

**MONTHLY REPORT**

**FOR**

**AUGUST 2011**

**PREPARED FOR CRANBERRY MARKETING COMMITTEE**

**PREPARED BY SOHN'S MARKET MAKERS**

## 1. GENERAL MARKET SITUATION

- Political parties reached an agreement on September 1 that they would not present the Korea-U.S. FTA Bill to the national assembly until the U.S. congress starts the ratification process. K.P. Nam, the head of the Foreign Affairs & Trade Committee in the national assembly commented that the U.S. congress was likely to start discussion on the bill around September 20.
  
- South Korea's consumer prices grew at the fastest pace in three years in August, raising concerns that inflationary pressure is building up despite the government's anti-inflation efforts, a report showed on September 1. According to the report by Statistics Korea, the country's consumer price index rose 5.3% last month from a year earlier, quickening from the previous month's 4.7% gain. The figure is the largest growth since August of 2008 when prices rose 5.6%. It is also the eighth straight month that the consumer price hike has surpassed the government's annual inflation target of 4% for this year. Core inflation, which excludes volatile oil and food costs, also jumped 4% from a year earlier, the largest gain in 28 months. It was up from 3.8% tallied for July, the report showed.
  
- Import prices of major agricultural goods surged last month from a month earlier, adding to South Korea's already skyrocketing consumer prices, a report said on August 11. According to the report by the Korea Customs Service, the average import price of pumpkins jumped 59.4% from a month earlier to 1,207 won (\$1.11) per kilogram. The price also marked a 38% spike from the same period last year. Import prices of carrots and ginger also jumped 23.1% and 41.5% respectively, from the previous month. The price of white cabbages, the main ingredient of the country's traditional dish kimchi, on the other hand, dropped 29.2% on-month as the country temporarily removed all import tariffs on cabbages and four other farm products, including radishes, until the end of next month. The removal of import duties on the five farm products, also including pork, came as the South Korean government is trying to get a handle on soaring consumer prices. South Korea's consumer prices jumped 4.7% on-year last month, surpassing the government's annual inflation target of 4% for the seventh straight month.
  
- Korea and China are considering starting negotiations for a free trade agreement (FTA), despite sensitivities in both countries. China is Korea's largest trading partner with total volume between the two nations reaching \$180 billion in 2010. Korea is "very close" to reaching an FTA with the U.S. and is negotiating FTAs with Australia, Turkey, Colombia and Canada. Korea is awaiting the ratification of the free trade accord by the U.S. Congress before its own lawmakers approve the deal.
  
- Output of Korea's agricultural, forestry and fisheries sector rose to a new high of 43.52 trillion won (\$40.66 billion) last year on a jump in forestry production, the government said on August 16. The total output grew 1.2% from a year earlier when the country produced 42.99 trillion won (\$40.16 billion) worth of agriculture and forestry products, according to the Ministry for Food, Agriculture, Forestry and Fisheries. Agriculture production, including that by the livestock industry, rose 0.8% on-year to 41.67 trillion won (\$38.93 billion) while production by the forestry industry jumped 13.2% to 1.85

trillion won (\$1.73 billion). Production of food grains, such as rice, dropped 18.9% from 2009 to 7.99 trillion won (\$7.46 billion), apparently reflecting a change in the national diet. Output by the livestock industry, on the other hand, rose 6% on-year to 17.47 trillion won (\$16.32 billion). "The increase was partly caused by a rise of meat prices, but it still shows our people's diet is changing," the ministry said. Production of vegetables rose 10.6% to 8.35 trillion won (\$7.80 billion) with output of fruits rising 2.1 percent to 3.58 trillion won (\$3.34 billion).

- Korean Ministry of Planning & Finance has announced on August 18 that it plans to replace 'Shelf Life' labeling on food products with 'Use-By Date' to promote more efficient use of resources. The Ministry explained that the existing shelf life label has misled the consumers, and as a result much of the products that have no quality or safety problem have been wasted. The Ministry said products will carry both shelf life and use-by date on the label for some time after the new regulation is implemented to reduce consumer confusion.
  
- E-Mart announced on August 22 that it has signed a MOU with Gyunggi province government to develop a new distribution warehouse in Ansong-si, Gyunggi-do. The size of the land that Gyunggi province provided to E-Mart is half million sq. meter space, which is the largest land space ever used for a distribution warehouse. E-Mart said the warehouse will start operating in March 2014.
  
- Tesco Home Plus, the second largest hypermarket store chain in Korea, announced that it launched a virtual store in a major subway station in Seoul on August 25. Consumers are able to scan the QR code with smart phones and place an order on spot. Orders are serviced by Home Plus stores throughout the country and are delivered to home. About 500 products, mostly food items, are offered in the virtual store. Tesco Home Plus plans to increase the locations of virtual stores as well as the number of products.

## **2. INDUSTRY INFORMATION**

- Ministry for Food, Agriculture, Forestry and Fisheries announced on August 16 that they developed 'Maple', a new variety of Blackberry. They expected to make the best use of it for farmers as a new economic crop and for consumers as a health functional food and dietary food. The study of Maple found that Maple contains 2.3 times more C3G (cyaniding-3-Glucoside) than ordinary blackberry and almost 1.2 times more C3G than blueberry, which is the highest in C3G among all kinds of berries. Maple is easy to eat fresh fruit while it is high in sugar and has less sour flavor. Maple is grown and tested from 2009 and is planned to parcel out the sapling of Maple from 2012.
  
- Ocean Spray, the largest food company handling cranberries worldwide, organized the event with cranberry juice. They collected 30 persons as testers for cranberry juice by August 28 and provided cranberry juice for 2 weeks take. After experiencing cranberry juice during the testing period, every tester posted the reviews on the tester's own blog. Three selected testers would be given cranberry juice for 2 months.



- E25gram, local food company, launched 'The flower of toppings', topping mix with dried nuts and dried fruits. 'The flower of topping' is consisted of 6 packs of dried fruits mix including dried cranberries, blueberries, and resins and 6 packs of dried nuts mix including dried almonds and walnuts. Each pack is 25g and one package with 12 packs costs W12,000 (\$11.30).
- Kellogg's, one of the largest food companies worldwide, introduced a new version of cereal. 'Special K Red Crunch' is upgraded version containing 15% red crunch and may help to keep your body in shape. It contains red crunch with bran and oats, prune puree, raspberry concentrate, strawberry concentrate, and dried cranberries. Its size is 450g and costs W7,800 (\$7.40).
- Danone, one of global dairy brands, launched 'Danone French', premium yogurt. 'Danone French' comes in 3 different flavors, apple cinnamon, lemon cheese, and cranberry. It is lower in fat and is in higher concentration than other existing yogurt. Four each of 'Danone French' costs W2,700 (\$2.60).
- Korea Yakult, one of Korea's local food companies, which has a history of 41 years, has been a pioneer in the field of lactic-acid fermented milk in Korea. Korea Yakult launched a new health functional food, 'V Food Program' for men, women, and older people. 'V Food Woman Program Multi-vitamin Mineral' is for middle-aged women and is a multi-functional vitamin complex. It contains vitamin A, C, E and is rich in iron and calcium to enhance anti-oxidant function. Its main ingredients are natural vitamins, minerals, evening primrose oil, pomegranates, and cranberries. It costs W55,000 (\$51.90) for a 30-day supply.
- Handok, one of local pharmaceutical companies, founded in 1954, launched 'Nature Set', a new health functional food. 'Nature Set' has 3 different lines; Omega line for blood circulation, Vitamin line for vitality, and Immunity line for healthy daily life. 'Mega essence for woman' in the immunity line, contains 6-year old red ginseng and

cranberry concentrate. Nature set is available through most major online and offline retailers. It is packed with 400mg of 120 capsules and costs ₩58,000 (\$54.70)

- Lotte Confectionery, one of the biggest confectionery manufacturer companies, introduced new products: 2 kinds of B:Meal. B:Meal is cookie series containing natural dietary fibers, targeting young women especially. 'B:Meal Rich Caramel Choco' is a chocolate brownie containing dried cranberries, almonds, and caramel. 'B:Meal Walnut and Pumpkin' is a scone-type cookie containing dried cranberries, walnuts, and pumpkin powders. 'B:Meal Rich Caramel Choco' is 60g and 'B:Meal Walnut and pumpkin' is 84g. They cost ₩1,920 (\$1.80).
  
