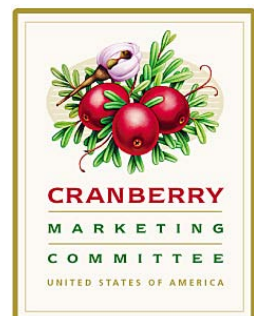




Activity Report

Media & Trade Relations in Poland
The Cranberry Marketing Committee

November 2010



Activity Report

Media and Trade Relations in November 2010

Media Activities

MEDIA EXPOSURE

In November, we monitored **33 clippings** about cranberries from the USA, including nine printed, two television clippings and 22 online media mentions. The publicity reached a total of **1.8 million persons** and had an **advertising equivalence of 551,800 EUR** (US\$245,920).

The following clipping highlights appeared in November:

The celebrity gossip magazine **Party** (circulation: 563,000) featured an article with the prominent chef Robert Sowa. The article was titled “philosophy of taste” and included an interview and CMC recipes. Robert Sowa talked about the great taste and health benefits of American cranberries. The **Party** magazine appears every other week in Poland.



American cranberries were also in the monthly home and lifestyle magazine **Home & Home** (circulation: 180,000), with two CMC dessert recipes on two pages. The article was themed “Sweet Something”. This magazine also published cranberry recipes in their October issue. The magazine’s target reader has an interest in culture, design

and cooking.

Cranberries also conquered high-end magazines this month. **Twój Styl** (circulation: 307,000) is one of Poland’s most popular and prestigious women’s magazines. The publication printed an issue about the health benefits of cranberries. The article suggested dried cranberries as a healthy snack to strengthen the heart.



OCTOBER ARTICLES

The following articles appeared in printed publications in November:

Publication	Circulation	Date	Pages	Headline	Cat.	Value In PLN
Claudia	540.000	01.11.10	10	You are what you eat	5	200.000
Home & Home	180.000	01.11.10	2	Something sweet	1	39.951
Nowości Gastronomiczne	4.000	01.11.10	9	8th edition of Food Business Forum	5	3.500
Poradnik Domowy Supplement	36 500	01.11.10	3	Dishes with potatoes	1	16.218
Poradnik Restauratora	10.000	01.11.10	2	Taste of Christmas Eve's soup	5	12.741
Twój Styl	307.000	01.11.10	1/4	Power of heart	1	20.802
Warszawska Gazeta	20.000	05.11.10	1/2	10 facts about cranberries from USA	1	2.405
Dziennik Polski	53.000	05.11.10	1/2	Cranberries – who can use the health benefits of cranberries	1	1.323
Party	563.000	15.11.10	3	Time for cranberries	1	135.366

The following online articles appeared in November:

Website	Unique.users	Starting.date	Pages	Headline	Cat.	Value In.PLN
kobieta.pl	222.750	01.11.10	1	What to eat to be health?	5	3.018
diety.wieszjak.pl	333.347	04.11.10	1	Healthy food for autumn tables	5	821
kobieta-cafe.pl	3.510	05.11.10	1	Cranberries gives energy	1	195
zdrowie.gazeta.pl	1.945.526	05.11.10	1	Make your body stronger before the sky season	5	1.867
dziennikpolski24.pl	28.510	06.11.10	1	Cranberries – who can use the health benefits of cranberries	1	65
dlaledis.pl	25.670	07.11.10	1	Cranberries gives energy	1	376
rossnet.pl	64.560	07.11.10	1	Full of vitamins	5	10.200
czaskobiet.pl	1.860	08.11.10	1	Cranberries gives energy	1	120
kobieta-i-zdrowie.wieszjak.pl	333.347	16.11.10	1	Cranberries – in diet and in cosmetics	1	321
fakty.interia.pl	712.329	17.11.10	1	I precisely know what do I want	5	3.717
fit.pl	71.420	18.11.10	1	Cosmetics from sweet deserts	5	367
senior.fit.pl	68.110	18.11.10	2	Cranberries full of health	1	325
warszawianki.pl	20.970	18.11.10	1	Diet from a bottle	5	342
eksmagazyn.pl	3.219	20.11.10	1	Cranberries vs Urinary Truck 1:0	1	132
horecanet.pl	2.320	22.11.10	1	8th edition of Food Business Forum	1	85
sowarobert.pl	1.230	25.11.10	1	Culinary show during Cranberry festival of the harvest	1	15
newsgastro.pl	3.510	26.11.10	1	Cranberry contest in Radio Kolor	1	340
dziendobrytvn.plejada.pl	839.210	28.11.10	1	Jan Kliment in Robert Sowa's kitchen	1	4.430
radiolor.pl	6.520	28.11.10	1	Cranberries for all sense	1	340

niam.pl	2.320	29.11.10	1	Cranberry contest – radio Kolor	1	85
robertsowa.pl	1.230	29.11.10	1	Cranberry contest in Radio Kolor	1	15
kobieta.pl	222.750	30.11.10	1	Sauces for roasts	3	3.018

