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# Activity Report

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Media & Trade Relations in Germany  
The Cranberry Marketing Committee

May 2011



# Activity Report

## Media and Trade Relations in May 2011

### Media Activities

#### ARTICLES FEATURING CRANBERRIES

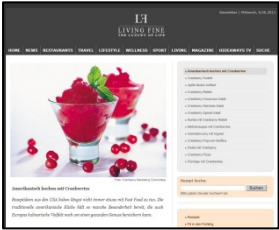
In May, we monitored **60 press clippings**, including twelve online media mentions, and one TV broadcast, reaching more than **28 million consumers** with a total **advertising equivalence of EUR 553,000** (approximately USD 786,900).



The women's magazine **Frau mit Herz** published their first special edition **Muffins & Törtchen** (Muffins & Tartlets) this year (circulation: 80,000) with 5 CMC recipes for sweet and hearty muffins as well as tarts.



The website **living-fine.de** published 13 CMC recipes including general information about U.S. cranberries and the link to the American CMC website. Living Fine is the lifestyle portal of Klocke Verlag GmbH which publishes magazines such as A La Carte, Country Style and High Life. This website focuses on



the indulgence and the exalted way of life within the World Wide Web. For example, it presents the most beautiful hotels and destinations around the globe, dedicates itself to exclusively new styling trends, gives tips on how to decorate homes and regularly offers a wide range of various recipes.



The German public TV channel **ZDF** broadcasts the cooking show **lanz kocht!** every



Friday night (viewers: 1,400,000). Five well known chefs cook one course each. Afterwards, they judge the dishes of their colleagues before the studio guests are invited to taste them. On the 27<sup>th</sup> May, Andreas C. Studer was one of the chefs in the show and he prepared a veal filet with U.S. cranberries and a risotto.

In May, 67% of the media exposure was preferred.

Category	# of Articles	Ad Value in €	Weighted Value in €	% of Preferred Articles
Category 1	24	294.380	294.380	
Category 2	0	0	0	
Category 3	22	172.415	57.472	
Category 4	0	0	0	
Category 5	14	86.240	17.248	
<b>Total</b>	<b>60</b>	<b>553.035</b>	<b>369.100</b>	<b>67%</b>

The share of preferred articles year to date is 75%.

## PRINTED PUBLICATIONS

	Publication	Circulation	Date	Size	Headline	Cat.	Value in €
1.	Blick / ff delikat	9.800	02.05.11	1/3	Ask here: Information about cranberries	3	1.800
2.	Top aktuell Sinsheim	22.000	02.05.11	1/8	CMC recipe: Porridge with pears and cranberries	1	142
3.	TIP der Woche Neubrandenburg	54.500	02.05.11	1/6	CMC recipe: Lime tarte with cranberries	1	143
4.	TIP der Woche Neubrandenburg	54.500	02.05.11	1/6	CMC recipe: Stewed beef with cranberry chutney	1	185
5.	Frau mit Herz – Kochen & Einmachen	80.000	02.05.11	1/10	Seasonal calendar for fruits	5	540
6.	TIP der Woche Hamburg	68.000	03.05.11	1/4	CMC recipe: Lentil soup with cranberries	1	150
7.	Echo der Frau	232.200	04.05.11	2/3	UTI: New Power- Berries	3	3.800
8.	Lisa K&B Cookazine	70.000	04.05.11	1/1	CMC recipe: Vanilla- Cranberry- Waffles	1	7.900
9.	Lisa K&B Cookazine	70.000	04.05.11	1/1	CMC recipe: Casserole with curd cheese and cranberries	1	7.900
10.	Tina	495.600	04.05.11	1/6	UTI: My big health encyclopedia	3	9.000
11.	Lisa Wohnen & Dekorieren	215.000	04.05.11	1/4	Receipe: Cranberry salad	3	2.825
12.	Cuxhaven Kurier	29.195	04.05.11	1/4	UTI: Protection for Bladder and Prostate – Not the slightest chance for bacteria	3	400
13.	Mittelhessische Anzeigen Zeitung Gießen	129.805	04.05.11	1/8	UTI: Protection for Bladder and Prostate	3	180
14.	Schweriner Kurier	92.400	07.05.11	1/4	UTI: No chance for bacteria due	3	540