- Baker's Field, a local window bakery located in the Kangnam Station area in Seoul, launched 2 kinds of new menus: 'Wine Cranberry' and 'Cranberry Ciabatta'. 'Wine Cranberry' is wheat bread containing dried cranberries, with dough using wine instead of water. It costs ₩2,800 (\$2.60). 'Cranberry Ciabatta' is ciabatta bread with dried cranberries and costs ₩2,800 (\$2.60).
  
- Dunkin Donuts, the doughnut brand of the SPC group, which is one of the leading doughnut brands in Korea with 450 stores nationwide, introduced 'Cranberry Scone' containing dried cranberries. It costs ₩1,600 (\$1.50).
  
- Vezzly is the bakery shop operated by Hyundai Green Food, one of subsidiaries of Hyundai Department store, which is Korea's 2<sup>nd</sup> biggest department group, with 12 stores nationwide. Vezzly showed 2 kinds of new menus: 'Cranberry Cream Cheese Bread' and 'Cranberry Scone'. 'Cranberry Cream Cheese Bread' is a small-sized bread containing dried cranberries and cream cheese and costs ₩3,500 (\$3.30). 'Cranberry Scone' is a scone with dried cranberries and costs ₩2,700 (\$2.60).
  
- Napoleon Bakery, one of Korea's local bakery chains, which has a history of 44 years, with 6 stores nationwide, launched bread menu: 'Chocolate Cranberry'. It is multi-grain bread with dried cranberries and chocolate and costs ₩3,500 (\$3.30).
  
- Paris Baguette, the biggest bakery chain in Korea, with 2,600 stores nationwide, introduced new menu, 'Cranberry Chicken Rye Bread'. It is renewed menu of 'New Cranberry Chicken Rye Sandwich' containing dried cranberries, tomatoes, and lettuce. It costs ₩4,500 ( \$4.3 ).
  
- Starbucks is a worldwide famous coffee chain, operated in Korea by Shinsegae, which is Korea's 3<sup>rd</sup> biggest department group. Starbucks is well-known for bakery products as well as coffee menu and launched new bakery menu: 'Cranberry Walnut Scone'. It contains dried cranberries and walnuts, and a sugar icing. It costs ₩3,000 (\$2.80).


- Paul and Paulina is a window bakery in Korea, located in the Hongik University area in Seoul. Paul and Paulina introduced new menu: 'Cranberry Scone', containing dried cranberries and its price is W2,500 (\$2.40).
  
- Kim Young Mo, a local bakery chain, which has a history of 29 years, with 4 stores nationwide, introduces new menu: 'Fruits Fromage'. It is rye bread containing dried cranberries, blueberries, resins, fig, and cream cheese and costs W5,000 (\$4.70).
  
- There are new foods containing cranberries in major hypermarkets and major online shops. 'Honey Cranberry Tea' by Kkoh Shaem Food, a local food company, is concentrated liquid tea with honey and sweetened cranberries. It is 580g and costs W3,850 (\$3.60). 'Premium Cranberry' by Nara Trading is dried cranberries and costs W7,500 (\$7.10) for 500g.
  
- In Korea, organic food is very popular among young housewives and single women. 'Berryberry Cranberry Ham' by Cheong mee won is organic ham made of pork, grown without biobiotics, and contains dried cranberries. It costs W4,990 (\$4.70) for 300g. 'Organic Cranberry Syrup' by Great Northern is imported maple syrup containing cranberry concentrate. It costs W8,800 (\$8.30) for 250ml.
  
- 'Cranberry Juice' by berrynerry is cranberry juice with 95% cranberry concentrate and 5% Bok-Boon-Ja berry harvested locally. It is developed by the Medical College of Yonsei University who obtained a patent for its antibacterial composition from the extract of medicinal plants. It is available through major hypermarkets and online shops. It costs W9,800 (\$9.30).

### 3. MEDIA COVERAGE

**This month, we monitored 109 media coverage, 15 articles in daily news sites, 76 articles in internet news sites, 10 articles in consumer lifestyle magazines, and 5 portal site blogs.**

Category	# of Articles		Weighted Media Value	
	August 11	Jan ~ Aug 11	August 11	Jan ~ Aug 11
Category 1	3	5	\$110,000	\$152,000
Category 2	0	0	\$0	\$0
Category 3	9	20	\$22,500	\$70,800
Category 4	1	6	\$6,000	\$34,000
Category 5	96	327	\$574,000	\$1,762,200
<b>Total</b>	<b>109</b>	<b>358</b>	<b>\$712,500</b>	<b>\$2,019,000</b>

No	Publication -- Subject of Article	Media Type	Issue / Date	Circulation / Monthly Visitors	Clipping Category	Weighted Value (USD)
1	Food TV Cranberry Introduction, Cranberry Menu Restaurant Introduction & Recipe Recommendations	Television	August 26 with 10 more re- runs	10,500,000	1	\$100,000
2	Food TV Website Consumer Recipe Idea Contest Event <a href="http://www.myfoodtv.co.kr/event/event_view.asp?eventIdx=28&amp;eventStatus=1">http://www.myfoodtv.co.kr/event/ event_view.asp?eventIdx=28&amp;eve ntStatus=1</a>	TV Online	August 23-31	20,000	1	\$5,000
3	Super Recipe Café Consumer Recipe Idea Contest Event <a href="http://cafe.naver.com/superecipe.cafe?iframe_url=/ArticleRead.nhn%3Farticleid=32286&amp;">http://cafe.naver.com/superecipe. cafe?iframe_url=/ArticleRead.nhn %3Farticleid=32286&amp;</a>	Internet Community Site	August 23-31	16,000	1	\$5,000
4	Daily Korean Economy <a href="http://kmomnews.hankyung.com/news/apps/news.sub_view?popup=0&amp;nid=02&amp;c1=02&amp;c2=02&amp;c3=00&amp;nkey=201108120902081">http://kmomnews.hankyung.com/ news/apps/news.sub_view?popup =0&amp;nid=02&amp;c1=02&amp;c2=02&amp;c3=0 0&amp;nkey=201108120902081</a> introducing 'Cranberry Juice' by Ocean Spray and health benefit of UTI	Daily News	August 12	2,000,000	3	6,000
5	Segye Ilbo <a href="http://www.segye.com/Articles/NEWS/ECONOMY/Article.asp?aid=20110815001332&amp;subctg1=&amp;subctg2=">http://www.segye.com/Articles/NE WS/ECONOMY/Article.asp?aid=20 110815001332&amp;subctg1=&amp;subctg 2=</a> introducing 'Cranberry Juice' by Ocean Spray and health benefit of UTI	Internet News	August 17	2,000,000	3	6,000
6	Biz Place <a href="http://www.bizplace.co.kr/biz/content/n_view.php?seq_no=41188&amp;nID=302">http://www.bizplace.co.kr/biz/cont ent/n_view.php?seq_no=41188&amp;n ID=302</a> introducing 'Cranberry Juice' by Ocean Spray and health benefit of UTI	Internet News	August 11	2,000,000	3	6,000
7	Naver Blog <a href="http://blog.naver.com/jiyol77?Redirect=Log&amp;logNo=30117078438">http://blog.naver.com/jiyol77?Redi rect=Log&amp;logNo=30117078438</a> Introducing Cranberry health benefit and nutrition	Portal Site Blog	August 31	1,000	3	100
8	Naver Blog <a href="http://blog.naver.com/ranian0729?Redirect=Log&amp;logNo=150116987369">http://blog.naver.com/ranian0729 ?Redirect=Log&amp;logNo=150116987 369</a> Introducing Cranberry health benefit and nutrition	Portal Site Blog	August 23	10,000	3	100
9	Tistory Blog <a href="http://shin8819.tistory.com/69">http://shin8819.tistory.com/69</a> Introducing Cranberry health benefit and nutrition	Portal Site Blog	August 31	1,000	3	100
10	Naver Blog <a href="http://blog.naver.com/wannabeapr">http://blog.naver.com/wannabeapr</a>	Portal Site Blog	August 19	30,000	3	100

