



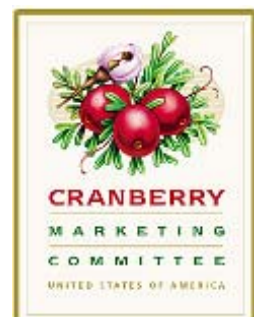
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# Activity Report

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Media & Trade Relations in Spain  
The Cranberry Marketing Committee

**May 2010**



# Activity Report

## Media and Trade Relations in May 2010

### Media Activities

#### PUBLICATIONS FEATURING CRANBERRIES

In May we monitored **34 clippings** and **one radio broadcast**, reaching **10 million consumers** with an advertising equivalence of **EUR 98,660** (approximately USD 118,600).

An outstanding publication was a 2-page article in the consumer magazine **Vivir con Júbilo** (circulation: 62,300). The article highlighted the health benefits of cranberries, especially their high antioxidants content and the anti-adhesion effect. It included statements from the nutritionist Yolanda Vázquez Mazariego who gave usage tips and explained that cranberries are a natural ingredient without adverse reactions.

Furthermore, cranberries were compared to lingonberries. The result showed that they have not been clinically proven to have the same health benefits as cranberries. The magazine highlighted this feature in its summary as well, including photos credited to the CMC. We collaborated in the creation of the feature, not only by giving images and information, but also by managing the interview with the nutritionist.



Another highlight was the cranberry recipe "Fruit Salad with Cranberries and Passion Fruit Crème", published by the cookery magazine **Mia Yo Cocino Fácil** (circulation: 40,900) and the weekly newspaper supplement **El País Semanal** (circulation: 605,800). Both are well-known publications which had never before featured cranberry recipes. The recipes were credited to the CMC.



## PRESS

| Publication        | Circulation | Date     | Pages | Headline                                 | Categ. | Value In € |
|--------------------|-------------|----------|-------|--|--------|------------|
| Vivir con Júbilo   | 62.300      | 01.05.10 | 2,5   | Cranberry, your great antioxally         | 1      | 20.630     |
| Cocina Ligera      | 17.000      | 01.05.10 | 0,6   | Three recipes for beginners              | 1      | 2.100      |
| Cocina Sana        | 17.810      | 01.05.10 | 1     | Rice cranberry salad                     | 1      | 4.100      |
| SportLife          | 54.680      | 01.05.10 | 0,2   | Healthy remedies                         | 1      | 1.320      |
| Prevenir           | 19.400      | 01.05.10 | 0,3   | Cystitis again? No thanks!               | 4      | 1.470      |
| Mía Yo Cocino      | 40.930      | 01.05.10 | 2     | Stuffed quail with foie gras             | 1      | 23.000     |
| Salud Plus         | 30.000      | 01.05.10 | 0,05  | How to stop cystitis?                    | 5      | 180        |
| Dietética y Salud  | 48.000      | 01.05.10 | 0,2   | How to improve the health of capillaries | 5      | 640        |
| Cocina Vegetariana | 12.000      | 01.05.10 | 1     | Juices with cranberries                  | 1      | 3.500      |
| Pronto             | 936.200     | 01.05.10 | 0,2   | Best remedies for urinary incontinence   | 3      | 3.900      |
| La Vanguardia      | 200.290     | 05.05.10 | 0,03  | Healthy food instead of medicine         | 5      | 750        |
| Semana             | 189.900     | 12.05.10 | 0,03  | Good habits                              | 5      | 370        |
| Bien               | 164.800     | 21.05.10 | 0,15  | Avocado and cucumber smoothie            | 1      | 1.320      |
| EPS                | 605.810     | 30.05.10 | 0,3   | Salad with passion fruit cream           | 4      | 12.760     |

## RADIO

| Radio       | Listeners | Air Date         | Length | Program / Title | Categ. | Value In € |
|-------------|-----------|------------------|--------|-----------------|--------|------------|
| Punto Radio | 110.000   | 01.05.10 16.35 h | 3'56"  | Healthy Life    | 4      | 12.050     |

