



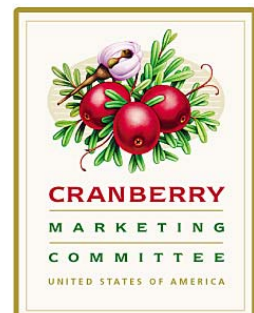
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# Activity Report

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Media & Trade Relations in Poland  
The Cranberry Marketing Committee

**November 2009**



## Activity Report

### Media and Trade Relations in November 2009

#### Media Activities

##### MEDIA EXPOSURE

This month six print articles, one television broadcast and two online media outlets reported on cranberries from the USA. The publicity reached a total of **1.4 million** persons and had an **advertising equivalence** of 250,720 zł (**USD \$87,500**).

##### Media Highlight

Cranberries from the USA made it on television this month, appearing on **Dzień Dobry TVN** (viewers: 350,000). During the cooking program, the Cranberry Marketing Committee's culinary Ambassador, Chef Robert Sowa, prepared various cranberry dishes, including Beef Sirloin with Cranberries, Walnuts, Pumpkin and Coriander.



He received “support” during the preparation of the cranberry meal from the famous Polish actress, Agata Kulesza.

Cranberries made the **cover of Kuchnia** (readership: 38,000) magazine this month, the prestigious culinary magazine for gourmets and those who love to cook. It contained a multi-page feature with an article about USA cranberries and a series of recipes such as “Marinated Roast Beef with Cranberries” and “Cranberry Cabbage Casserole”.

An added bonus of being on the cover of this particular issue of Kuchnia was that the publication launched a major advertising campaign in December based on this issue cover, which appeared in the media and on citylight posters at bus stops.



## NOVEMBER ARTICLES

The following print articles appeared in printed publications this month:

	Publication	Circulation	Publ. Date	Size	Headline	Cat.	Value in zł
1.	Medycyna Estetyczna i Anti-Aging	5.500	1.11.09	6	Cranberry – the Native American (Indian) princess of autumn	1	22.600
2.	Polska Głos Wielkopolski	65.000	4.11.09	2	Red beads for health	1	14.440
3.	Chwila dla Ciebie	424.000	5.11.09	1	Cranberries – tart berries	1	47.640
4.	Kuchnia	38.000	29.11.09	4	Berries - cranberries	1	60.000
5.	Gazeta Wyborcza – Świąteczny Przewodnik	300.000	28.11.09	1	Christmas with a bit of fantasy	4	10.000
6.	Woman	5.000	1.11.09	3	Art of cooking	1	12.370

The following broadcasts about cranberries took place this month:

	Website	Listeners/Viewers	Date	Length	Headline	Cat.	Value in zł
7.	Dzień Dobry TVN (TV program)	378.600	08.11.09		Wild Berries	1	76.670

The following online articles appeared this month:

	Website	Visitors per Month	Date	Pages	Headline	Cat.	Value in zł
8.	Zeberka.pl	85.000	16.11.09	1	Cranberries for problems...	1	4.000
9.	Dlarodzinki.pl	100.000	14.11.09	1	Wild berries	4	3.000

## CRANBERRY PARTY MEDIA AND TRADE EVENT

On October 25<sup>th</sup>, the Cranberry Marketing Committee hosted over 120 guests a cranberry party media and trade event at Moonsfera Restaurant at the Olympic Center in downtown Warsaw. Among the guests were representatives from the largest cranberry import companies in Poland, buyers from multinational hypermarket and discount chains, food manufacturers, foodservice buyers, FAS Warsaw, nine celebrity chefs and dozens of journalists from TV, broadcast, print and online media just to name a few.

To make our marketing dollars go farther, we cooperated with a new culinary online portal, Newsgastro.pl, to organize the event. Through this generic cooperation, we were able to share many costs associated with hosting such a major event.

Guests were greeted by celebrity Chef and CMC culinary spokesperson, Robert Sowa, who talked about cranberries from the USA. He explained that they taste great and are versatile enough to be used in a wide array of recipes. They are also healthy, he said. He was followed by CMC



TV Celebrity Chef and CMC Culinary Spokesperson Robert Sowa shows guests his cranberry magic.

Poland representative, Monika Domańska, who shared her impressions of the cranberry harvest she just experienced in the USA. She described the magnificent views of the flooded fields. This was done not only to make the listeners curious,



Our host – Paweł Pochwała and Monika Domańska talking about the American cranberry harvest

but the wet harvest is something that makes the difference between lingonberries and cranberries obvious – the domestic lingonberry (which shares the same Polish name as cranberries) cannot be harvested wet.

Celebrity highlights filled the evening, including appearances from the party's host, Paweł Pochwała – host of a very popular morning TV program and music by Bary Solone.