	<a href="#">il?Redirect=Log&amp;logNo=10116433091</a> Introducing Cranberry health benefit and nutrition					
11	Naver Blog <a href="http://blog.naver.com/hkagaa?Redirect=Log&amp;logNo=90121326674">http://blog.naver.com/hkagaa?Redirect=Log&amp;logNo=90121326674</a> Introducing health benefit and nutrition of Cranberry concentrate	Portal Site Blog	August 23	3,000	3	100
12	Monthly Luxury Introducing 'Cyticlean' of Vitagreen 	Consumer Lifestyle Magazine	August 2011	80,000	3	4,000
13	Daily Kookmin <a href="http://news.kukinews.com/article/view.asp?page=1&amp;qCode=kmi&amp;arcid=1313612135&amp;cp=nv">http://news.kukinews.com/article/view.asp?page=1&amp;qCode=kmi&amp;arcid=1313612135&amp;cp=nv</a> Cranberry health benefit for UTI, exclusive of overactive bladder	Daily News	August 19	2,000,000	4	6,000
14	Daily Korean Economy <a href="http://kmomnews.hankyung.com/news/apps/news.sub_view?popup=0&amp;nid=02&amp;c1=02&amp;c2=02&amp;c3=00&amp;nkey=201108311138251">http://kmomnews.hankyung.com/news/apps/news.sub_view?popup=0&amp;nid=02&amp;c1=02&amp;c2=02&amp;c3=00&amp;nkey=201108311138251</a> introducing 'Special K Red Crunch' by Kellogg's	Daily News	August 31	2,000,000	5	6,000
15	Daily Seoul Economy <a href="http://economy.hankooki.com/lpage/industry/201108/e20110831100308120210.htm">http://economy.hankooki.com/lpage/industry/201108/e20110831100308120210.htm</a> introducing 'Danone French' by Danone	Daily News	August 31	2,000,000	5	6,000
16	Daily Joongang <a href="http://joongang.joinsmsn.com/article/aid/2011/08/31/5741492.html?cloc=olink article default">http://joongang.joinsmsn.com/article/aid/2011/08/31/5741492.html?cloc=olink article default</a> introducing 'Danone French' by Danone	Daily News	August 31	2,000,000	5	6,000
17	Daily Maeil Economy <a href="http://news.mk.co.kr/newsRead.php?year=2011&amp;no=560402">http://news.mk.co.kr/newsRead.php?year=2011&amp;no=560402</a> introducing 'Danone French' by Danone	Daily News	August 29	2,000,000	5	6,000
18	Daily Joongang <a href="http://joongang.joinsmsn.com/article/aid/2011/08/29/5727172.html?cloc=olink article default">http://joongang.joinsmsn.com/article/aid/2011/08/29/5727172.html?cloc=olink article default</a>	Daily News	August 29	2,000,000	5	6,000

	introducing 'Alfa PXP Plus' by Enzacta Korea					
19	Daily Korean Economy <a href="http://kmomnews.hankyung.com/news/apps/news.sub_view?popup=0&amp;nid=02&amp;c1=02&amp;c2=02&amp;c3=00&amp;nkey=201108291431561">http://kmomnews.hankyung.com/news/apps/news.sub_view?popup=0&amp;nid=02&amp;c1=02&amp;c2=02&amp;c3=00&amp;nkey=201108291431561</a> introducing 'Danone French' by Danone	Daily News	August 29	2,000,000	5	6,000
20	Daily Kookmin <a href="http://news.kukinews.com/article/view.asp?page=1&amp;qCode=kmi&amp;arcid=1314617302&amp;cp=nv">http://news.kukinews.com/article/view.asp?page=1&amp;qCode=kmi&amp;arcid=1314617302&amp;cp=nv</a> introducing 'Bo Hae Mee' by Pulmuone Green Juice	Daily News	August 29	2,000,000	5	6,000
21	Daily Kookmin <a href="http://news.kukinews.com/article/view.asp?page=1&amp;qCode=kmi&amp;arcid=1314616859&amp;cp=nv">http://news.kukinews.com/article/view.asp?page=1&amp;qCode=kmi&amp;arcid=1314616859&amp;cp=nv</a> introducing 'Danone French' by Danone	Daily News	August 29	2,000,000	5	6,000
22	Daily Munhwa <a href="http://www.munhwa.com/news/view.html?no=2011082601032424152002">http://www.munhwa.com/news/view.html?no=2011082601032424152002</a> introducing 'V Food Woman Program Multi-Vitamin Mineral' by Korea Yakult	Daily News	August 26	2,000,000	5	6,000
23	Daily Korean Economy <a href="http://kmomnews.hankyung.com/news/apps/news.sub_view?popup=0&amp;nid=05&amp;c1=05&amp;c2=05&amp;c3=00&amp;nkey=201108231559351">http://kmomnews.hankyung.com/news/apps/news.sub_view?popup=0&amp;nid=05&amp;c1=05&amp;c2=05&amp;c3=00&amp;nkey=201108231559351</a> introducing 'V Food Woman Program Multi-Vitamin Mineral' by Korea Yakult	Daily News	August 23	2,000,000	5	6,000
24	Daily Donga <a href="http://news.donga.com/3/all/20110822/39724987/1">http://news.donga.com/3/all/20110822/39724987/1</a> introducing 'Cranberry Juice' by Ocean Spray	Daily News	August 23	2,000,000	5	6,000
25	Daily Korean Economy <a href="http://kmomnews.hankyung.com/news/apps/news.sub_view?popup=0&amp;nid=02&amp;c1=02&amp;c2=02&amp;c3=00&amp;nkey=201108171701211">http://kmomnews.hankyung.com/news/apps/news.sub_view?popup=0&amp;nid=02&amp;c1=02&amp;c2=02&amp;c3=00&amp;nkey=201108171701211</a> introducing tester event with 'Cranberry juice' by Ocean Spray	Daily News	August 17	2,000,000	5	6,000
26	Daily Korean Economy <a href="http://www.hankyung.com/news/app/newsview.php?aid=201108179892q">http://www.hankyung.com/news/app/newsview.php?aid=201108179892q</a> introducing 'Flower Pounded Rice Cake' by Bizeun	Daily News	August 17	2,000,000	5	6,000
27	Money Today <a href="http://www.mt.co.kr/view/mtview.php?type=1&amp;no=2011090213583299546&amp;outlink=1">http://www.mt.co.kr/view/mtview.php?type=1&amp;no=2011090213583299546&amp;outlink=1</a> introducing 'The Flower of	Internet News	Sept. 2, 2011	2,000,000	5	6,000

