大ブームに。恋に仕事に友情にポジティブでパワフルな生き方が、世界中の女性の熱い支持を得ている。



また、コスモポリタンや、クランベリージュースを使った簡単カクテルの作り方を協会 HP で近日ご紹介します！その他、OZ mall ([www.ozmall.co.jp/](http://www.ozmall.co.jp/))でも6月1日より14日までコスモポリタンを中心にクランベリーの魅力をご紹介します。

### 【本件に関するお問い合わせ先】

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