## ONLINE

| Publication       | Unique users | Publ. Date | Pages | Headline                                      | Categ. | Value In € |
|-------------------|--------------|------------|-------|---|--------|------------|
| Cistits.biz       | 5.000        | 21.04.10   | 0,8   | Cranberries and UTI                           | 4      | 350        |
| Albahaca y canela | 5.000        | 04.05.10   | 0,7   | Cranberry bread                               | 5      | 170        |
| SportLife         | 230.800      | 04.05.10   | 0,8   | Prevent cystitis with cranberry products      | 1      | 2.400      |
| Sabores           | 20.000       | 05.05.10   | 1     | Green salad with cranberry and bread croutons | 1      | 400        |
| Sabores           | 20.000       | 06.05.10   | 1     | Pork chops with cranberry sauce               | 1      | 400        |
| Sabores           | 20.000       | 07.05.10   | 1     | Couscous with cranberry salad                 | 1      | 400        |
| Sabores           | 20.000       | 09.05.10   | 1     | Chicken skewers with cranberry sauce          | 1      | 400        |
| Sabores           | 20.000       | 10.05.10   | 1     | Creamy cranberry cocktail                     | 1      | 400        |
| Sanibox           | 10.000       | 10.05.10   | 0,2   | Children and UTI                              | 4      | 150        |
| Vivir Mejor       | 60.000       | 10.05.10   | 0,2   | Children and UTI                              | 4      | 200        |
| Recetas y Vinos   | 5.000        | 21.05.10   | 0,7   | Red wine with cranberries                     | 4      | 150        |
| Cistits.biz       | 5.000        | 21.05.10   | 0,8   | Attention to cystitis!                        | 1      | 350        |
| Merienda-cena     | 5.000        | 24.05.10   | 0,7   | Yogourt cake with apple and cranberry         | 4      | 150        |
| Portal de Vinos   | 5.000        | 28.05.10   | 0,7   | Chicken skewers with cranberry sauce          | 1      | 150        |
| Tu receta del Día | 5.000        | 28.05.10   | 0,7   | Chicken skewers with cranberry sauce          | 1      | 150        |
| Tu receta del Día | 5.000        | 29.05.10   | 0,7   | Creamy cranberry cocktail                     | 1      | 150        |
| El Gran Chef      | 5.000        | 29.05.10   | 0,7   | Pumpkin bread with cranberries                | 4      | 150        |
| El País           | 6.265.000    | 30.05.10   | 0,2   | Salad with passion fruit crème                | 5      | 3.500      |
| Sabores           | 20.000       | 31.05.10   | 1     | Loin steak with cranberries                   | 1      | 400        |
| Tu Receta del Día | 5.000        | 31.05.10   | 0,7   | Loin steak with cranberries                   | 1      | 150        |

May clippings were categorized according to the following **weighted media value** chart:

| Category      | # of Articles | Ad Value        | Weighted Value  | % of Preferred Articles |
|---------------|---------------|-----------------|-----------------|-------------------------|
| Category 1    | 19            | 61.720 €        | 61.720 €        |                         |
| Category 2    | 0             | 0 €             | 0 €             |                         |
| Category 3    | 1             | 3.900 €         | 1.300 €         |                         |
| Category 4    | 9             | 27.430 €        | 6.858 €         |                         |
| Category 5    | 6             | 5.610 €         | 1.122 €         |                         |
| <b>Total:</b> | <b>35</b>     | <b>98.660 €</b> | <b>71.000 €</b> | <b>72%</b>              |

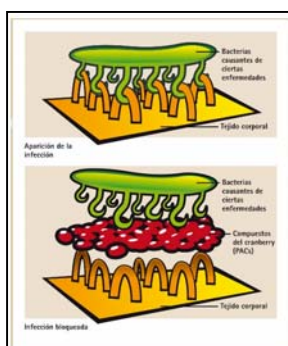
The share of preferred articles year to date is 74 %.

## PRESS EMAILINGS

Another press emailing under the headline “**100% American**” was sent to 130 key journalists of culinary, health and women’s magazines and newspapers. In preparation of the Independence Day on July 4<sup>th</sup>, the emailing contained several new recipes, including six recipes for starters, main dishes, and desserts, as well as ten cocktail recipes.



The press release read: "Surprise your guests with 100% American recipes. On July 4th Americans celebrate the birth of their nation and remember the Declaration of Independence of 1776. If you want to cook innovative American meals, seize this opportunity and surprise your guests! We propose a selection of typical American dishes with cranberries, which are a must for every U.S. table during the celebration." Please find the press emailing in the appendix.