	toppings' by E25gram					
28	Sports Donga <a href="http://sports.donga.com/3/all/20110831/39957617/1">http://sports.donga.com/3/all/20110831/39957617/1</a> introducing 'Special K Red Crunch' by Kellogg's	Internet News	August 31	2,000,000	5	6,000
29	Asia Today <a href="http://www.asiatoday.co.kr/news/view.asp?seq=522265">http://www.asiatoday.co.kr/news/view.asp?seq=522265</a> introducing 'Special K Red Crunch' by Kellogg's	Internet News	August 31	2,000,000	5	6,000
30	Financial News <a href="http://www.fnnews.com/view?ra=Sent1001m_View&amp;corp=fnnews&amp;rcid=110831144501&amp;cDateYear=2011&amp;cDateMonth=08&amp;cDateDay=31">http://www.fnnews.com/view?ra=Sent1001m_View&amp;corp=fnnews&amp;rcid=110831144501&amp;cDateYear=2011&amp;cDateMonth=08&amp;cDateDay=31</a> introducing 'Special K Red Crunch' by Kellogg's	Internet News	August 31	2,000,000	5	6,000
31	Inews24 <a href="http://news.inews24.com/php/news_view.php?q_serial=599860&amp;g_menu=024300&amp;rff=nv">http://news.inews24.com/php/news_view.php?q_serial=599860&amp;g_menu=024300&amp;rff=nv</a> introducing 'Special K Red Crunch' by Kellogg's	Internet News	August 31	2,000,000	5	6,000
32	Sports Kyunghyang <a href="http://sports.khan.co.kr/news/sk_index.html?cat=view&amp;art_id=201108311436424&amp;sec_id=561901&amp;pt=nv">http://sports.khan.co.kr/news/sk_index.html?cat=view&amp;art_id=201108311436424&amp;sec_id=561901&amp;pt=nv</a> introducing 'Special K Red Crunch' by Kellogg's	Internet News	August 31	2,000,000	5	6,000
33	NoCut News <a href="http://www.nocutnews.co.kr/show.asp?idx=1903552">http://www.nocutnews.co.kr/show.asp?idx=1903552</a> introducing 'Special K Red Crunch' by Kellogg's	Internet News	August 31	2,000,000	5	6,000
34	Sport Seoul <a href="http://news.sportsseoul.com/read/economy/966650.htm">http://news.sportsseoul.com/read/economy/966650.htm</a> introducing 'Special K Red Crunch' by Kellogg's	Internet News	August 31	2,000,000	5	6,000
35	Daily Sports <a href="http://isplus.joinmsn.com/article/796/6094796.html?cloc=">http://isplus.joinmsn.com/article/796/6094796.html?cloc=</a> introducing 'Special K Red Crunch' by Kellogg's	Internet News	August 31	2,000,000	5	6,000
36	Medical Today <a href="http://www.mdtoday.co.kr/mdtoday/index.html?no=164079">http://www.mdtoday.co.kr/mdtoday/index.html?no=164079</a> introducing 'Special K Red Crunch' by Kellogg's	Internet News	August 31	2,000,000	5	6,000
37	E Daily <a href="http://www.edaily.co.kr/news/NewsRead.edy?SCD=DH31&amp;newsid=01764646596352896&amp;DCD=A00703&amp;OutLnkChk=Y">http://www.edaily.co.kr/news/NewsRead.edy?SCD=DH31&amp;newsid=01764646596352896&amp;DCD=A00703&amp;OutLnkChk=Y</a> introducing 'Special K Red Crunch'	Internet News	August 31	2,000,000	5	6,000

	by Kellogg's					
38	Prime Economy <a href="http://www.newsprime.co.kr/news/articleView.html?idxno=212293">http://www.newsprime.co.kr/news/articleView.html?idxno=212293</a> introducing 'Special K Red Crunch' by Kellogg's	Internet News	August 31	2,000,000	5	6,000
39	Asia Economy <a href="http://www.asiae.co.kr/news/view.htm?idxno=2011083109193316711">http://www.asiae.co.kr/news/view.htm?idxno=2011083109193316711</a> introducing 'Special K Red Crunch' by Kellogg's	Internet News	August 31	2,000,000	5	6,000
40	Newsis <a href="http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=101&amp;oid=003&amp;aid=0004052457">http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=101&amp;oid=003&amp;aid=0004052457</a> introducing 'Special K Red Crunch' by Kellogg's	Internet News	August 31	2,000,000	5	6,000
41	Financial News <a href="http://www.fnnews.com/view?ra=Sent1001m_View&amp;corp=fnnews&amp;rcid=0922403054&amp;cDateYear=2011&amp;cDateMonth=08&amp;cDateDay=30">http://www.fnnews.com/view?ra=Sent1001m_View&amp;corp=fnnews&amp;rcid=0922403054&amp;cDateYear=2011&amp;cDateMonth=08&amp;cDateDay=30</a> introducing 'V Food Woman Program Multi-Vitamin Mineral' by Korea Yakult	Internet News	August 30	2,000,000	5	6,000
42	E Daily <a href="http://www.edaily.co.kr/news/NewsRead.edy?SCD=DH31&amp;newsid=02584646596352568&amp;DCD=A00703&amp;OutLnkChk=Y">http://www.edaily.co.kr/news/NewsRead.edy?SCD=DH31&amp;newsid=02584646596352568&amp;DCD=A00703&amp;OutLnkChk=Y</a> introducing 'Danone French' by Danone	Internet News	August 30	2,000,000	5	6,000
43	Asia Economy <a href="http://er.asiae.co.kr/erview.htm?idxno=2011082618231572189">http://er.asiae.co.kr/erview.htm?idxno=2011082618231572189</a> introducing 'V Food Woman Program Multi-Vitamin Mineral' by Korea Yakult	Internet News	August 30	2,000,000	5	6,000
44	EBN News <a href="http://www.ebn.co.kr/news/n_view.html?id=512141">http://www.ebn.co.kr/news/n_view.html?id=512141</a> introducing 'Danone French' by Danone	Internet News	August 30	2,000,000	5	6,000
45	Asia Today <a href="http://www.asiatoday.co.kr/news/view.asp?seq=521213">http://www.asiatoday.co.kr/news/view.asp?seq=521213</a> introducing 'Danone French' by Danone	Internet News	August 30	2,000,000	5	6,000
46	Financial News <a href="http://www.fnnews.com/view?ra=Sent1001m_View&amp;corp=fnnews&amp;rcid=110829181956&amp;cDateYear=2011&amp;cDateMonth=08&amp;cDateDay=29">http://www.fnnews.com/view?ra=Sent1001m_View&amp;corp=fnnews&amp;rcid=110829181956&amp;cDateYear=2011&amp;cDateMonth=08&amp;cDateDay=29</a> introducing 'Danone French' by Danone	Internet News	August 29	2,000,000	5	6,000
47	Newsis	Internet	August 29	2,000,000	5	6,000

