



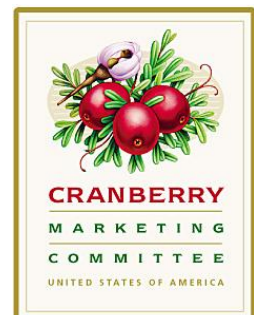
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# Activity Report

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Media & Trade Relations in Austria  
The Cranberry Marketing Committee

July 2011



# Activity Report

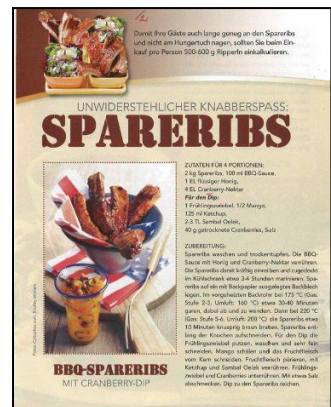
## Media and Trade Relations in July 2011

### Media Activities

#### MEDIA EXPOSURE

In June, we monitored **14 clippings** about cranberries from the USA, including eleven printed and three online media mentions. The publicity reached more than **2.8 million consumers** with an advertising equivalence of **EUR 51,500 (approximately USD 73,700)**.

This month, **Lukullus**, the special interest magazine for butchers in Austria with a circulation of 55.000 copies, offered several recipes to the readers and published the CMC spare ribs recipe on a whole page.



Cranberries are also very popular in royal surroundings. The weekend edition of the daily newspaper **Die Presse**, with a circulation of 126,000, reported on the royal wedding in Monaco and mentioned



that specially brewed cranberry beer was served to the guests at the music festival the day before the wedding in Monaco.

es dann den eblichen Kuss nach der  
Tr  
ein  
Hafen – für den Anlass hatte die kleine monegassische Brauerei eigens ein pinkfarbened Cranberry-Bier gebraut – war für die Bevölkerung des Fürstentums auch ein Konzert des Musikers Jean-Michel Jarre mit einer opulenten Licht- und Lasershow organisiert wor-

**Finale für die Fürstenhochzeit**

Furthermore, the daily newspaper **Österreich** informed their 387.000 readers about the visit of the Duke and Duchess of Cambridge to Canada, where Katherine and William cooked lamb with cranberry crust. Although this did not take place in the USA, it demonstrates how cranberries have become a product worth mentioning in the Austrian press, especially when talking about trendy events.



**Royales Paar** packt in Kanada an  
40 Minuten in einer Kochschule, Baumpflanzen und Charity – die irre Kate-Tour.  
Harte Arbeit. Eben noch schnell der Spatenstich für einen Baum (Kate in Giletter-Highheels) in Ottawa, dann schon in einer Kochschule in Montreal. Auf ihrer Tour durch Kanada müssen William und Kate richtig rupacken.  
Ohne Berührungängste und sichtlich mit viel Spaß schlüpfen sie im Institut für Tourismus in eine Koch-Uniform. Kate und Wil-

liam halfen 40 Minuten bei der Zubereitung von Lamm mit Cranberry-Kruste – und mussten es am Ende auch selbst essen.  
Charly. Dann wurde es wieder ernst. Die beiden besuchten Kinder auf der Krebs-Station des Universitäts-Hospitals. Bei diesen Bildern wäre Williams verstorbene Mutter Lady Di sicher stolz gewesen.  
Nur lautstarke Demonstranten störten den Besuch. Sie begrüßten das Paar mit „Royale Parasiten“-Plakaten.

This month Austria's biggest health portal **gesund.co.at** with 180,000 unique visits per month, published two CMC recipes on the webpage: asparagus with cranberries and the spaghetti ice cream with cranberry sauce.

**Spargelplatte mit Schinken-Salsa | Rezept**  
**Zutaten für 4 Portionen:**

- 2,5 kg weißer Spargel
- 20 g Sonnenblumenkerne
- 2 Frühlingszwiebeln
- 200 g roher Schinken in Scheiben
- 2 EL Balsamicoemulsion (bianco)
- Saft von ½ Orange
- 2 EL Olivenöl
- Pfeffer, Chilipulver
- 50 g getrocknete Cranberries
- 1 Handvoll Rucola
- Salz

**Eis-Spaghetti mit Cranberry-Sauce | Rezept**  
**Zutaten für 4 Portionen:**

- 40 ml Himbeersirup
- 500 ml Vanilleeis
- 30 g weiße Schokolade
- 150 g Schlagobers
- 320 ml Cranberrysaft
- 40 ml Nollly Pral (Wermut)
- 1 Vanilleschote
- 200 g gehackte, getrocknete Cranberries
- 20 g Zucker
- eventuell Minze zum Verzieren

