



**US Cranberry Marketing Committee
Details: February 2010 Activity Report
Author: H&K Cranberries Team**

Media Coverage Highlights

In February, H&K monitored 26 pieces of media coverage, reaching approximately 4,388,691 Australians, with an advertising equivalent of \$117,820 AUD (\$108,184 USD).

Below is media coverage which appeared in a suburban newspaper, *The Liverpool Champion*, which has a circulation of 56,938. The coverage is a direct result of our Valentine's Day media release and features two recipes, three images and a link to the CMC Australia website.

Sweet, sweet recipes

VANILLA cranberry waffles (Photo 1)

Ingredients:
250g sugar; 1 tsp vanilla extract
250g flour; 6 eggs; 250g mascarpone or fromage frais; 250g butter at room temperature; 100g dried cranberries

Method:
■ Mix the sugar, vanilla sugar and flour. Add mascarpone, eggs and butter and mix it with a hand mixer to a smooth dough. Add cranberries and fold in with a spoon.

■ Preheat a waffle iron. Pour the dough with a scoop into the rear part of the waffle iron, close the cap and bake for a couple of minutes.

■ Serve the waffles with whipped cream and sprinkled with icing sugar. Makes 16 waffles.

Cranberry Cup Cakes (Photo 2)

Ingredients:
1 ¼ cup frozen cranberries;
2 Tbsp caster sugar; 2 Tbsp lemon juice; 1 Tbsp water; 125g butter; ¾ cup caster sugar; 2 eggs, beaten; 2 cup self-raising flour, sifted; ½ cup milk;

pinch salt

Icing:
1 cup icing sugar, sifted
2 Tbsp butter

Method:
■ Place cranberries, caster sugar, lemon juice and water in a small saucepan. Cook for about five minutes over a moderate heat until berries burst and are softened.

■ Crush berries using the back of a spoon until a thick puree. Cool. Remove 2 tablespoons and push through a sieve. Set aside for icing.

■ Preheat oven to 180C and line a large muffin tray or two small muffin trays with patty cases. Cream butter and caster sugar until pale. Add beaten eggs and cooled cranberry mixture. Stir in sifted flour, salt and milk.

■ Spoon mixtures into paper cases and bake for about 20 minutes or until golden (12-15 minutes if using smaller muffin size). Cool on a wire rack.

Icing:
■ Place butter and reserved

strained cranberry puree in a bowl. Beat in icing sugar gradually until thick and smooth. Use to decorate cup cakes. Makes 10 large or 20 small cupcakes.

Dark chocolate mousse with cranberries and lime (Photo 3)

Ingredients:
300g good quality chocolate; 2 eggs; 500ml double cream; 50ml dark rum; 4 Tbsp dried cranberries, chopped; Zest and juice of 2 limes

Method:
■ Melt the chocolate in a bowl over simmering water, being careful not to overheat. Whisk the eggs in a bowl for a few minutes until light and fluffy. In a small bowl, lightly whisk the cream. In a separate bowl, quickly whisk the chocolate into the eggs, and add the rum, lime juice, zest and chopped cranberries. Stir to combine and then fold in the cream. Pour into ramekins and refrigerate until set and serve.



Do something a bit different this Valentine's Day and indulge in these delicious cranberry inspired recipes.

Visit www.cranberries.com.au for more information.



