



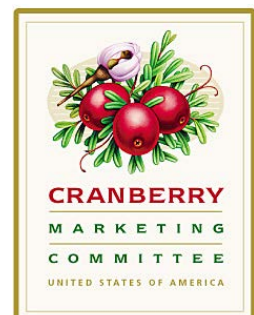
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# Activity Report

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Media & Trade Relations in Austria  
The Cranberry Marketing Committee

May 2011



# Activity Report

## Media and Trade Relations in May 2011

### Media Activities

#### MEDIA EXPOSURE

In May, we monitored **13 clippings** about cranberries from the USA, including six printed and seven online media articles. The publicity reached more than **35.4 million consumers** with an **advertising equivalence of EUR 16,829** (approximately USD 23,940).

This month print media was dominated by cranberry drinks. A fancy article was published in the wedding magazine **Braut & Bräutigam**. The article "Love is Red", presented red cocktails with the suggestion to prepare them with cranberry juice.

New trends for summer cocktails were presented in **Gastro**, the leading gastronomy professional journal in Austria. The drink for this summer is a mix of gin and cranberry juice. Last year's summerdrink was vodka cranberry.

Like last year, Austria's highest circulated daily newspaper, the **Kronen Zeitung** (circulation: 345,000) organized a sweepstake to find the best ice cream parlor in Austria. Nominees, as shown in the article, want to score i.e. with healthy ice cream like cranberry flavoured products.



## PRINTED PUBLICATIONS

|    | Publication      | Circulation | Date     | Size | Headline                              | Cat. | Value in € |
|----|------------------|-------------|----------|------|---------------------------------------|------|------------|
| 1. | Österreich Wien  | 227.000     | 01.05.11 | 1/10 | Wellness guide – detox diet recipe    | 5    | 1.400      |
| 2. | Braut&Bräutigam  | 11.000      | 01.05.11 | 1/5  | Love is red                           | 4    | 800        |
| 3. | Gusto            | 73.300      | 01.05.11 | 1/10 | Recipe: veal stew                     | 3    | 1.100      |
| 4. | Die Salzburgerin | 30.000      | 01.05.11 | 1/2  | CMC cocktail recipe: Sex on the beach | 2    | 3.100      |
| 5. | Gastro           | 17.900      | 01.05.11 | 1/10 | Cocktail summer                       | 5    | 300        |
| 6. | Kronen Zeitung   | 345.500     | 01.05.11 | 1/10 | Ice cream parlor                      | 5    | 2.200      |

## ONLINE PUBLICATIONS

|     | Publication         | Unique Users | Date     | Pages | Headline   | Cat. |
|-----|---------------------|--------------|----------|-------|--|------|
| 7.  | kurier.at           | 348.000      | 03.05.11 | 1     | TV-program Tipp Frisch gekocht mit Alex & Andi                                   | 3    |
| 8.  | tv.orf.at           | 12.210.020   | 03.05.11 | 1     | Cooking info for Frisch gekocht mit Alex & Andi : Turkey with cranberry potatoes | 3    |
| 9.  | kundendienst.orf.at | 12.210.020   | 03.05.11 | 1     | Recipe of Frisch gekocht mit Alex & Andi: Turkey with cranberry potatoes         | 3    |
| 10. | gesund.co.at        | 72.000       | 07.05.11 | 1     | CMC Recipe : Vegetable cake provencial   | 1    |
| 11. | gesund.co.at        | 72.000       | 17.05.11 | 1     | CMC Recipe : chicken sticks  | 1    |
| 12. | gesund.co.at        | 72.000       | 24.05.11 | 1     | CMC recipe : raspberry cranberry smoothie  | 1    |
| 13. | gesund.co.at        | 72.000       | 31.05.11 | 1     | CMC Recipe : roasted zander  | 1    |

This month, 33% of the media exposure was preferred.

| Category     | # of Articles | Ad Value in €   | Weighted Value in € | % of Preferred Articles |
|--------------|---------------|-----------------|---------------------|-------------------------|
| Category 1   | 4             | 84 €            | 84 €                |                         |
| Category 2   | 1             | 3.100 €         | 1.550 €             |                         |
| Category 3   | 4             | 8.945 €         | 2.982 €             |                         |
| Category 4   | 1             | 800 €           | 200 €               |                         |
| Category 5   | 3             | 3.900 €         | 780 €               |                         |
| <b>Total</b> | <b>13</b>     | <b>16.829 €</b> | <b>5.596 €</b>      | <b>33 %</b>             |

The share of preferred articles year to date is 58%.



TRADE ACTIVITY

One of Vienna's most traditional, largest and well-known coffee-houses, **Café-Restaurant Landtmann** now offers a new delicious desert in their seasonal menu: a cranberry mascarpone cupcake. It costs about EUR 5.00. The café is often used for press conferences and, therefore, serves their high quality pastries to influential multipliers.