	<a href="http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=101&amp;oid=003&amp;aid=0004049095">http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=101&amp;oid=003&amp;aid=0004049095</a> introducing 'Bo Hae Mee' obyPulmuone Green Juice	News				
48	Newsis <a href="http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=101&amp;oid=003&amp;aid=0004048918">http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=101&amp;oid=003&amp;aid=0004048918</a> introducing 'Danone French' by Danone	Internet News	August 29	2,000,000	5	6,000
49	Acrofan News <a href="http://www.acrofan.com/ko-kr/life/news/20110829/00000024">http://www.acrofan.com/ko-kr/life/news/20110829/00000024</a> introducing 'Danone French' by Danone	Internet News	August 29	2,000,000	5	6,000
50	Prime Economy <a href="http://www.newsprime.co.kr/news/articleView.html?idxno=211997">http://www.newsprime.co.kr/news/articleView.html?idxno=211997</a> introducing 'Danone French' by Danone	Internet News	August 29	2,000,000	5	6,000
51	E Today <a href="http://www.etoday.co.kr/news/section/newsview.php?TM=news&amp;SM=0702&amp;idxno=473898">http://www.etoday.co.kr/news/section/newsview.php?TM=news&amp;SM=0702&amp;idxno=473898</a> introducing 'Danone French' by Danone	Internet News	August 29	2,000,000	5	6,000
52	Sports Chosun <a href="http://sports.chosun.com/news/ntype.htm?id=201108260100220280018781&amp;servicedate=20110826">http://sports.chosun.com/news/ntype.htm?id=201108260100220280018781&amp;servicedate=20110826</a> introducing 'Nautreset' by Handok Pharmaceuticals	Internet News	August 26	2,000,000	5	6,000
53	E Daily <a href="http://www.edaily.co.kr/news/NewsRead.edy?SCD=DC14&amp;newsid=02522326596350928&amp;DCD=A00204&amp;OutLnkChk=Y">http://www.edaily.co.kr/news/NewsRead.edy?SCD=DC14&amp;newsid=02522326596350928&amp;DCD=A00204&amp;OutLnkChk=Y</a> introducing 'V Food Woman Program Multi-Vitamin Mineral' by Korea Yakult	Internet News	August 25	2,000,000	5	6,000
54	Daily Kyunghyang <a href="http://news.khan.co.kr/kh_news/khan_art_view.html?artid=201108251415018&amp;code=920100">http://news.khan.co.kr/kh_news/khan_art_view.html?artid=201108251415018&amp;code=920100</a> introducing 'The Flower by toppings' of E25gram	Internet News	August 25	2,000,000	5	6,000
55	Chosun Biz <a href="http://biz.chosun.com/site/data/html_dir/2011/08/23/2011082301975.html">http://biz.chosun.com/site/data/html_dir/2011/08/23/2011082301975.html</a> introducing 'Nautreset' by Handok Pharmaceuticals	Internet News	August 23	2,000,000	5	6,000
56	BNT News <a href="http://bntnews.hankyung.com/apps/news?popup=0&amp;nid=05&amp;c1=05&amp;c2=05&amp;c3=00&amp;nkey=201108231621043&amp;mode=sub_view">http://bntnews.hankyung.com/apps/news?popup=0&amp;nid=05&amp;c1=05&amp;c2=05&amp;c3=00&amp;nkey=201108231621043&amp;mode=sub_view</a> introducing 'Nautreset' by	Internet News	August 23	2,000,000	5	6,000

	Handok Pharmaceuticals					
57	Sports Chosun <a href="http://sports.chosun.com/news/ntype.htm?id=201108230100190270016133&amp;servicedate=20110823">http://sports.chosun.com/news/ntype.htm?id=201108230100190270016133&amp;servicedate=20110823</a> introducing 'Nautreset' by Handok Pharmaceuticals	Internet News	August 23	2,000,000	5	6,000
58	Asia Today <a href="http://www.asiatoday.co.kr/news/view.asp?seq=518455">http://www.asiatoday.co.kr/news/view.asp?seq=518455</a> introducing 'Nautreset' by Handok Pharmaceuticals	Internet News	August 23	2,000,000	5	6,000
59	Newsis <a href="http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=102&amp;oid=003&amp;aid=0004037427">http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=102&amp;oid=003&amp;aid=0004037427</a> introducing 'V Food Woman Program Multi-Vitamin Mineral' by Korea Yakult	Internet News	August 23	2,000,000	5	6,000
60	Newspim <a href="http://www.newspim.com/view.jsp?newsId=20110823000335">http://www.newspim.com/view.jsp?newsId=20110823000335</a> introducing 'V Food Woman Program Multi-Vitamin Mineral' by Korea Yakult	Internet News	August 23	2,000,000	5	6,000
61	Munhwa Economy <a href="http://www.munhwa.com/news/view.html?no=2011082301111524306002">http://www.munhwa.com/news/view.html?no=2011082301111524306002</a> introducing 'Cranberry juice' by Ocean Spray	Internet News	August 23	2,000,000	5	6,000
62	Prime Economy <a href="http://www.newsprime.co.kr/news/articleView.html?idxno=211153">http://www.newsprime.co.kr/news/articleView.html?idxno=211153</a> introducing 'Nautreset' by Handok Pharmaceuticals	Internet News	August 23	2,000,000	5	6,000
63	Daily Korean Economy <a href="http://www.hankyung.com/news/app/newsview.php?aid=201108234943i">http://www.hankyung.com/news/app/newsview.php?aid=201108234943i</a> introducing 'V Food Woman Program Multi-Vitamin Mineral' by Korea Yakult	Internet News	August 23	2,000,000	5	6,000
64	Prime Economy <a href="http://www.newsprime.co.kr/news/articleView.html?idxno=211177">http://www.newsprime.co.kr/news/articleView.html?idxno=211177</a> introducing 'V Food Woman Program Multi-Vitamin Mineral' by Korea Yakult	Internet News	August 23	2,000,000	5	6,000
65	Daily Focus <a href="http://www.fnn.co.kr/content.asp?aid=c46d2702abc643cd8e766f6a2ce8f59e">http://www.fnn.co.kr/content.asp?aid=c46d2702abc643cd8e766f6a2ce8f59e</a> introducing 'Cranberry juice' by Ocean Spray	Internet News	August 23	2,000,000	5	6,000
66	Herald Economy <a href="http://biz.heraldm.com/common/Detail.jsp?newsMLId=2011082300">http://biz.heraldm.com/common/Detail.jsp?newsMLId=2011082300</a>	Internet News	August 23	2,000,000	5	6,000