					to herbal power?		
15.	Küche	17.660	09.05.11	1/1	Recipe: dessert variations with "Sylter Hopfen" (cranberry macaroon)	5	7.260
16.	Brigitte Balance	200.000	11.05.11	1/8	UTI: Exotic Superfruits	3	1.910
17.	Hochzeitsplaner	13.800	11.05.11	1/2	Recipe: Iced Melon Cranberry Soup	3	2.300
18.	Laura	222.750	11.05.11	1/3	Recipe: Rhubarb meringue tart	5	16.100
19.	Freizeit Revue	914.835	11.05.11	2/3	UTI: Get immunized against UTI	5	12.880
20.	Sächsischer Bote Dresden	113.520	11.05.11	1/4	UTI: Not the slightest chance for bacteria	3	420
21.	Tina	495.600	11.05.11	1/1	UTI: 10 smart drinking-tricks	5	9.330
22.	Stadtspiegel Bottrop	59.000	11.05.11	1/4	CMC recipe: BBQ Spareribs with Cranberry Dip	1	490
23.	Super TV	190.260	12.05.11	1/10	CMC recipe: Sparkling cup	1	2.380
24.	Aktuell für die Frau	151.500	13.05.11	1/1	UTI: Problems with prostate and bladder	5	7.450
25.	Das Beste für die Frau	117.530	13.05.11	2/3	Recipe: Fancy cake with cream cheese, cranberries and fruity sauce	3	4.800
26.	TOP Magazin – Thüringen	13.000	13.05.11	1/1	Recipe: Tartlet of goose liver with dark chocolate and cranberries	3	1.950
27.	Westfalenpost	150.040	14.05.11	1/10	Science & Medicine: The ideal juice combination	5	300
28.	Iserlohner Kreisanzeiger und Zeitung	24.285	14.05.11	1/10	Science & Medicine: The ideal juice combination	5	250
29.	NRZ Neue Ruhr Zeitung	318.480	14.05.11	1/10	Science & Medicine: The ideal juice combination	5	300
30.	WAZ Westdeutsche Allgemeine	605.970	14.05.11	1/10	Science & Medicine: The ideal juice combination	5	3.580
31.	Der Neue Ruf, Hamburg	51.000	14.05.11	1/4	UTI: Protection for Bladder and Prostate	3	380
32.	Guten Morgen Sonntag Wilhelmshaven	46.500	15.05.11	1/2	UTI: Protection for Bladder and Prostate	3	250
33.	Fisch&Tipps	165.000	15.05.11	1/3	CMC recipe: Plaice leek rolls with saffron	1	2.585

					cranberry sauce		
34.	Tip der Woche Dresden	54.200	16.05.11	1/6	CMC recipe: Cranberry Asparagus Pasta	1	210
35.	Tip der Woche Kamenz	25.510	16.05.11	1/6	CMC recipe: Cranberry Asparagus Pasta	1	155
36.	Top Aktuell Sinsheim	22.015	16.05.11	1/8	CMC recipe: Stewed beef with cranberry- chutney	1	170
37.	Frau mit Herz – Muffins& Cupcakes	80.000	20.05.11	1/1	CMC recipe: Apricot Cranberry Tarts	1	5.370
38.	Frau mit Herz – Muffins& Cupcakes	80.000	20.05.11	1/1	CMC recipe: Sauerkraut Cranberry Muffins	1	5.370
39.	Frau mit Herz – Muffins& Cupcakes	80.000	20.05.11	1/3	CMC recipe: Goat Cheese Tarts with Cranberries	1	1.790
40.	Frau mit Herz – Muffins& Cupcakes	80.000	20.05.11	2/3	CMC recipe: Sweet Potato Cranberry Muffins	1	3.580
41.	Frau mit Herz – Muffins& Cupcakes	80.000	20.05.11	3/4	CMC recipe: Chocolate Tarts with Cranberries	1	4.030
42.	Kurier Dachau	61.845	21.05.11	1/6	UTI: Protection for Bladder and Prostate	3	780
43.	Schweriner Kurier	92.400	21.05.11	1/4	UTI: Berries for Bladder and Prostate	5	540
44.	Schwäbische Zeitung	186.385	21.05.11	1/3	The versatility of cranberries!	5	2.660
45.	Tip der Woche Marktrechwitz	43.620	23.05.11	1/4	CMC recipe: Grilled Turkey Kebab with Cranberry Dip	1	130
46.	Pharmazeutische Zeitung	37.550	26.05.11	4	UTI: Small plant with healing power: Lingonberry	5	22.880
47.	Prisma West	2.548.090	27.05.11	1/2	UTI: Relatives from overseas	3	23.960

## ONLINE PUBLICATIONS

	Publication	Unique Users	Date	Pages	Headline	Cat.
48.	essen-und- trinken.de	670.000	01.05.11	1	Recipe: Crunchy Cranberry Cookies	3
49.	essen-und- trinken.de	670.000	01.05.11	1	Recipe: Apple cranberry aspic	3
50.	essen-und- trinken.de	670.000	01.05.11	1	Recipe: Apple cranberry chutney	3
51.	vox.de	1.210.000	02.05.11	1	Recipe: Field salad with tangerines, cranberries, walnuts and onion figdressing	3