The following television airings appeared in November:

TV Channel	Viewers	Date	Lenght	Headline	Cat.	Value In PLN
TVN	694.370	28.11.10	07:17 minutes	Good Morning TVN	1	85.943
Horeca.net.pl	1.250	22.11.10	03:18 minutes	Food Business Forum	5	3.350

This month 64% of the media exposure was preferred.

Category	# of Articles	Ad Value	Weighted Value	% Preferred Articles
Category 1	21	308.852 zł	308.852 zł	
Category 2	0	0 zł	0 zł	
Category 3	1	3.018 zł	1.006 zł	
Category 4	0	0 zł	0 zł	
Category 5	11	239.930 zł	47.986zł	
Total:	33	551.800 zł	357.844 zł	64%

POLISH WEBSITE

This month, 539 unique visitors visited the CMC Polish language website, compared to 422 in October 2010. Many readers visited the page with cranberry recipes and nutrition facts.

In late November, CMC updated the Polish website. There is a report about the Cranberry Party for journalists with Robert Sowa. An additional photo gallery was created with titles underneath the images. The recipes and pictures with cranberries presented by Robert Sowa can be downloaded in the recipe archive.



CRANBERRY PARTY (Fotogalerie)



Fotogalerie
klik

Robert Sowa świętuje zbiory żurawiny amerykańskiej podczas kulinarnego show dla zmysłów



24 listopada w restauracji Lemon Grass w Warszawie odbyła się impreza zorganizowana przez Cranberry Marketing Committee we współpracy z mistrzem kulinarnym Robertem Sową. Impreza „Żurawina z USA dla wszystkich zmysłów” celebrowa trwający jesienią sezon na świeżych jagodach z USA, zachwyciła gości wyjątkowym zestawem kulinarnych smakolepsów pobudzających wszystkie zmysły. Serwowane dania ciepłe, przekąski i desery obowiązkowo zawierały cranberries (żurawinę amerykańską). W spotkaniu uczestniczył również Attaché ds. Rolnych Ambasady Amerykańskiej Michael T. Henney, a wśród zaproszonych gości znaleźli się przedstawiciele przemysłu i dziennikarze.



Pokaz kulinarny poprowadzony przez Roberta Sowę, który czuwał nad zachowaniem idealnych proporcji i doborem wyjątkowych składników przygotowywanych dań, obejmował 5 stanowisk, przy których kucharze ze studia kulinarnego Mistrza przygotowywali nietuzinkowe połączenia tradycyjnych dań z żurawiną amerykańską. Każde ze stanowisk reprezentowało jeden z 5 zmysłów. Pieczona jagęciana z hiszpańskim serem Torta de Cañarejal i sosem imbirowo-żurawinowym ze świeżą kolendrą reprezentowała zmysł smaku. Troć norweski z karmelizowanymi gruszkami i żurawiną amerykańską idealnie odpowiadał zmysłowi powonienia. Wzrok przykuwały dania pod dzwięcznie brzmiącą nazwą California roll z suszoną żurawiną amerykańską oraz Gunkans spicy tuna. Stanowisko mające oddać dźwiękową sferę kulinarnych doznań dopełniły krewetki królewskie z pomidorami, ziołami i suszoną żurawiną amerykańską. Ostatnie stanowisko pobudzające zmysł dotyku uświetnił tatar z tuńczyka i łososia z suszoną żurawiną amerykańską podany z emulsją z chrzanu wasabi.

W dobry nastrój wszystkich gości wprawił popis barmańskiego duetu Flair Factory, który zaczął od obecnym sztuką „zonglerską” i zakończył się oczywiście przygotowaniem pysznie wyglądających napoi na bazie soku z cranberries.