The second press release “**Prepare for summer and protect yourself from cystitis by consuming cranberries**” said that the contact with wet towels and chlorine in swimming pools, more frequent in summer, increases the occurrence of UTIs, so it is important to prevent them from now on by consuming cranberry products. The press release included statements from Dr. Juan Carlos Ruiz de la Roja, director of the Madrid Urological Institute, and was sent to 150 key journalists of health magazines, women’s magazines, websites and newspaper supplements. Please find the press emailing in the appendix.

## WEBSITE

In May, **2,548 unique users** visited the Spanish CMC website, compared to 1,684 in May 2009.

The website was updated with new texts and recipes. The most popular site this month was the cocktail archive. Du to the last press mailing “**Summer Cocktails and Recipes,**” a lot of users downloaded the new drinks’ recipes.



## Consumer Program

### FACEBOOK PROFILE

To attract new consumers to the CMC website, we created a Spanish Facebook profile for cranberries. The profile is named “Arándano rojo americano” (U.S. Cranberries). This month, we posted features about benefits, versatility and consumption of cranberries as well as photos, recipes and a link to the CMC website. The content was based on previously approved CMC material.



## Trade Activities

### TRADE EMAILINGS

This month, a choice of press clippings published in March and April was sent to select trade companies. The mailing also included a media report demonstrating the media coverage through May.

Our trade database also got news about the suspension of duties for SDC's within the EU. We sent out an e-mailing informing on this new norm and received positive feedback from different contacts, who were very happy with this news and feel encouraged to start working with U.S. Cranberries.



### DISTRIBUTION KITS



400 promotional kits containing 2 fact sheets, 50 flyers, a dispenser and 50 SDC samples each, were sent to a local importer of USA cranberries. The kits will be delivered to different distributors, who will spread them among retail stores. These distributors mainly work in the areas of Catalonia and Valencia (southeast Spain).

This month, we also sent 100 kits of dispensers and 50 flyers, plus 200 fact sheets to a new importer working with USA cranberries. The material will now be distributed in the Southwest Coast and in the centre of Spain.

## NEW PRODUCTS

In May we found nine new cranberry products on the market, including seven with a “high” cranberry content of over 10 %. Year-to-date we have monitored a total of 39 new products

| Product            | Manufacturer / Brand             | Description  | Size        | Price (€)  | Photo   |
|--------------------|----------------------------------|--|-------------|------------|---|
| Cranberry vodka    | Nemiroff                         | Cranberry flavoured vodka  | 1 l         | 12,18      |    |
| Dried cranberries  | Bernardo Josa Quílez / El Sequer | Organic US dried cranberries<br><b><u>High Content Cranberry Product</u></b>   | 130 g       | 4,49       |    |
| Muesli             | Kellogg's / Kellogg's Extra      | Crunchy cereals with dehydrated fruit (cranberry, raisins, coconut) and apple.   | 350 g       | 2,75       |   |
| Cheese             | De Jug                           | Cranberry soft goat cheese<br><b><u>High Content Cranberry Product</u></b>   | Bulk        | 16,90 / kg |  |
| Cranberry cake     | Inpanasa / Montes de Lara        | Cake with cranberry 10%.<br>6 units pack<br><b><u>High Content Cranberry Product</u></b>                                       | 210 g       | 1,20       |  |
| Cranberry biscuits | Arluy                            | Cookies with white chocolate and cranberries<br><b><u>High Content Cranberry Product</u></b>                                   | 200 g       | 2,35       |  |
| Cranberry capsules | Biovea                           | Chewable capsules containing cranberry concentrate (400 mg each) and vitamin C<br><b><u>High Content Cranberry Product</u></b> | 90 capsules | 19,95      |  |

| Product                        | Manufacturer / Brand | Description  | Size        | Price (€) | Photo   |
|--------------------------------|----------------------|--|-------------|-----------|---|
| Capsules                       | CranMax / CranLogic  | Cranberry extract and probiotics<br><b><u>High Content Cranberry Product</u></b> | 60 capsules | 42,50     |  |
| Capsules "Arándano Rojo Forte" | Leniz                | Cranberry capsules<br><b><u>High Content Cranberry Product</u></b>               | 90 capsules | 9,95      |  |