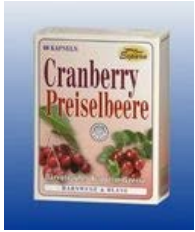

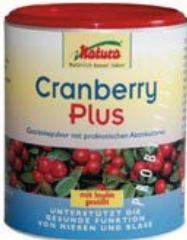




NEW PRODUCTS

This month, twelve new cranberry products were introduced to the Austrian market, at least five of them having a high cranberry content.

| Product           | Photo   | Producer /Brand   | Description  |
|-------------------|---|---|--|
| Dried Cranberries |  | Spar white label<br><a href="http://www.spar.at">www.spar.at</a>          | Sweetened dried cranberries<br><br>Available at:<br>Spar, Eurospar, Interspar<br><br><b><u>High cranberry content product</u></b>            |
| Muesli            |  | Schneekoppe<br><a href="http://www.schneekoppe.at">www.schneekoppe.at</a> | Schneekoppe spelt muesli with cranberries, honey and oat flakes<br><br>Available at:<br>Merkur, Billa, Spar, Interspar, dm<br><br>Size: 750g |

|                        |   |  |   |
|------------------------|---|--|---|
| Muesli                 |    | Dr. Oetker<br><a href="http://www.droetker.at">www.droetker.at</a>       | Muesli with whole wheat flakes and dried pineapples, papayas, maracuja, cranberries, peaches and apples.<br><br>Available at: Merkur, Interspar<br><br>Size: 450 g<br><br>Prize: 3.89 €   |
| Muesli                 |    | Dr. Oetker<br><a href="http://www.droetker.at">www.droetker.at</a>       | Muesli with whole wheat mix, cornflakes, raisins, cranberries, papayas, pears and apples.<br><br>Available at: Merkur, Interspar<br><br>Size: 450 g<br><br>Prize: 3.89 €  |
| Trail Mix              |   | Spar white label<br><a href="http://www.spar.at">www.spar.at</a>         | Cashew and walnut mix with cranberries<br><br>Available at: Spar, Eurospar, Interspar<br><br>Size: 175 g<br><br>Prize: 2.99 €<br><br><b><u>High cranberry content product</u></b>   |
| Nutritional Supplement |  | Aurita<br><a href="http://www.aurita.com">www.aurita.com</a>             | Aurita Cranberry plus nutritional supplement to support the female bladder and urinary system<br><br>Available at: Specialized drugstores<br><br>Size: 60 tablets   |
| Nutritional Supplement |  | Hübner<br><a href="http://www.huebner-vital.de">www.huebner-vital.de</a> | Hübner menofemina Cranberry Bases plus; Cranberry extract plus alkaline vital substances against recurring UTI<br><br>3 Sticks contain 36 mg PAC<br><br>Available at: Specialized drugstores<br><br>Size: 180 g (15 Sticks)<br><br>Prize: 17.99 € |

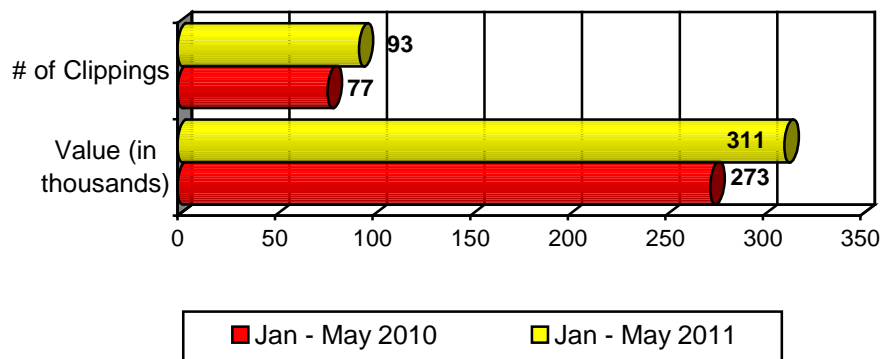
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| <p>Nutritional Supplement</p> |    | <p>Espara<br/>www.espara.com</p>                               | <p>Espara Cranberry Lingonberry<br/>Use for bladder and urinary system infections. Strengthens the immune system.</p> <p>Contains 340 mg cranberry extract</p> <p>Available at: Specialized drugstores</p> <p>Size: 60 Kapseln</p> <p>Prize: 20.99 €</p>   |
| <p>Nutritional Supplement</p> |   | <p>Alsiroyal<br/>alsiroyal.webindustry.de/</p>                 | <p>Alsiroyal cranberry capsules<br/>Nutritional supplement to support a healthy bladder and urinary system</p> <p>1 capsule contains 120mg cranberry extract</p> <p>Available at: Specialized drugstores</p> <p>Prize: 11.99 € for 10 days<br/>28.99 € for 30 days</p> <p><b><u>High cranberry content product</u></b></p> |
| <p>Nutritional Supplement</p> |  | <p>NATURA-WERK<br/>Gebr. Hiller GmbH<br/>www.naturawerk.de</p> | <p>Natura Cranberry plus<br/>Nutritional supplement, juice powder</p> <p>Contains 39% cranberry powder</p> <p>Available at: Specialized drugstores</p> <p>Size: 110 g</p> <p>Prize: 8.39 €</p> <p><b><u>High cranberry content product</u></b></p>   |
| <p>Nutritional Supplement</p> |  | <p>Pharma Force<br/>Klagenfurt</p>                             | <p>St. Rodegan cranberry tablets</p> <p>Nutritional supplement to support a healthy bladder and urinary system</p> <p>Available at: Merkur</p> <p>Size: 110 g</p> <p>Prize: 5.99 €</p>   |

|                               |   |   |  |
|-------------------------------|---|---|--|
| <p>Nutritional Supplement</p> |  | <p>Bergland-Pharma GmbH &amp; Co. KG<br/>www.bergland-pharma.de</p> | <p>Bergland cranberry pastilles<br/>Nutritional supplement to support the health of the urinary system.</p> <p>Contains 37% Cranberry powder</p> <p>Available at: Specialized drugstores</p> <p>Size: 75 pastilles</p> <p>Prize: 16.99 €</p> <p><b><u>High cranberry content product</u></b></p> |
|-------------------------------|---|---|--|

## Performance Measures

### MEDIA REPORT SUMMARY THROUGH MAY 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> – May 31 <sup>st</sup> , 2011: | 93         |
| Total advertising equivalent:   | €311,439   |
| Total circulation:  | 35,407,640 |

## Upcoming Promotions & Activities

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