	<a href="#">0403</a> introducing 'Nautreset' by Handok Pharmaceuticals					
67	Yakup News <a href="http://www.yakup.com/news/index.html?mode=view&amp;cat=15&amp;nid=144972">http://www.yakup.com/news/index.html?mode=view&amp;cat=15&amp;nid=144972</a> introducing 'V Food Woman Program Multi-Vitamin Mineral' by Korea Yakult	Internet News	August 23	2,000,000	5	6,000
68	Medical Today <a href="http://www.mdtoday.co.kr/mdtoday/index.html?no=163486">http://www.mdtoday.co.kr/mdtoday/index.html?no=163486</a> introducing 'Nautreset' by Handok Pharmaceuticals	Internet News	August 23	2,000,000	5	6,000
69	Daily Kyunghyang <a href="http://news.khan.co.kr/kh_news/khan_art_view.html?artid=201108230943092&amp;code=900303">http://news.khan.co.kr/kh_news/khan_art_view.html?artid=201108230943092&amp;code=900303</a> introducing 'Nautreset' by Handok Pharmaceuticals	Internet News	August 23	2,000,000	5	6,000
70	Asia Today <a href="http://www.asiatoday.co.kr/news/view.asp?seq=518184">http://www.asiatoday.co.kr/news/view.asp?seq=518184</a> introducing 'Nautreset' by Handok Pharmaceuticals	Internet News	August 23	2,000,000	5	6,000
71	Break News <a href="http://n.breaknews.com/sub_read.html?uid=182271&amp;section=sc3">http://n.breaknews.com/sub_read.html?uid=182271&amp;section=sc3</a> introducing 'V Food Woman Program Multi-Vitamin Mineral' by Korea Yakult	Internet News	August 23	2,000,000	5	6,000
72	Newsis <a href="http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=102&amp;oid=003&amp;aid=0004036070">http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=102&amp;oid=003&amp;aid=0004036070</a> introducing 'Nautreset' by Handok Pharmaceuticals	Internet News	August 23	2,000,000	5	6,000
73	Economy Today <a href="http://www.eto.co.kr/news/outview.asp?Code=20110823093347757&amp;ts=154823">http://www.eto.co.kr/news/outview.asp?Code=20110823093347757&amp;ts=154823</a> introducing 'V Food Woman Program Multi-Vitamin Mineral' by Korea Yakult	Internet News	August 23	2,000,000	5	6,000
74	Newsis <a href="http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=101&amp;oid=003&amp;aid=0004036063">http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=101&amp;oid=003&amp;aid=0004036063</a> introducing 'V Food Woman Program Multi-Vitamin Mineral' by Korea Yakult	Internet News	August 23	2,000,000	5	6,000
75	E Today <a href="http://www.etoday.co.kr/news/section/newsview.php?TM=news&amp;SM=0702&amp;idxno=471900">http://www.etoday.co.kr/news/section/newsview.php?TM=news&amp;SM=0702&amp;idxno=471900</a> introducing 'V Food Woman Program Multi-Vitamin Mineral' by Korea Yakult	Internet News	August 23	2,000,000	5	6,000

76	Asia Economy <a href="http://www.asiae.co.kr/news/view.htm?idxno=2011082309244505038">http://www.asiae.co.kr/news/view.htm?idxno=2011082309244505038</a> introducing 'V Food Woman Program Multi-Vitamin Mineral' by Korea Yakult	Internet News	August 23	2,000,000	5	6,000
77	Segye ilbo <a href="http://www.segye.com/Articles/NEWS/ECONOMY/Article.asp?aid=20110822005297&amp;subctg1=&amp;subctg2=">http://www.segye.com/Articles/NEWS/ECONOMY/Article.asp?aid=20110822005297&amp;subctg1=&amp;subctg2=</a> introducing 'Cranberry Juice' by Ocean Spray	Internet News	August 23	2,000,000	5	6,000
78	Daily Kyunghyang <a href="http://www.khan.co.kr/kh_news/art_view.html?artid=201108222201095&amp;code=920100">http://www.khan.co.kr/kh_news/art_view.html?artid=201108222201095&amp;code=920100</a> introducing 'Cranberry Juice' by Ocean Spray	Internet News	August 22	2,000,000	5	6,000
79	Acrofan News <a href="http://www.acrofan.com/ko-kr/life/news/20110822/00000033">http://www.acrofan.com/ko-kr/life/news/20110822/00000033</a> introducing 'Cranberry Juice' by Ocean Spray	Internet News	August 22	2,000,000	5	6,000
80	Daily Seoul Economy <a href="http://economy.hankooki.com/lpage/industry/201108/e2011082216492447730.htm">http://economy.hankooki.com/lpage/industry/201108/e2011082216492447730.htm</a> introducing 'Cranberry Juice' by Ocean Spray	Internet News	August 22	2,000,000	5	6,000
81	Chosun Biz <a href="http://www.bizplace.co.kr/biz/content/n_view.php?seq_no=41532&amp;nID=201">http://www.bizplace.co.kr/biz/content/n_view.php?seq_no=41532&amp;nID=201</a> introducing 'Flower Pounded Rice Cake' by Bizeun	Internet News	August 22	2,000,000	5	6,000
82	Daily Maeil Economy <a href="http://news.mk.co.kr/newsRead.php?year=2011&amp;no=544102">http://news.mk.co.kr/newsRead.php?year=2011&amp;no=544102</a> introducing 'Cranberry Juice' by Ocean Spray	Internet News	August 22	2,000,000	5	6,000
83	Daily Focus <a href="http://www.fnn.co.kr/content.asp?aid=dd4163b7b6154882b89617ae_f30ba824">http://www.fnn.co.kr/content.asp?aid=dd4163b7b6154882b89617ae_f30ba824</a> Recipe recommendation: Sangria with cranberry concentrate	Internet News	August 22	2,000,000	5	6,000
84	Newsis <a href="http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=101&amp;oid=003&amp;aid=0004034837">http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=101&amp;oid=003&amp;aid=0004034837</a> introducing 'Cranberry Juice' by Ocean Spray	Internet News	August 22	2,000,000	5	6,000
85	Money Today <a href="http://www.mt.co.kr/view/mtview.php?type=1&amp;no=2011082213314761784&amp;outlink=1">http://www.mt.co.kr/view/mtview.php?type=1&amp;no=2011082213314761784&amp;outlink=1</a>	Internet News	August 22	2,000,000	5	6,000

	introducing 'Cranberry Juice' by Ocean Spray					
86	Yonhap News <a href="http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=101&amp;oid=001&amp;aid=0005222909">http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=101&amp;oid=001&amp;aid=0005222909</a> introducing 'Cranberry Juice' by Ocean Spray	Internet News	August 22	2,000,000	5	6,000
87	Segye Ilbo <a href="http://sportsworldi.segye.com/Articles/LeisureLife/Article.asp?aid=20110821002974">http://sportsworldi.segye.com/Articles/LeisureLife/Article.asp?aid=20110821002974</a> introducing 'Flower Pounded Rice Cake' of Bizeun and 'Grape & Cranberry Juice' by Nongshim Welch's	Internet News	August 21	2,000,000	5	6,000
88	Daily Focus <a href="http://www.fnn.co.kr/content.asp?aid=692fb50ca00e49d790fb3c2289ccddf7">http://www.fnn.co.kr/content.asp?aid=692fb50ca00e49d790fb3c2289ccddf7</a> introducing tester event with 'Cranberry Juice' by Ocean Spray	Internet News	August 19	2,000,000	5	6,000
89	Inews 24 <a href="http://news.inews24.com/php/news_view.php?q_serial=596470&amp;g_menu=024300&amp;rff=nv">http://news.inews24.com/php/news_view.php?q_serial=596470&amp;g_menu=024300&amp;rff=nv</a> introducing tester event with 'Cranberry Juice' by Ocean Spray	Internet News	August 17	2,000,000	5	6,000
90	Money Today <a href="http://www.mdtoday.co.kr/mdtoday/index.html?no=163135">http://www.mdtoday.co.kr/mdtoday/index.html?no=163135</a> introducing 'Flower Pounded Rice Cake' by Bizeun	Internet News	August 17	2,000,000	5	6,000
91	Newsis <a href="http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=101&amp;oid=003&amp;aid=0004026621">http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=101&amp;oid=003&amp;aid=0004026621</a> introducing tester event with 'Cranberry juice' by Ocean Spray	Internet News	August 17	2,000,000	5	6,000
92	The Aju News <a href="http://www.ajnews.co.kr/view_v2.jsp?newsId=20110817000361">http://www.ajnews.co.kr/view_v2.jsp?newsId=20110817000361</a> introducing 'Flower Pounded Rice Cake' by Bizeun	Internet News	August 17	2,000,000	5	6,000
93	Financial News <a href="http://www.fnnews.com/view?ra=Sent1001m_View&amp;corp=fnnews&amp;arcid=110817152937&amp;cDateYear=2011&amp;cDateMonth=08&amp;cDateDay=17">http://www.fnnews.com/view?ra=Sent1001m_View&amp;corp=fnnews&amp;arcid=110817152937&amp;cDateYear=2011&amp;cDateMonth=08&amp;cDateDay=17</a> introducing 'Flower Pounded Rice Cake' by Bizeun	Internet News	August 17	2,000,000	5	6,000
94	E Today <a href="http://www.etoday.co.kr/news/section/newsview.php?TM=news&amp;SM=0702&amp;idxno=470236">http://www.etoday.co.kr/news/section/newsview.php?TM=news&amp;SM=0702&amp;idxno=470236</a> introducing 'Flower Pounded Rice Cake' by Bizeun	Internet News	August 17	2,000,000	5	6,000