Coverage Chart

Publication	Date	Cat	Type	Circulation	Ad value in AUD
Independent Express	04/02/2010	1	Regional newspaper	54,005	\$750
Country News Insert	08/02/2010	1	Regional newspaper	46,758	\$1,913.65
Fraser Coast Chronicle	05/02/2010	1	Regional newspaper	9,402	\$922.81
Hervey Bay Observer	05/02/2010	1	Regional newspaper	21,009	\$922.81
Southern Star Springwood	10/02/2010	1	Suburban newspaper	60,355	\$575
Great Southern Herald	10/02/2010	1	Regional newspaper	1,731	\$3,264
Liverpool Champion	10/02/2010	1	Suburban newspaper	56,938	\$1,289
Geelong Advertiser	13/02/2010	1	Suburban newspaper	45,248	\$1,010
Country News Insert	15/02/2010	1	Regional newspaper	46,758	\$1,913.65
Woman's Day	08/02/2010	4	Lifestyle magazine	408,508	\$20,145
Good Taste	March, 2010	4	Lifestyle magazine	154,185	\$5,360
Courier Mail	02/02/2010	5	Major metro newspaper	216,563	\$404.80
Herald Sun	02/02/2010	5	Major metro newspaper	518,500	\$904.80
Daily Telegraph	02/02/2010	5	Major metro newspaper	369,781	\$504.80
Woman's Day	15/02/2010	5	Lifestyle magazine	408,508	\$1,259
Better Homes & Gardens	February, 2010	5	Lifestyle magazine	38,000	\$2,030
Take 5	17/02/2010	5	Lifestyle magazine	241,161	\$3,452.50
Nature & Health	Annual 2010 issue	5	Health magazine	22,000	\$1,750
Pharmacy News	February,2010	5	Medical magazine	7,084	\$1,560
Adelaide Advertiser	24/02/2010	5	Major metro newspaper	180,853	\$9,389.80
Daily Telegraph	24/02/2010	5	Major metro newspaper	359,171	\$17,160
Herald Sun	24/02/2010	5	Major metro newspaper	514,000	\$19,140
Men's Health	March, 2010	5	Lifestyle magazine	77,500	\$2,186.50
Good Taste	March, 2010	5	Lifestyle magazine	154,185	\$13,360
InStyle	March, 2010	5	Lifestyle magazine	61,788	\$5,650
Readers Digest	March, 2010	5	Lifestyle magazine	314,700	\$1,001.88
Total: 26				4,388,691	\$117,820

Weighted Media Value Chart (Aug 2009 – Feb 2010)

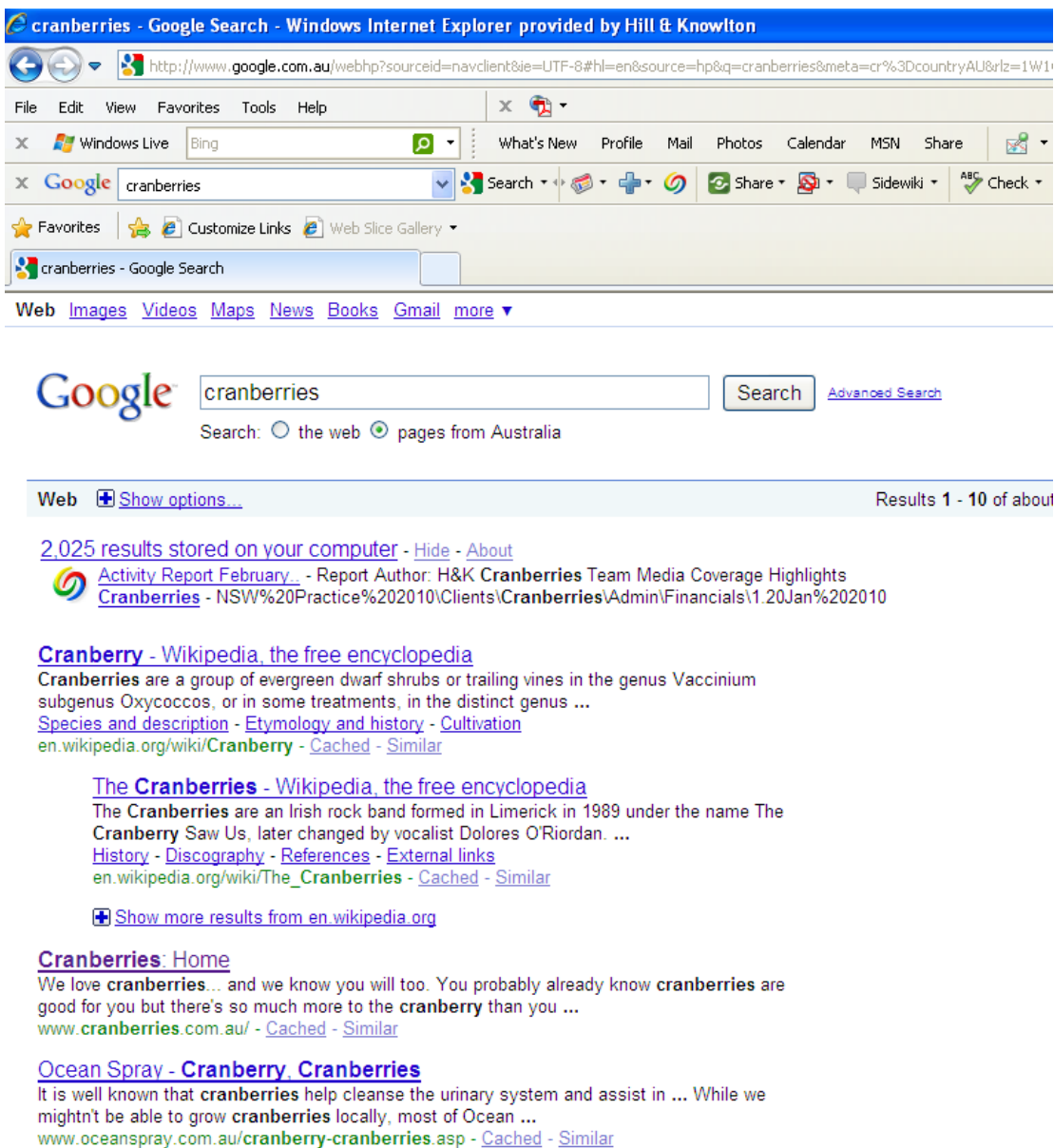
Category	# of Articles		Weighted Media Value	
	Feb-10	Aug-Feb 10	Feb-10	Aug-Feb 10
Category 1	9	20	\$12,560.92	\$154,682.99
Category 2	0	6		\$22,000
Category 3	0	7		\$35,988.86
Category 4	2	24	\$25,505	\$144,873.73
Category 5	15	78	\$79,754.08	\$388,610.55
Total:	26	135	\$117,820	\$746,156.13