[A oto wszystkie przepisy z serii „Żurawina z USA dla wszystkich zmysłów” przygotowanie specjalnie na tę okazie przez Roberta Sowę:](#)

CRANBERRY PARTY WITH ROBERT SOWA

CMC organized a cranberry party on the 24th of November at the modern event venue, Porto Praga, with Robert Sowa for 80 guests. Among the guests were journalists from culinary and lifestyle magazines. The media event was themed “Cranberries from the USA for all senses”. Journalists could see the cranberry movie about the harvest, *hear* American music and *taste /smell* cranberries being cooked by Robert Sowa. CMC representatives, U.S. Embassy representatives, and Robert Sowa all contributed towards the event.



Robert Sowa cooking live for the guests

First, Robert Sowa welcomed all guests, introduced the American cranberry, and informed guests about the great taste and health benefits of the berry. CMC representatives then continued the introduction by talking about the Cranberry Marketing Committee and the recent cranberry harvest in America. Mr. Michael T. Henney from the U.S. Embassy then informed guests about the tradition of Thanksgiving and the role of cranberries in American culture.

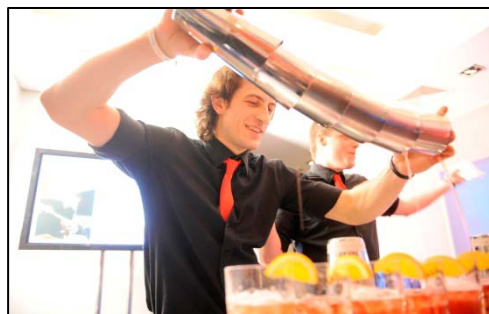


Agricultural Attaché Michael T. Henney with Robert Sowa cutting the CMC cake



Guests are learning about the art of preparing cranberry sushi

Five live cooking stands were organized. Guests were treated to culinary cranberry creations by Robert Sowa. The chef himself cooked for the guests. The journalists also had the chance to roll their own California sushi rolls featuring cranberries.



at the live cooking booths.

Fair Factory during their show preparing cranberry cocktails

There was also a cocktail show by the famous bar mixers, **Flair Factory**, who are known in Poland from a talent show similar to America’s “X-Factor”. They performed for one hour and mixed cranberry cocktails. After the performance, the guest, could enjoy delicious cranberry cocktails and exchange their opinions about the cranberry dishes which were prepared

All journalists received a press kit containing recipes from the event and promotional material about U.S. cranberries. Cranberry-themed oven gloves were handed out as a present for the guests.

The following dishes were prepared at the booths:



California rolls with dried cranberries and Gunkans spicy tuna.



Trout with caramelized pears and cranberries



Tuna-salmon tartar with cranberries and wasabi



Royal shrimp with tomatoes, herbs and dried cranberries



Roasted lamb with Spanish cheese torta de Cañarejal with a ginger cranberry sauce and fresh coriander

RADIO PROMOTION



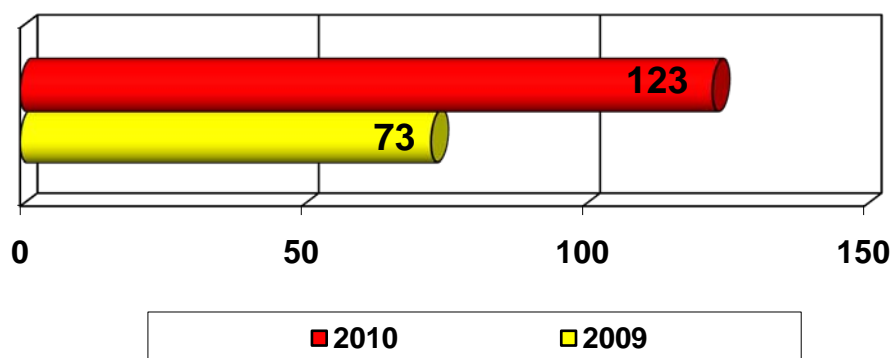
In late November, radio spots appeared as a part of the CMC radio promotion offered by Radio Kolor 106 FM. In total 20 cranberry jingles and 16 calls for the radio cranberry contest will be aired. During the Cranberry Party, Robert Sowa recorded a spot for the contest. Listeners can send in their own cranberry recipes. The best recipe will receive a spa voucher for a facial treatment with cranberries. The slogan of the contest is: "Go through life with cranberries".