95	<p>Newsis  <a href="http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=101&amp;oid=003&amp;aid=0004026538">http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=101&amp;oid=003&amp;aid=0004026538</a>  introducing 'Flower Pounded Rice Cake' by Bizeun</p>	Internet News	August 17	2,000,000	5	6,000
96	<p>Newspim  <a href="http://www.newspim.com/view.jsp?newsId=20110817000357">http://www.newspim.com/view.jsp?newsId=20110817000357</a>  introducing 'Flower Pounded Rice Cake' by Bizeun</p>	Internet News	August 17	2,000,000	5	6,000
97	<p>Money Today  <a href="http://www.mt.co.kr/view/mtview.php?type=1&amp;no=2011081714444246153&amp;outlink=1">http://www.mt.co.kr/view/mtview.php?type=1&amp;no=2011081714444246153&amp;outlink=1</a>  introducing 'Flower Pounded Rice Cake' by Bizeun</p>	Internet News	August 17	2,000,000	5	6,000
98	<p>EBN News  <a href="http://www.ebn.co.kr/news/n_view.html?id=510245">http://www.ebn.co.kr/news/n_view.html?id=510245</a>  introducing 'Flower Pounded Rice Cake' by Bizeun</p>	Internet News	August 17	2,000,000	5	6,000
99	<p>Asia Economy  <a href="http://www.asiae.co.kr/news/view.htm?idxno=2011081714275229648">http://www.asiae.co.kr/news/view.htm?idxno=2011081714275229648</a>  introducing 'Flower Pounded Rice Cake' by Bizeun</p>	Internet News	August 17	2,000,000	5	6,000
100	<p>Yonhap News  <a href="http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=117&amp;oid=098&amp;aid=0002223988">http://news.naver.com/main/read.nhn?mode=LSD&amp;mid=sec&amp;sid1=117&amp;oid=098&amp;aid=0002223988</a>  introducing 'Flower Pounded Rice Cake' by Bizeun</p>	Internet News	August 17	2,000,000	5	6,000
101	<p>Lady Kyunghyang  Recipe Recommendation: 'Peach coco' with cranberry concentrate</p>  <p><a href="http://lady.khan.co.kr/khlady.html?mode=view&amp;code=9&amp;artid=201108021747141&amp;pt=nv">http://lady.khan.co.kr/khlady.html?mode=view&amp;code=9&amp;artid=201108021747141&amp;pt=nv</a></p>	Consumer Lifestyle Magazine	August 2011	80,000	5	4,000
102	<p>Monthly Better homes  Introducing 'Dr. You Energy Bar Quick Charge Pack' by Orion Confectionery</p>	Consumer Lifestyle Magazine	August 2011	80,000	5	4,000

						
103	<p>Monthly Cookand Recipe Recommendation: 'Absolute Sea Breeze' cocktail with Cranberry concentrate</p> 	Consumer Lifestyle Magazine	August 2011	80,000	5	4,000
104	<p>Monthly Essen Recipe Recommendation: 'Herbal Tea Jelly' with Cranberry tea</p> 	Consumer Lifestyle Magazine	August 2011	80,000	5	4,000
105	<p>Monthly Living Sense Recipe Recommendation: 'Cosmopolitan' with Cranberry concentrate</p>	Consumer Lifestyle Magazine	August 2011	80,000	5	4,000

						
106	<p>Monthly Luxury Introducing 'Dr. You Beauty Bar' and 'Dr. You 99 Bar' by Orion Confectionery and 'Barun Cereal Bar' and 'Barun Diet Bar' by Coquens</p> 	Consumer Lifestyle Magazine	August 2011	80,000	5	12,000 ( 2pages )
107	<p>Monthly Donga Introducing 'Cranberry Squash' by Café Lian</p> 	Consumer Lifestyle Magazine	August 2011	80,000	5	4,000
108	<p>Monthly Bakery Recipe Recommendation: 'Fresh Pine' with dried cranberries</p>  <p>Recipe Recommendation: 'Chocolate Cranberry', 'Rye Fig</p>	Consumer Lifestyle Magazine	August 2011	80,000	5	16,000 ( 4 pages )

	<p>Campagne', and 'Redwine Campagne' with dried cranberries</p> 					
109	<p>Monthly Wine n City Recipe Recommendation: 'Cranberry Brownie' with dried cranberries</p> 	Consumer Lifestyle Magazine	August 2011	80,000	5	4,000

#### 4. NEW CRANBERRY PRODUCTS IN THE MARKET

Brand	Product/Menu Name	Description	Price	Photo
E25gram	The flower of toppings	Small-sized dried fruits mix including dried cranberries, blueberries, and resins and dried nuts mix including dried almonds and walnuts	25g x 12packs / W12,000 (\$11.30)	
Kellogg's	Special K Red Crunch	Cereal containing red crunch with bran and oats, prune puree, raspberry concentrate, strawberry concentrate, and dried cranberries	450g / W7,800 (\$7.40)	

Danone	Danone French	Yogurt containing sweetened cranberries	4ea / W2,700 (\$2.60)	
Korea Yakult	V food Woman Program Multi-Vitamin Mineral	Health functional food containing natural vitamins, minerals, evening primrose oil, pomegranates, and cranberries	W55,000 (\$51.90)	
Handok	Nature Set Mega essence for women	Health functional food containing 6-year old red ginseng and cranberry concentrate	W58,000 (\$54.70)	
Lotte Confectionery	B:Meal Rich Caramel Choco	Chocolate brownie containing dried cranberries, almonds, caramel, and natural dietary fibers	60g / W1,920 (\$1.80)	
Lotte Confectionery	B:Meal Walnut and Pumpkin	Scone-type cookie containing dried cranberries, walnuts, and pumpkin powders	84g / W1,920 (\$1.80)	
Baker's Field	Wine Cranberry	Wheat bread containing dried cranberries, with dough mixed wine instead of water	W2,800 (\$2.60)	
Baker's Field	Cranberry Ciabatta	Ciabatta with dried cranberries	W2,800 (\$2.60)	
Dunkin Donuts	Cranberry Scone	Scone with dried cranberries	W1,600 (\$1.50)	

Vezzly	Cranberry Cream Cheese Bread	Small-sized bread containing dried cranberries and cream cheese	W3,500 (\$3.30)	
Vezzly	Cranberry Scone	Scone with dried cranberries	W2,700 (\$2.60)	
Napoleon Bakery	Chocolate Cranberry	Multi-grain bread with dried cranberries and chocolate	W3,500 (\$3.30)	
Paris Baguette	Cranberry Chicken Rye Bread	Sandwich bread containing dried cranberries, tomatoes, and lettuce	W4,500 (\$4.30)	
Starbucks	Cranberry Walnut Scone	Scone containing dried cranberries and walnuts, and icing with sugar	W3,000 (\$2.80)	
Paul and Paulina	Cranberry Scone	Scone containing dried cranberries	W2,500 (\$2.40)	
Kim Young Mo Bread	Fruits Fromage	Rye Bread containing dried cranberries, blueberries, resins, fig, and cream cheese	W5,000 (\$4.70)	
Kkoh Shaem Food	Honey Cranberry Tea	Concentrated liquid tea with honey and sweetened cranberries	580g / W3.850 (\$3.60)	