52.	kuechenschlacht.zdf.de	13.000.000	06.05.11	1	Recipe: Tenderloin with cranberries by Johan Lafer	3
53.	wellfit.freundin.de	50.000	27.05.11	1	CMC recipe: Cranberry asparagus salad	1
54.	elle.de/bistro	190.000	31.05.11	1	Recipe: Risotto with cranberry sage sauce	3
55.	freundin.de	460.000	31.05.11	1	Recipe: Spring diet; cranberry, amongst others, as a fatburner/detox fruit	5
56.	wohnen-und-garten.de	144.123	31.05.11	1	CMC recipe: Cranberry apple muffins	1
57.	living-fine.de	300.000	31.05.11	14	CMC recipes: American style cooking with Cranberries with 13 CMC recipes, general information and link to U.S. website	1
58.	living-fine.de	300.000	31.05.11	9	CMC recipe: Enjoy the summer with cranberry cocktails, 9 CMC recipes and link to U.S. website	1
59.	living-fine.de	300.000	31.05.11	1	UTI: Vitamins – 12 tasty fitness fruits: one page on cranberries from the USA and links	1

## BROADCAST MEDIA

	Media	Viewers	Date	Time	Title	Cat.	Value in €
60.	ZDF	1.400.000	27.05.11 23:30	7:10	Recipe: Cooking show „lanz kocht!“. Enchanting veal filet with cranberries and early summer risotto by Andreas C. Studer	1	228.760

## WEBSITE

In May, **1,262 unique visitors** visited the CMC German website. 768 visitors were interested in the recipes, 213 visitors clicked on the link for the cranberry film; others were interested in the history of the red berry and the range of products available on the German market.

## Third Party Promotion










This month, **Lidl**, one of the leading discounters in Germany, ran American weeks, offering a wide assortment of typical American foods including McEnnedys Cranberry Drink. The cranberry products were also featured on the discounter's website.

The discount sector is especially strong in Germany, and is responsible for 40% of all retail food sales. Lidl is internationally active and especially strong in the Eastern European markets, thus making it the largest discounter in Europe.


## PRODUCT LIST

This month, 19 new cranberry products were introduced to the German market, nine of which had a high cranberry content.

Product		Producer / Brand	Product Description
Cranberry Liquor		Schwarze und Schlichte <a href="http://www.schwarze-schlichte.de">www.schwarze-schlichte.de</a>	Sweet Lips Cranberry Liquor with „the trend-fruit cranberry“ makes any drink a fruity-fresh sensation according to the producers.  Size: 500 ml bottle Prize: 6.49 €  18 % vol.
Vodka Cranberry Mix		Smirnoff <a href="http://www.smirnoff.com">www.smirnoff.com</a>	Smirnoff vodka and Ocean Spray cranberry juice premixed in a 330 ml can.  Prize: 2.49 €  10 % vol.
Cranberry Goat Cheese		Edeka	Goat cheese with cranberries  Prize: 22.90 €/ kg
Cranberry Hard Cheese		Edeka	Hard cheese coated with cranberries  Prize: 29.90 €/ kg
Tropical Nut and Fruit Mix		Edeka	Trail mix with cranberries  15% cranberries  Size: 150 g bag Prize: 1.79 €  <b><u>High content cranberry product</u></b>
Fruit Bar		Edeka Gut & Günstig (private label)	Fruit bar with cranberries  6% cranberries  Size: 5 x 30 g bars Prize: 0.99 €