Website Update


In February, the USA Cranberries Down Under website received:

- 1,052 visits
- 3,156 page views
- 3 pages/visit.

When cranberries is entered as a search term on the Australian Google site, and “pages from Australia” is clicked, the CMC Australian site is the third listed. The Wikipedia definitions of “cranberry” and “The Cranberries” are listed ahead this month.



New Products Update

Name	Brand	Description	Price in AUD	Photo
Mildura Apple Cranberry burst	Mildura	1 litre chilled fruit juice	\$1.99	

Activity Update

In February, H&K drafted the Valentine's Day release (please see Appendix A) and distributed it to relevant short lead publications.

H&K analyzed the existing recipe bank to identify which areas required new recipes.

H&K also identified a suitable recipe developer and liaised with this developer to create a new bank of cranberry inspired recipes to suit a variety of themes. H&K researched and sourced the supporting images from istock.com.

Upcoming Activities

Month	Activity
March	<ul style="list-style-type: none"> Easter Media Release Monthly Account Management

Appendix A



Celebrate this Easter with Home-Made Chocolate Treats!

This year make the most of family time over Easter and gather the kids in the kitchen to give the grown-ups a hand whipping up some sweet treats. Perfect for morning tea on Easter Sunday, the kids are sure to love both making and eating the chocolate cranberry crackles. The cranberry hot cross buns are a new take on a traditional Easter favourite –sure to be popular with all members of the family, young and old.

By adding some cranberry goodness to your Easter goodies, you can feel free to indulge knowing that you are receiving the terrific nutrition qualities of this antioxidant-packed berry.

Check out www.cranberries.com.au for more delicious recipes and information on the amazing health benefits of cranberries.

Chocolate and Cranberry Crackles

An easy recipe to make with children at Easter, these sweet treats are ready to enjoy in less than 90 minutes. Copha no longer contains trans-fats, but if you're looking for a less processed alternative, organic virgin coconut oil can be used and is available from health food stores. It will set to a solid in the fridge.