NEW PRODUCTS

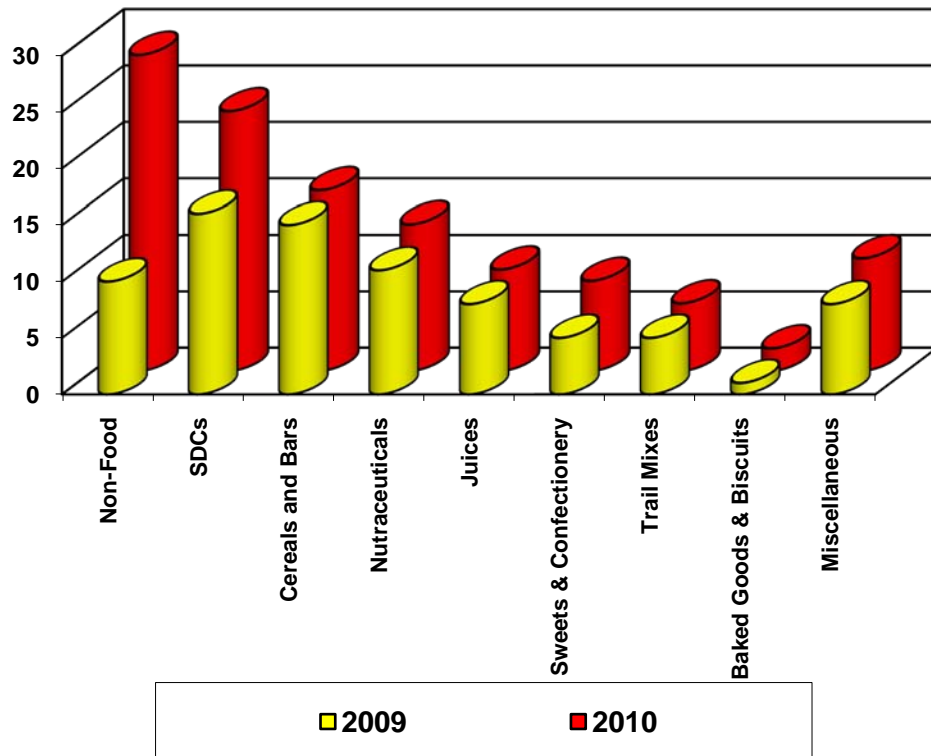
This month, we monitored two new cranberry products being sold in Poland which makes a total of 123 in the market.

New Products			
Product		Producer/Brand	Description
Readymade food		Indykpol	Readymade turkey tenderloin with cranberry sauce in 400 g packaging. Country of origin: USA Price: 12 PLN Cranberry content: 5 %
Fried fruit and nuts mix		Jutrzenka	Fried fruit and nuts mix of cranberries, almonds, macadamia and resins in 90 g packaging. Country of origin: USA Price: 8 PLN <u>High cranberry content</u>

TOTAL PRODUCTS



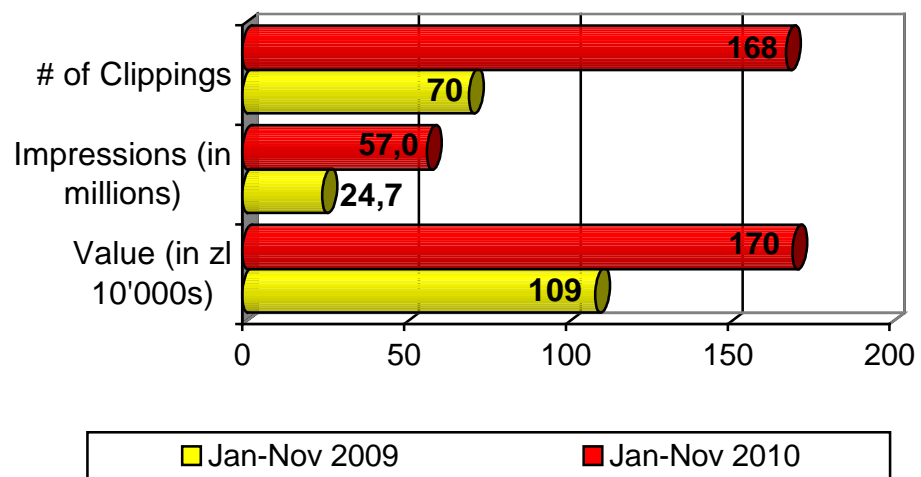
The historical development in 2010 is as follows:



Performance Measures

MEDIA REPORT SUMMARY THROUGH NOVEMBER 2010

mk² 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 2010:

168

Total advertising equivalent:

zł 551,800

(US\$ 245,920)

Total impressions:

63,034,435

Upcoming Promotions & Activities

<i>Month</i>	<i>Activity</i>
<i>December</i>	<ul style="list-style-type: none">▪ Press mailing▪ Final media and activity reports due▪ Emailing