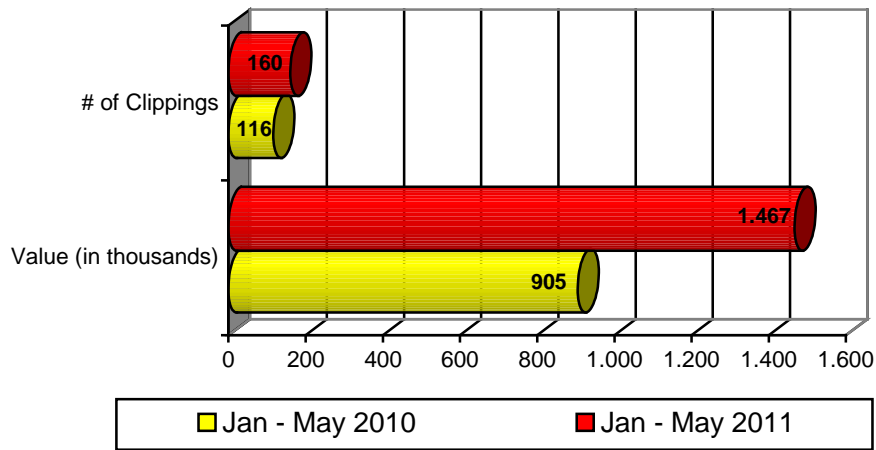
Cereal bar		Edeka Gut & Günstig (private label)	Cereal bars with cranberries 7 % cranberry content Size: 8 x 25 g bars Prize: 0.99 €
Cereal Bar		Eat Natural	Cereal bar with cranberries, macadamias and dark chocolate 7% dried cranberries Size: 45g bar Prize: 1.49 €
Cereal Bar		Eat Natural	Cereal Bar with peanuts, cranberries (11%) and milk chocolate Size: 45 g bar Prize: 1.49 € <b><u>High content cranberry product</u></b>
Dried cranberries		ATCO August Töpfer & Co. (GmbH&Co.) KG, Hamburg	Dried Cranberries with sugar and oil Size: 200g <b><u>High content cranberry product</u></b>
Dried cranberries		Rewe Bio White Label	Organic dried cranberries (52%) with applejuice and oil Size: 100g Prize: 1.99 € <b><u>High content cranberry product</u></b>
Chocolate		Momami Dark Chocolate with nougat and cranberry MKM GmbH, Burghaslach	High quality dark chocolate with nougat and 10% cranberry Size: 85g Prize: 2.95 € <b><u>High content cranberry product</u></b>
Fruit jam		Fine Food Finestro MCC Trading Deutschland GmbH, Düsseldorf	High quality jam with cranberries Size: 250g Prize: 3.99 € <b><u>High content cranberry product</u></b>

Fruit jam		Schwartau Werke, Bad Schwartau	<p>Sour cherry and cranberry jam</p> <p>16% cranberries</p> <p>Size: 340g Prize: 2.11 €</p> <p>Available at supermarkets</p> <p><b><u>High content cranberry product</u></b></p>
Muesli		Rewe Feine Welt White Label	<p>Fruity Wonder – Muesli with wholegrain oatmeal and dried fruits</p> <p>2% dried cranberries</p> <p>Size: 400g Prize: 2.49 €</p>
Fruit and nut mix		wellnuss Premium Snacks GmbH, Hamburg	<p>High Quality nut mix Cranberries &amp; Nuts</p> <p>50% dried cranberries</p> <p>Size: 70g /350g Prize: 2.95 € / 9.95 €</p> <p><b><u>High content cranberry product</u></b></p>
Dried cranberries		Fine Food Finestro MCC Trading Deutschland GmbH, Düsseldorf	<p>Dried sweetened cranberries</p> <p>Size: 200g Prize: 3.39 €</p> <p><b><u>High content cranberry product</u></b></p>
Cranberry Intense		Lindt Excellence	<p>Dark chocolate bar with cranberries and pieces of almonds</p> <p>Size: 100g Prize: 1.95 €</p>

Shower gel Fresh & Oil – Hibiscus & Cranberry		Fa <a href="http://www.int.fa.com">http://www.int.fa.com</a>	Shower gel with nurturing oil and the fragrance of hibiscus and cranberries  Prize: 1.49 €
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## Performance Measures

### MEDIA REPORT SUMMARY THROUGH MAY 2011



Total number of clippings from January 1<sup>st</sup> - May 31<sup>th</sup> 2011: 160  
 Total advertising equivalent: € 1,467,284  
 Total circulation: 31,631,027

## Upcoming Promotions & Activities

Month	Activity
June	<ul style="list-style-type: none"> <li>Website Update</li> <li>Emailing Jam &amp; Conserves</li> </ul>
July	<ul style="list-style-type: none"> <li>Emailing International Recipes</li> <li>Website Update</li> </ul>
August	<ul style="list-style-type: none"> <li>Emailing Christmas</li> <li>Photo production new recipes 2012</li> </ul>
September	<ul style="list-style-type: none"> <li>Website Update Fall</li> <li>Emailing International Cuisine</li> </ul>
October	<ul style="list-style-type: none"> <li>Südback Stuttgart</li> </ul>
November	<ul style="list-style-type: none"> <li>Production Christmas Cards</li> <li>Website Update Winter</li> <li>Development new recipes</li> <li>Emailing Fitness</li> </ul>
December	<ul style="list-style-type: none"> <li>Mailing Christmas Cards</li> </ul>