**Tipp:** Die weiße Schokolade kann auch durch Kokosraspeln ersetzt werden.  
**Zubereitungszeit:** ca. 45 Minuten

## PRINTED PUBLICATIONS

	Publication	Circulation	Date	Size	Headline	Cat.	Value in €
1.	Falstaff	35.200	01.07.11	1/10	Cocktail-Recipe: R'n'B with cranberry juice	4	1.000
2.	Gesünder leben	66.000	01.07.11	1	UTI: What to do if it happens	5	6.300
3.	Die Presse am Sonntag	126.500	03.07.11	1/10	Royal Wedding in Monaco with cranberry beer	5	2.200
4.	Österreich Wien	387.400	04.07.11	1/10	British Royals are preparing lamb with cranberry crust	5	1.400
5.	Österreich Wien	467.900	06.07.11	1/10	Super fruits against obesity	4	1.400
6.	Lukullus	55.000	12.07.11	1	CMC-Recipe: Spare Ribs	1	2.500
7.	StadtBlatt Innsbruck	63.000	13.07.11	1/10	Ice cream parlor Innsbruck	5	400
8.	Kronen Zeitung	930.800	16.07.11	1	UTI: How to avoid bladder infections	4	31.400
9.	Madonna	240.000	16.07.11	1/4	UTI: Best medical summer tips	4	3.400
10.	Kärntner Woche	242.000	20.07.11	1/10	Nightflight Cocktail: Prosecco Cranberry	5	900
11.	Unterkärntner Nachrichten	11.000	20.07.11	3/4	UTI: Good advice for a healthy bladder	4	500

## ONLINE PUBLICATIONS

	Publication	Unique Users	Date	Pages	Headline	Cat.
12.	gesund.co.at	180.000	05.07.11	1	Recipe of the week KW 27– CMC recipe : Asparagus with ham salsa	1
13.	gesund.co.at	180.000	05.07.11	1	Teaser on Nutrion page for CMC recipes (KW 27)	1
14.	gesund.co.at	180.000	19.07.11	1	Recipe of the week KW 29– CMC recipe : spaghetti ice cream with cranberry sauce	1

This month, 28 % of the media exposure was preferred.

Category	# of Articles	Ad Value in €	Weighted Value in €	% of Preferred Articles
Category 1	4	2.563 €	2.563 €	
Category 2	0	0 €	0 €	
Category 3	0	0 €	0 €	
Category 4	5	37.700 €	9.425 €	
Category 5	5	11.200 €	2.240 €	
<b>Total</b>	<b>14</b>	<b>51.463 €</b>	<b>14.228 €</b>	<b>28 %</b>

The share of preferred articles year to date is 50%.

## WEBSITE

In July, **358 unique visitors** visited the CMC Austria website. To get users in the mood for summer, we have given the homepage a seasonal look with little cranberry cartoons, enjoying the summer. This was complemented by the new text “summer, sun, sunshine”. The text is linked to six recipes delicious and light summer recipes.

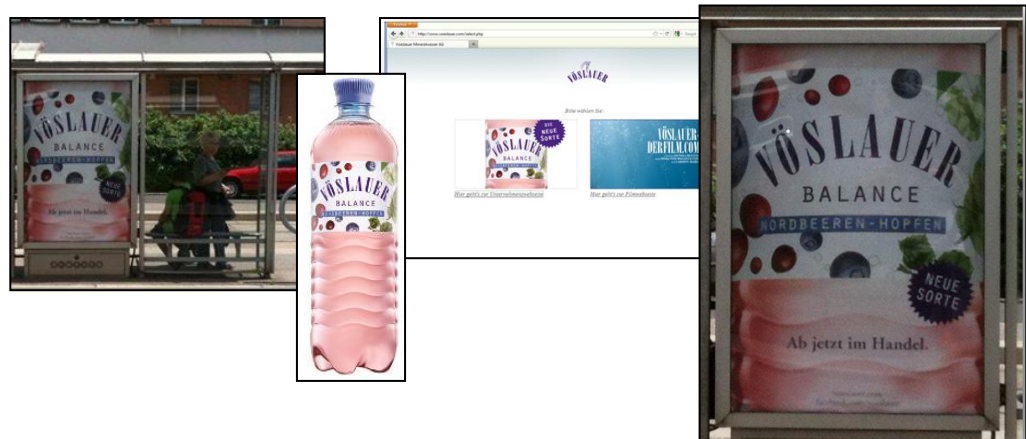


## Trade Research & Activities

### TRADE ACTIVITIES

This summer **Vöslauer**, Austria's leading producer of mineral water, launched a new edition of the popular “Vöslauer Balance” product line. The company arranged a sweepstake on the web, asking which taste will be featured new in 2011. This was again accompanied by a big advertisement campaign. Finally, the new “Vöslauer Balance Nordbeeren” was introduced, a mineral water with cranberries, blueberries, and hops flavor.

Ten different editions of Vöslauer Balance water are available on the market with flavors like strawberry-pepper, plums-apricot and also apple-cranberry.






Furthermore, Cranberries are becoming more and more popular as an ingredient in energy drinks. Popular recent examples are Red Bull's "Red Edition" or rhinos cranberry. The fruity taste and the bright color are making cranberries especially interesting for a female target group. This is demonstrated by the advertising campaign of a new Austrian energy drink "Moments" which clearly targets women.



