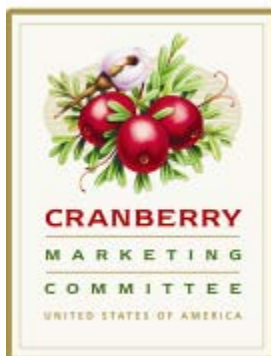




GRUPO PM



MONTHLY ACTIVITY REPORT MEXICO JANUARY 2010



Prepared by Grupo PM, S.A. de C.V.



TRADE RELATIONS

TECHNICAL VISITS

During the first month of the year, CMC's technical engineer continued visiting various companies to promote consumption of US cranberries for different food applications, such as:

- **El Globo:** We have provided this company with dehydrated cranberries for their new bakery product tests. They are currently testing them in salty bread. The engineer also discussed the possibility of holding a technical seminar within their facilities and gave them CMC's bakery technical manual.
- **Pane en Via:** This month, we visited this company to provide them with cranberry samples, food service recipe booklets, and the US suppliers list. We will be visiting them in the future to find out the results of their new tests.
- **Sanborns:** This restaurant chain has previously developed different types of cranberry bread, and now they are interested in testing this fruit in some new bakery product ideas. The engineer has continued to attempt to organize a technical seminar for their personnel. We also provided them with printed informative materials and recipe booklets.
- **El Palacio de Hierro:** Currently selling cranberry cookies in their stores, we provided this restaurant chain with cranberry samples for new product tests in bakery and confectionery products. We are negotiating to hold a technical seminar for them.
- **CANAINPA:** We met with CANAINPA to schedule Cranberry Bakery Seminars with this important bakery association during the first half of the year. The agreed dates for the seminars are: February 25th, April 22 and June 24th. Our engineer will be visiting their facilities to develop new cranberry recipes for these seminars.
- **Maymi:** Our technical engineer visited this important bakery chain to provide them with cranberry samples. We will schedule a subsequent visit to know their results or if they require any additional technical assistance. We also provided them with informative printed materials.
- **Delifruit:** This dehydrated fruits company received more of CMCs' printed informative materials, in addition to what was provide on the last visit. The engineer answered some



production and versatility questions regarding cranberries and sent them the suppliers list.

- **Distribuidora e Industrializadora de Alimentos:** This dehydrated fruits distributor was contacted again this month to find out if they were able to analyze the cranberry information previously sent. Although they have not been able to check all of the details, they had some basic storage questions that our engineer answered. We will contact them in the near future to know if they have any more doubts or information requirements.

PUBLIC RELATIONS

For 2010, some changes have been made to the Public relations report:

- ✓ Now we're considering the specific "pass along" (readers per copy) number provided by every magazine, which will give us the most accurate number of total readers. Last year we considered 2.2 readers per copy for all magazines, which was a standard of the industry in Mexico. Now, it will remain the same just for those magazines that don't know or can't provide the number of actual readers per copy.
- ✓ Printed and Internet publications (websites) will be reported separately
- ✓ The Total Weighted Media Values chart, upheld following CMC criteria, has been added at the end of this section.

PRINTED PUBLICATIONS

Public relations results this month produced an excellent beginning to 2010. We registered 10 printed pick-ups from Mexican print and electronic media. The Equivalent Space Value for 2010 is \$37,574.24 with a Media Cost Equivalent of \$131,509.84. The detailed information about media publications during this month is below:

- **Galerias Magazine (Circulation: 74,000):** The "White Chocolate and Cranberry Oat Cookie" recipe and picture were included.
- **Irresistibles Ensaladas Magazine (Circulation: 15,500):** The article "Cranberries" was included in their "Little Secrets" section. Cranberry versatility, nutritional content and some health benefits were mentioned. Also, the recipe "Waldorf Salad," which included cranberries, was developed by 2 well-known chefs.



- **Cocina Estrella Magazine (Circulation: 75,000):** The recipes “Cranberry Sauce Turkey” and “Chicken and Cranberries Sandwich” were included with pictures in addition to the CMC logo.
- **Pasion por la Cocina Magazine (Circulation: 40,000):** This month’s issue included the recipe “Small Pork Loins with Cranberry Sauce and Green Apples.”
- **Sabor y Estilo Magazine (Circulation: 75,000):** Two recipes were included this month: “Fruity Conga” and “Cranberries Frozen Dessert,” including pictures and information about the CMC.
- **Cocina Practica Magazine (Circulation: 40,000):** The recipe “Cider and Cranberry Cocktail” was included.
- **Jugos Magazine (Circulation: 35,000):** The recipe “Grape, Pineapple and Cranberry Juice” was included.

Actual pictures from the magazines are shown next:

**GALERIAS MAGAZINE
JANUARY 2010**

FRONT COVER

ARTICLE



**IRRISISTIBLES ENSALADAS MAGAZINE
JANUARY 2010**

FRONT COVER



ARTICLE

Secrétitos
PARA ESTE FRÍO NO DEJES DE DISFRUTAR DE ESTOS ALIMENTOS

1 **Las avellanas para comer**
Las avellanas para comer son un alimento muy saludable y rico en nutrientes. Son ideales para combatir el frío y fortalecer el sistema inmunológico. Se pueden consumir crudas o tostadas, pero siempre sin sal.