## Upcoming Promotions & Activities

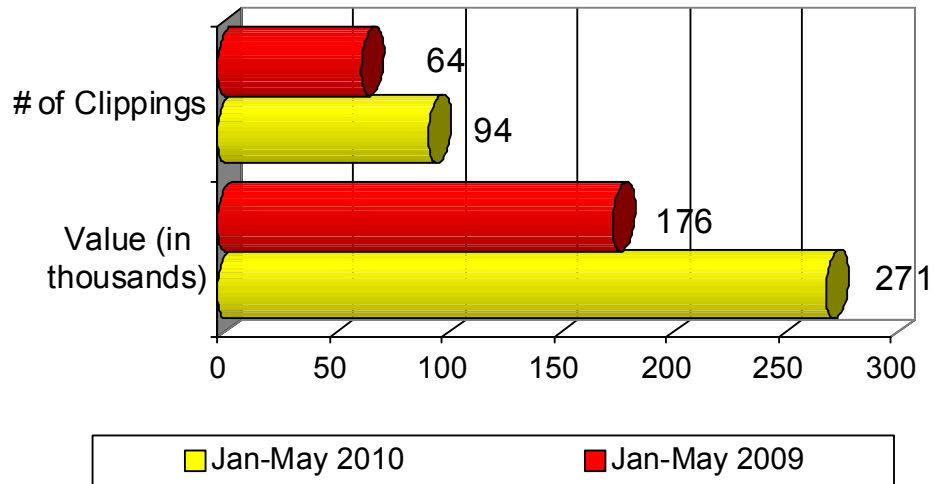
### UPCOMING PROMOTIONS & ACTIVITIES

The timeline for promotions and activities scheduled for the rest of the season can be found in the appendix.

## Performance Measures

### MEDIA REPORT SUMMARY THROUGH MAY 2010

mk<sup>2</sup> upholds its commitment to meet goals set for the publicity in the Spanish media on behalf of the CMC both in terms of value of publications as well as the number of articles and broadcasts published.



|  |            |
|--|------------|
| Total number of clippings from January 1 – May 31, 2010: | 94         |
| Total advertising equivalent:                            | € 271,100  |
| Total circulation:                                       | 21,509,200 |

## **Appendix A**

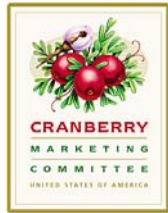
### Timeline 2010

**CRANBERRY MARKETING COMMITTEE  
TIMELINE 2010**

| <b>Month</b>     | <b>Activity</b>   |
|------------------|---|
| <b>June</b>      | <ul style="list-style-type: none"> <li>▪ Trade newsletter #1</li> <li>▪ Website update</li> </ul>   |
| <b>July</b>      | <ul style="list-style-type: none"> <li>▪ Press emailing #6 (fall recipes)</li> <li>▪ Website update</li> </ul>  |
| <b>August</b>    | <ul style="list-style-type: none"> <li>▪ Press emailing #7 (cranberry &amp; beauty)</li> <li>▪ Website update</li> </ul>  |
| <b>September</b> | <ul style="list-style-type: none"> <li>▪ Special press mailing</li> <li>▪ Press emailing #8 (Christmas cranberries recipes)</li> <li>▪ Trade newsletter #2</li> <li>▪ Website update</li> </ul> |
| <b>October</b>   | <ul style="list-style-type: none"> <li>▪ Website update</li> </ul>  |
| <b>November</b>  | <ul style="list-style-type: none"> <li>▪ Program evaluation</li> <li>▪ Website update</li> </ul>  |
| <b>December</b>  | <ul style="list-style-type: none"> <li>▪ Trade newsletter #3</li> <li>▪ Final media and activity reports due</li> </ul>   |

## **Appendix B**

Press emailings



**Cranberries: la cocina divertida y saludable**

**4 de julio, día de la independencia de los EE.UU.**

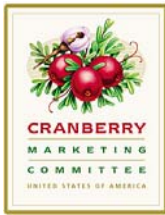
**Sorprende a tus invitados con recetas 100% americanas**

25 de mayo de 2010. El 4 de julio los estadounidenses celebran el cumpleaños de la nación y conmemoran la firma de la Declaración de Independencia de 1776 por los representantes de las colonias americanas. Para los americanos, es un día de desfiles patrióticos, conciertos y pirotecnia. Si tienes ganas de innovar en tu cocina, ¡aprovéchalo y sorprende a tus invitados!