## NEW PRODUCTS

This month, **nine** new cranberry products were introduced to the Austrian market.

Producer / Origin	Description
<p><b>Moments Vertrieb GmbH Salzburg</b>  (Austria)</p> 	<p>Beverage</p> <p>"Moments cranberry energy drink" Energy drink for women with a cranberry caffeine mixture</p> <p>2.50 €</p> <p>Cranberry content: n/a</p>
<p><b>Vöslauer</b>  (Austria)</p> 	<p>Beverage</p> <p>"Balance Nordbeeren-Hopfen" New Edition 2011 Mineral water with a mixture of cranberries, blueberries and hop flavor</p> <p>0.69 € / 750 ml</p> <p>Cranberry content: n/a</p>
<p><b>S.Spitz GmbH</b>  (Austria)</p> 	<p>Beverage</p> <p>"Killer Lady" Fruity cranberry liqueur with vodka</p> <p>20 ml</p> <p>Cranberry content: n/a</p>

<p><b>Bioquelle GmbH</b> <b>(Austria)</b></p>		<p>Trail Mix</p> <p>“Mix Max Fruits Energy Natural Snack” Trail mix with hazelnuts, almonds, pecan and cashew nuts, cranberries and raisins</p> <p>2.49 € / 200 g</p> <p>Cranberry content:</p>
<p><b>Bioquelle GmbH</b> <b>(Austria)</b></p>		<p>Trail Mix</p> <p>“Mix Max Fruits Royal Natural Snack” Yogurt coated raisins, papaya, hazelnuts, cranberries</p> <p>2.49 € / 200 g</p> <p>Cranberry content:</p>
<p><b>Wensleydale</b> <b>(United Kingdom)</b></p>		<p>Dairy product</p> <p>“Ilchester British Cheese – Wensleydale Cheese with Cranberries”</p> <p>3.49 € / 150 g</p> <p>Cranberry content:</p>
<p><b>Ja! Natürlich</b> <b>Naturprodukte</b> <b>Ges.m.b.H.</b> <b>(Austria)</b></p>		<p>Dairy product</p> <p>Organic yoghurt with fruity cherries and cranberries, without aromas, low fat 0.1%</p> <p>250 g</p> <p>Cranberry content: 5.3%</p>
<p><b>A, Egger's Sohn</b> <b>Süßwaren und</b> <b>Naturmittel GmbH</b> <b>(Austria)</b></p>		<p>Sweets &amp; Confectionery</p> <p>„Hustinetten Cranberry“ Cough drop with the flavor of cranberries, sugar-free</p> <p>40 g</p> <p>Cranberry content: n/a</p>

**Crabtree & Evelyn**  
**(United Kingdom)**



Sweets & Confectionery

“Gardeners of Scotland – Cranberry & Blueberry Flavored Fudge”

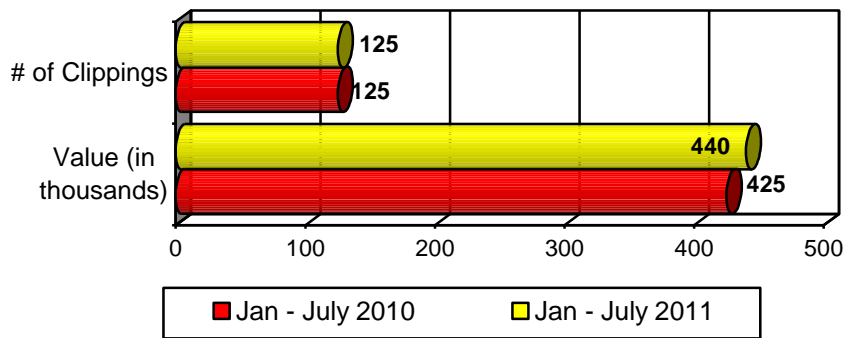
9.90 € / 300 g

Cranberry content: n/a

## Performance Measures

### MEDIA REPORT SUMMARY THROUGH JULY 2011

mk<sup>2</sup> upholds its commitment to meet goals set for the publicity in the Austrian press on behalf of the CMC both in terms of value of articles as well as the number of articles published (including press, radio and TV exposure).



Total number of clippings from January 1 <sup>st</sup> – July 31 <sup>st</sup> , 2011:	125
Total advertising equivalent:	€ 439,823
Total circulation:	42,274,440

## Upcoming Promotions & Activities

Month	Activity
<b>August</b>	<b>PROGRAM BREAK</b>
<b>October</b>	<ul style="list-style-type: none"> <li>• Consumer recipe development</li> <li>• Website update goes online</li> </ul>
<b>November</b>	<ul style="list-style-type: none"> <li>• Online evaluation takes place</li> <li>• Text for “Christmas” website update due</li> </ul>
<b>December</b>	<ul style="list-style-type: none"> <li>• Website update goes online</li> </ul>