Berrynerly	Cranberry Juice	Cranberry juice with cranberry concentrate	1L / W9,800 (\$9.30)	
Great Northern ( imported )	Organic Cranberry Syrup	Organic maple syrup with cranberry concentrate	250ml / W8,800 (\$8.30)	
Cheong mee won	Berryberry Cranberry Ham	Ham containing dried cranberries, with pork without biobiotics	300g / W4,990 (\$4.70)	
Nara Trading	Premium Cranberry	Dried cranberries	500g / W7,500 (\$7.10)	

## 5. WEBSITE VISITORS

Number of Visitors to [www.cranberries.co.kr](http://www.cranberries.co.kr) for 2011

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Monthly Average
1,833	2,208	2,968	3,583	4,763	3,971	3,152	3,126					3,200

## 6. MARKETING ACTIVITIES

### Program Management/Trade Communications (M09GXKS001)

CMC Korea office (Sohn's Market Makers) made contacts with following trade to update CMC activities.

*Mr. Sang-Yong Oh, Marketing Specialist, ATO, US Embassy*

*Mr. Sun-Young Yoo, Promotion Specialist, ATO, US Embassy*

CMC Korea contacted ATO office to confirm contents of the brochure for the Culinary Camp they would conduct September 20, 2011. The Culinary Camp is ATO's annual event, working with the Korean alumni group of Culinary Institute of America (CIA), developing recipes using various American food ingredients and presenting them through seminar luncheon and table-

top exhibition. ATO confirmed the date and now they are confirming participants. This year, they will limit the applicants to USDA cooperator groups, excluding private food companies. The confirmed participants include USMEF, USAPEEC, CWC, CSARF, RAC, USDEC, ABC, and CMC. CMC Korea expects a lot higher attention to the U.S. cranberry item due to the reduced featured items. CMC Korea provided 10 kg of the dried cranberry samples for recipe development. CMC Korea is working on applying to this event, and is developing trade-targeting brochures to distribute at the event.

Ms. Hee-Kyu Song, Marketing manager, Product planning, Paris Baguette

CMC Korea had a meeting with SPC to discuss the in-store promotion for cranberry products. Paris Baguette launched a new product, 'Berry Berry O Darling', a baked donut containing dried cranberries with a wellbeing image. Paris Baguette has over 2,700 stores nationwide, and it was discussed that it would be good to select higher traffic stores in the Seoul and Kyunggi region for a one week promotion period after finishing Chusok holidays, Korea's Thanksgiving days. Paris Baguette is now reviewing the plan in-house, and CMC Korea will have follow-up meetings to process the details in the coming month.

Mr. Joo-Hoon Lee, Assistant manager, JMB Trading

TMB Trading is a local trading company dealing with fruit juice and beverages. JMB Trading would like to import cranberry concentrate or cranberry juice from the U.S. and CMC provided the supplier's list including contact info about U.S. cranberries.

Ms. Soo-Mi Kim, Marketing Manager, G&L

CMC Korea contacted G&L, and updated them activity plans for the rest of the year, including Paris Baguette promotion and Culinary Camp.

**Consumer Media Relations ( M10GXKS003 )**

**Consumer Recipe Contest with Food TV & Super Recipe Magazine/Internet Café**

CMC Korea executed the Consumer Recipe Contest with Food TV and Super Recipe Magazine. The program featured a general introduction of U.S. cranberries and their health benefits, but more importantly, fun ways to enjoy cranberry products. The program featured a cranberry fan who runs a hip restaurant in busy downtown Seoul, offering various cranberry products, as well as a cranberry lovers community gathering to enjoy various cranberry beverages and cocktails quoting some popular scenes from "Sex and the City." In addition to this, various cranberry recipe recommendations by culinary professional as well as the recipe contest by consumers added in the TV program.

The program was aired August 26 and is re-running several times from August 27 to September 8. During the event period, Food TV was informed about the event through its Food TV website ([www.myfoodtv.co.kr/event/event\\_view.asp?eventIdx=28&eventStatus=1](http://www.myfoodtv.co.kr/event/event_view.asp?eventIdx=28&eventStatus=1)) and internet café of Super Recipe Magazine (<http://cafe.naver.com/superecipe>). For the application of the free-trial tester program with dried cranberries, the event page and pop-up screen of Food TV community site was exposed from August 23 to August 31. The final 50 testers would be selected on September 2 and announced the final testers' list on September 2. Every tester will receive the dried cranberry samples (about 200grams) to taste and use as an ingredient for baking and other foods. They will post their review of dried cranberries with photos on their own blog, community site of Food TV, and internet café of Super Recipe Magazine from September 5 to September 19 and the final winner will be confirmed on September 20. This promotion will help for the consumer to look for cranberry recipes or specific example in the house.

The program schedule	August 26
Rerunning program schedule	August 27 - September 8
Event application	August 23 - August 31
Announcement of tester	September 2
Recipe application	September 5 - September 19
Announcement of final winner	September 20



Captured TV Program of Food TV





Sadang



East Gate Station



Choongmooro



Seoul Station



Sungshin University



Sookmyung University

### **Consumer Guidebook for the Culinary Camp**

CMC Korea planned to join the Culinary Camp ATO would conduct in September 20, 2011. The Culinary Camp is ATO's annual event, working with Korean alumni group of Culinary Institute of America (CIA), developing recipes using various American food ingredients and presenting them through seminar luncheon and table-top exhibition. CMC Korea is executing the production of a consumer guidebook for cranberry to be distributed through the table-top exhibition. CMC Korea expects that the guidebook will also be used for the traders. The guidebook will be 16-pages including cover pages and have a pocket on the inner page of back cover to put additional references if needed. The completion of the production will be done by mid-September and CMC Korea will follow-up the detailed with monthly report in next month.

## 7. PERFORMANCE MEASURES UPDATES

Performance Measure	2011 Goal	As of August 2011
Number of cranberry products at retail	135	243
Number of bakery outlets offering cranberry products	20	35 (Paris Baguette, Tous Les Jours, A Two Some Place, Crown Bakery, Dunkin Donuts, Starbucks, Paris Croissant, Donut Plant New York City, Holly's Coffee, Bizeun, Beansbins, Vezzly, Bread Talk, Dalloyau, Pascucci, Krispy Cream Doughnut, Casa Meal, Angel-in-us, Waffle King, Joe's Sandwich, Suji's& London Tea, Beans & Berries, Bread & Co, Kim Young Mo Bread, Delica-Hans, Napoleon Bakery, Bonnuvel, Le Alaska, Dilly & Dally, Patisserie EGUCHI, Vecchia&Nuovo, One, Lucycato, Baker's Field, Paul and Paulina)
Average # of bakery products offered per store	4.5	3.26
# of manufacturers offering cranberry products	13	60
% who have heard of cranberries	55%	N/A
% that have eaten/drank products containing cranberries	55%	N/A
% of consumers able to identify at least one health benefit of cranberries	30%	N/A
% who would be willing to purchase a product containing cranberry	80%	N/A

\*\* For the consumer PMs, consumer survey will be done with about 500 randomly picked consumers in the end of the 2011 marketing year.