Te proponemos una selección de platos típicos de la cocina estadounidense, que ninguna mesa olvida en una celebración. Todos con **cranberries** o **arándanos rojos**, la baya americana por excelencia, como ingrediente. Prueba la típica *crema de almejas*, la *ensalada Waldorf de arándanos rojos*, las *costillas a la barbacoa con salsa de cranberry* o los succulentos *pastelitos de gambas*. Como postres prueba las populares *galletas de cranberry* o la tradicional *tarta de queso y cranberries*. Y, desde luego, no puede faltar el zumo de **arándanos rojos**, solo o mezclado en tradicionales cocktails como el *Cosmopolitan*. ¡Verás qué ricos!



*Pastelitos de gamba con alioli de cranberry y lima · Ensalada Waldorf de cranberry · Crema de almejas con cranberry · Costillas BBQ con cranberry dip · Tarta de queso y cranberries · Cocktail Cosmopolitan.*



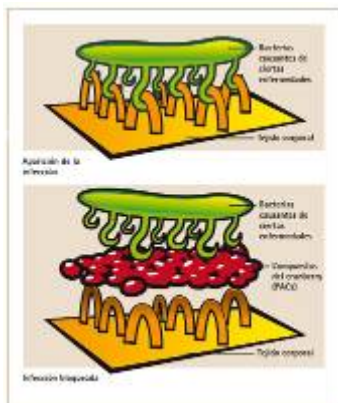
**El contacto con tejidos húmedos y el cloro de las piscinas favorece la aparición de infecciones urinarias**

## **Prepara el verano y protégete de la cistitis con arándano rojo americano**

4 de mayo de 2010. Aunque las infecciones urinarias se manifiestan en todas las estaciones, el contacto de la zona vaginal con tejidos húmedos como los bañadores y el cloro de las piscinas, más frecuente en verano, favorece su aparición. Si formas parte del 20% de mujeres que padecen infecciones urinarias de repetición, tomar **arándano rojo americano** puede ayudarte a protegerte contra la aparición de nuevas infecciones de forma sana y natural, y sin necesidad de antibióticos.

El **arándano rojo americano** o **cranberry** es un fruto originario de América del Norte que ya los americanos nativos, primeros habitantes de la zona, utilizaban para tratar enfermedades. Las investigaciones científicas realizadas durante los últimos 20 años han demostrado lo que los primeros habitantes de esa zona ya conocían: los **cranberries** actúan de forma positiva en nuestra salud y, entre otros beneficios, pueden ayudarnos a prevenir las infecciones urinarias. Así, según diversos estudios, el consumo regular de **cranberries** o productos de **cranberry** puede llegar a reducir en un 50 % el riesgo de una nueva infección de las vías urinarias en mujeres.

### **¿Cómo consigue el cranberry prevenir las infecciones urinarias? El efecto antiadhesión**



Las bacterias se adhieren a los tejidos como lo hacen las dos caras de un velcro. Los **arándanos rojos** contienen unas sustancias denominadas proantocianidinas (PAC) que crean una capa sobre el tejido. Ésta, al igual que actuaría un papel entre las dos caras del velcro, impide que las bacterias se peguen a la pared celular, de modo que éstas fluyen por la orina y son expulsadas del cuerpo, por lo que no tienen posibilidad de causar infecciones.

La dosis recomendada de PAC para conseguir este efecto protector es de 36 mg al día, que pueden ser tomados como preparados farmacéuticos (en cápsulas o ampollas), como zumo o en otros formatos como los **arándanos rojos** secos.

Para conseguir una protección estable durante las 24 horas del día, se recomienda espaciar la ingesta diaria y consumir **cranberries** por la mañana y por la noche. El Dr. Juan Carlos Ruiz de la Roja, director del Instituto Urológico Madrileño añade que es muy importante, sobre todo, no olvidar la toma nocturna “ya que, a diferencia del día, durante la noche no eliminamos orina con frecuencia y ésta se acumula en la vejiga favoreciendo la proliferación de bacterias. Aunque, para conseguir una protección estable es necesario consumirlos también por la mañana y asegurarse de ingerir 36 mg de PAC del cranberry al día”. Igualmente, Ruiz de la Roja recomienda también tomar **arándano rojo americano** antes de las relaciones sexuales “puesto que éstas pueden ser desencadenantes de infecciones urinarias”.

Las infecciones de las vías urinarias son las infecciones bacterianas más comunes. En su mayoría afectan a las mujeres, que sufren más infecciones de las vías urinarias porque su uretra es más corta que la del hombre. En el 90% de los casos el desencadenante de dichas infecciones es la bacteria *Escherichia coli*.