2 **La guayaba**
Es un fruto muy rico en vitamina C, lo que la convierte en un excelente aliado para combatir el frío. Se puede consumir cruda o cocida, y también se puede utilizar para hacer mermeladas o compotas.

3 **Las arándanos**
Son un fruto muy rico en antioxidantes, lo que los convierte en un excelente aliado para combatir el frío. Se pueden consumir crudos o cocidos, y también se pueden utilizar para hacer mermeladas o compotas.

Ingredientes:
- 1 guayaba
- 1 taza de arándanos
- 1 taza de avellanas
- 1 taza de yogur natural
- 1 taza de queso cottage
- 1 taza de leche condensada

Elaboración:
Lava la guayaba y córtala en cubitos. Lava los arándanos y córtalos en cubitos. Tuesta las avellanas sin sal. Mezcla los cubitos de guayaba y arándanos con el yogur, el queso cottage y la leche condensada. Agrega las avellanas tostadas y mezcla bien.

Waldorf

**COCINA ESTRELLA MAGAZINE
JANUARY 2010**

FRONT COVER



ARTICLE

Novedoso recalentado
Pavo con salsa de arándanos
4 porciones

1. Limpia y desmenuza el pavo.
2. Añade el jugo de arándanos y la salsa de arándanos.
3. Cocina a fuego medio durante 10 minutos.
4. Sirve con arroz y verduras.

Pasta con perlas de aguacate
4 porciones

1. Limpia y desmenuza el pavo.
2. Añade el jugo de arándanos y la salsa de arándanos.
3. Cocina a fuego medio durante 10 minutos.
4. Sirve con arroz y verduras.

Sándwich de pollo y arándanos
4 porciones

1. Limpia y desmenuza el pavo.
2. Añade el jugo de arándanos y la salsa de arándanos.
3. Cocina a fuego medio durante 10 minutos.
4. Sirve con arroz y verduras.

Dedos de pavo con dip de aguacate
4 porciones

1. Limpia y desmenuza el pavo.
2. Añade el jugo de arándanos y la salsa de arándanos.
3. Cocina a fuego medio durante 10 minutos.
4. Sirve con arroz y verduras.



PASION POR LA COCINA MAGAZINE
 JANUARY 2010

FRONT COVER

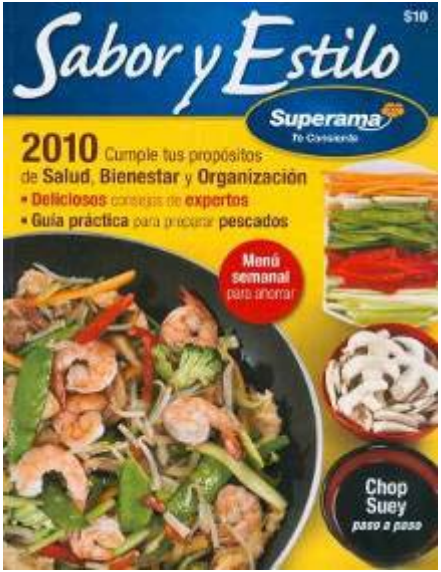


ARTICLE



SABOR Y ESTILO MAGAZINE
 JANUARY 2010

FRONT COVER



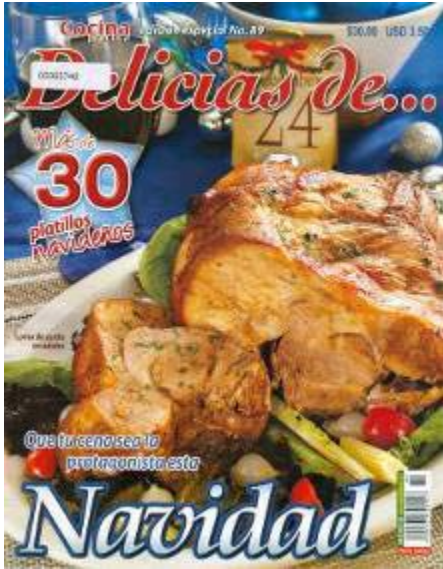
ARTICLE





COCINA PRÁCTICA MAGAZINE
JANUARY 2010

FRONT COVER



ARTICLE



JUGOS MAGAZINE
JANUARY 2010

FRONT COVER



ARTICLE





TOTAL PRINTED MEDIA EXPOSURE MÉXICO 2010

Country	Placements	Total Circulation	Total Readers	Equivalent Space Value	Media Cost Equivalent (US\$)
México	10	354,500	1,009,500	\$ 37,574.24	\$ 131,509.84