Prep time: 10 minutes

Cooking time: 1 hour (chilling)

Total time: 1 hour 10 minutes

Difficulty rating: Very easy

Makes 24

You'll need

4 cups	Rice puffs
1 & ½ cups	Icing sugar
1 cup	Desiccated coconut
1 cup	Cranberries, dried
250g	Copha, chopped
3 tbsp	Cocoa
2 tbsp	Silver ball cake decorations
24	Paper patty cases



To make the crackles:

1. Place rice puffs, icing sugar, coconut, cranberries and cocoa in a large mixing bowl
2. Melt the Copha over a low heat in a saucepan and allow to cool slightly
3. Add to the rice puff mixture, stirring thoroughly until combined

4. Spoon mixture evenly into patty cases and refrigerate for approximately an hour until firm
5. Dot each crackle with 3-4 silver ball cake decorations each to give it an eggs-tra special Easter touch.

Cranberry Hot Cross Buns

These are lovely for morning or afternoon tea over Easter; served cold or toasted. They can be spread with butter or ricotta, which complements the sweetness of the cranberries. To make spicier buns, simply double the quantity of ground spices.

Prep time: 55 minutes + 90 minutes proofing

Cook time: 30 minutes

Total time: 2hours 55 minutes

Difficulty rating: Medium

Makes 16

You'll need

1& ¼ cups (310ml)	Milk
¾ cup (165g)	Caster sugar
2 x 7g sachets	Dried yeast
4 1/3 cups (650g) hands and surfaces)	Plain flour (plus extra for flouring your
1 tsp	Cinnamon, ground
1/2 tsp	Nutmeg, ground
1/4 tsp	Ginger, ground
1/4 tsp	Cardamom, ground
1 cup (190g)	Cranberries, dried
1	Egg, lightly beaten
100g	Unsalted butter, melted, cooled
¼ tsp	Salt



To make the buns

1. Gently stir the milk and 1/3 cup of sugar in a saucepan over low heat till it is lukewarm, then turn off heat
2. Stir in yeast, then stand on stovetop for 10 minutes or until mixture is foamy
3. Sift 4 cups of flour, spices and 1/4 tsp salt together into a bowl
4. Stir in cranberries, add the yeast mixture, egg and butter and stir until the mixture forms a dough
5. Flour a clean kitchen surface or chopping board (the surface is usually easier) and knead for 5 minutes or until smooth and elastic
6. Place in a lightly oiled bowl and cover with plastic wrap. Stand in a warm place (not an oven!) for 1 hour or until doubled in size. NB - If you have a bread maker, follow the instructions for proofing to save time at this stage
7. Divide dough into 16 pieces and shape into balls and place in a greased 23cm square cake tin
8. Cover with plastic wrap then stand in a warm place (not an oven) for 30 minutes or until it has risen level with the rim of the tin

9. Preheat oven to 200°C while you make the icing
10. Stir remaining flour, 1/3 cup sugar and 1/4 cup water together until smooth
11. Spoon into a piping bag then pipe crosses over buns
12. Bake for 10 minutes at 200°C then reduce oven to 180°C and bake for 15-20 minutes or until golden and risen
13. Turn on to a wire rack to cool
14. Stir remaining 1/3 cup sugar and 2 tbsp water in a saucepan over low-medium heat until sugar dissolves then bring to the boil. Brush hot syrup over top of buns. Serve.

***Note to the editors:** All cranberry products listed above can be found in major supermarkets around Australia.

For further information, images or requests please contact:

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Health Benefits of Cranberries

Cranberries contain bacteria-blocking compounds that are believed to be helpful in preventing urinary tract infections, and recent research suggests this same function may be useful in blocking the bacteria responsible for stomach ulcers and certain oral bacteria that can lead to gum disease.

*The Australia Cranberry Media Bureau is sponsored by the U.S. Cranberry Industry – growers of 80% of the world's best loved fruit.