Throughout the evening, guests were able to try a selection of cranberry delicacies as follows:

**Cold buffet:**

- Rolls of marinated and grilled roast beef with cheese mousse with US cranberries
- Turkey roulade with US cranberries and pickled ginger
- Composition of terrine and pates with cranberry, orange and coarsely ground black pepper
- Selection of European cheeses mixed with US cranberry jam and red onion
- Mousse of foie gras with US cranberries on the leaves of chicory
- Matias fillets with US cranberries and pickled mushrooms sauce
- Roasted goat cheese on toast with US cranberries and sun-dried tomatoes



Celebrities. Michał Milowicz – actor and singer



Famous Chef and TV Host Karol Okrasa with Marzenna Manteska from Polish Television

**Salads:**

- Colorful seasonal salad with fried mushrooms, roasted cashew nuts and US cranberries that are soaked in wine
- Salad mixed with orange, grapefruits, grilled chicken with a spicy US cranberry sauce
- Salad with exotic fruit, US cranberries, shrimp cocktail and cognac sauce
- Salad with cherry tomatoes, mozzarella and US cranberries
- Salad with US cranberries, watermelon, red onion, feta cheese and vinaigrette dressing
- Salad with duck breast marinated in cardamon, pears, US cranberries and balsamico cream

**Hot buffet:**

- Marinated chicken breast stuffed with blue cheese with US cranberry chutney
- Saltwater fish with US cranberries stewed with ginger and pepper
- Turkey frikasse with apples, cinnamon and US cranberries
- Marinated pork ribs in BBQ sauce with US cranberries
- Dumplings with meat, cardamon and US cranberries served with rucola, sun-dried tomatoes and pine nuts
- Mix of vegetables grilled with herbs, roasted pumpkin seeds and sunflower seeds
- Fried potatoes with onion and bacon flavored with fresh rosemary



Famous Chef and TV Host Karol Okrasa with Marzenna Manteska from Polish Television

**Dessert Buffet:**

- Ice cream with US cranberries stewed with oranges and pineapples
- Cheesecake with US cranberries
- Pancakes with cheese and US cranberry with vanilla and chocolate sauces
- Chocolate souffle with stewed US cranberries and rosemary
- Italian tiramisu with US cranberries
- US cranberry tart with pear and almond cream
- Mini chocolate cakes with US cranberries and crunchy meringue
- White chocolate mousse with US cranberry jam
- Creme brulle with US cranberries



TV Host and Chef Pascal Brodnicki

Journalists and VIPs attending the party received one of 70 press kits containing generic information about USA cranberries, promotional brochures and a press release written just for the event. All guests received a generically packaged bag of USA dried cranberries to take home with them.

**MEDIA COMPETITION**

This month, we cooperated with the magazine, Przyjaciółka, to promote USA cranberries in their puzzles & riddles section. As a prize, readers could win a copy of Robert Sowa's newest cookbook containing an entire chapter of cranberry recipes and information about the berry's U.S. origin.

**POLISH WEBSITE**

In November, 240 unique visitors visited the CMC Polish-language website, up from 155 last month. This month, new recipes developed by TV chef Robert Sowa were placed online for consumers to try out. The most popular pages were in the consumer recipe archive.

## Trade Work

### NEW PRODUCTS

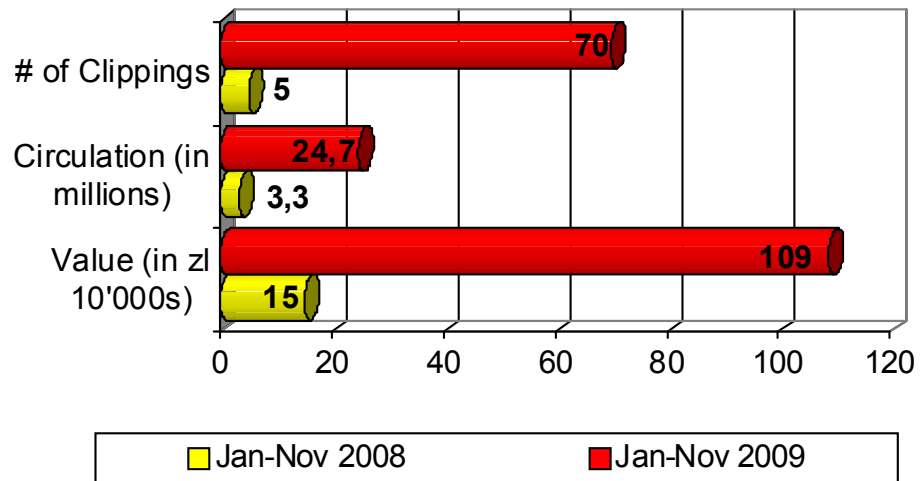
This month, we discovered two new cranberry products being sold in Poland for a total of 73 in the market.

Nutraceutical (Vaccinium Macrocarpon)		Ozone Laboratori es Polska	Package with 30 capsules.  Available at pharmacies and internet stores.  Price: 20 PLN
Nutraceutical (Vaccinium Macrocarpon)		Apipol Farma	30 sachets.  Price: 22 PLN

## Performance Measures

### MEDIA REPORT SUMMARY THROUGH NOVEMBER 2009

mk<sup>2</sup> upholds its commitment to meet goals set for the publicity in the Polish media as well as on TV and radio on behalf of the CMC both in terms of value of clippings as well as the number of clippings published.



Total number of clippings from January - November 2009:	70
Total advertising equivalent:	zł 1,097,912 (US\$ 383,139)
Total circulation:	24,704,978

## Upcoming Promotions & Activities

<b>Month</b>	<b>Activity</b>
<b>December</b>	<ul style="list-style-type: none"><li>▪ Final media and activity report due</li><li>▪ Press mailing "Fresh Cranberries"</li><li>▪ Newsletter #1/2009</li><li>▪ Website update</li></ul>