PRINTED PUBLICATIONS

No	Publication	Media Type	Issue/Date	Distribution	Circulation	Pass along	Total Readers	Cat	Advertising Cost (US\$)
1.	Galerias	Magazine	January 2010	Nationwide	74,000	3	222,000	3	\$ 5,504.00
2.	Irresistibles Ensaladas	Magazine	January 2010	Nationwide	15,500	4	62,000	1	\$ 400.00
3.	Irresistibles Ensaladas	Magazine	January 2010	Nationwide				4	\$ 1,200.00
4.	Cocina Estrella	Magazine	January 2010	Nationwide	75,000	2.4	180,000	1	\$ 3,816.00
5.	Cocina Estrella	Magazine	January 2010	Nationwide				1	\$ 6,048.00
6.	Pasión por la Cocina	Magazine	January 2010	Nationwide	40,000	2.2	88,000	1	\$ 4,928.64
7.	Sabor y Estilo	Magazine	January 2010	Nationwide	75,000	2.3	172,500	4	\$ 5,640.00
8.	Sabor y Estilo	Magazine	January 2010	Nationwide				1	\$ 2,820.00
9.	Cocina Práctica	Magazine	January 2010	Nationwide	40,000	3.8	152,000	4	\$ 3,608.80
10.	Jugos	Magazine	January 2010	Nationwide	35,000	3.8	133,000	4	\$ 3,608.80

INTERNET PUBLICATIONS

During this month, we registered 2 Internet publications from electronic media. The Equivalent Space Value so far for 2010 is \$1,080.00 and the total visitors reached 58,971. Detailed information about media publications during this month is below:

- **Fernanda Website:** The article “Cranberries” was included as part of the “Well-Being” section, mentioning cranberries’ nutritional content and health benefits.
- **Life & Style Shockvisual Website:** Within the section “Gastronomy and Lifestyle” the article “Cranberries, The Healthy Touch” was included. Cranberries origin and versatility were mentioned.



**TOTAL INTERNET EXPOSURE
MÉXICO 2010**

Pick-ups	Total Visitors	Equivalent Space Value (US\$)
2	58,971	\$ 1,080.00

No	Publication	Issue/Date	Distribution	Visitors	Cat	Equivalent Space Value (US\$)
1.	www.fernanda.com.mx	January 12 th , 2010	Nationwide	25,674	4	\$ 720.00
2.	http://style.shockvisual.net/	January 20 th , 2010	Nationwide	33,297	1	\$ 360.00

Actual pictures from the websites are shown next:

**FERNANDA WEBSITE
JANUARY 12TH, 2010**



**LIFE & STYLE SHOCKVISUAL WEBSITE
JANUARY 20TH 2009**





PR MASSIVE MEDIA AIRINGS

For the first month of 2010, the Cranberry Marketing Committee appeared in one massive media show. The following chart shows detailed information about these accumulated media airings:

COUNTRY	AIRINGS	EQUIVALENT SPACE VALUE	TOTAL AUDIENCE
Mexico	1	\$3,807.99	350,000

No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
1	Te levanta	134 de Sky (canal local 34) TV Mexiquense	January 6th, 2010	7' 48"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	The recipe "Cranberry Cookies" was prepared. Heath properties were mentioned.	\$3,807.99



OTHER ACTIVITIES

CANAINPA BAKERY SEMINARS

During January, we were able to meet with CANAINPA in order to determine the dates for the upcoming Cranberry Bakery Seminars for the first half of the year. The agreed dates for the seminars are: February 25th, April 22 and June 24th.

RETAIL COOPERATIVE PROMOTIONS

During January, the cranberry retail cooperative promotions were completed. As previously reported, the promotion started on November 27th, covering 8 cities: Cuernavaca, Queretaro, Puebla, Villahermosa, Hermosillo, Veracruz, Chihuahua and Cancun; within Soriana, Comercial Mexicana and Superama supermarket chains.

Sales increased 35.41% (10,453 total units sold) during the promotion period, and sales remained stabilized after the promotion at an 18.5% (9147 units sold) higher level in comparison to the period before the promotion.

NEW CRANBERRY PRODUCTS

The following cranberry products were found in supermarket stores during this month:





MARKET RESEARCH

The 2009 results for the Market Research titled “Cranberry Awareness and Purchase Intention among Upper Class Women in Mexico City” were presented during this month. The results of this research are helpful to determine the performance measures for CMC in Mexico.

COOPERATIVE PROMOTIONS WITH RESTAURANTS

TGI Friday’s

As reported during December, CMC was present in seven TGI Friday’s Restaurants in Mexico City with a special menu-roll promoting the cranberry margarita. CMC was also present in TGI Friday’s institutional menu, including seven cranberry beverages.





Promotion results:

The following chart shows the promotion results for all of the 7 TGI Friday's Restaurants in Mexico City (Santa Fe, Satellite, Cuicuilco, Coapa, Universidad, Patriotismo, and Toluca) that were selling the cranberry beverages (results are year round).

Beverage	Total Sold Units
Cosmopolitan	3,282
Cape Coder	1,357
Cranberry Cooler	2
Cranberry Fizz	1,679
Cranberry Juice	1,539
Cranberry Margarita	867
Cranberry Martini	101
Total	8,827