



GRUPO PM



MONTHLY ACTIVITY REPORT MEXICO MAY 2010



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



TRADE RELATIONS

TECHNICAL VISITS

During May, CMC's technical engineer continued promoting the consumption of US cranberries for different food applications, by visiting companies such as:

- **Pan Filler:** The technical engineer provided this company with cranberry samples for product development tests. They are specifically developing cranberry cookies. The possibility of holding a cranberry seminar in their facilities was discussed. Pan Filler was also invited to the bakery seminar to be held in June.
- **CANAINPA:** In preparation for the bakery seminar to be held on June 24th, our engineer has been working jointly with CANAINPA to develop new bakery and confectionery recipes for this event.
- **Sawbona:** Currently selling a cranberry and apple beverage, we provided them with dehydrated cranberry samples for product tests. Printed materials were also delivered, including cranberry technical information. A technical seminar was discussed.
- **El Globo:** We provided this bakery chain with dehydrated cranberry samples for product tests. Printed materials were delivered and our engineer invited them to the upcoming bakery seminar with CANAINPA.
- **Galletas Marian:** Currently selling cranberry cookies in some supermarket stores, we provided this company with dehydrated cranberry samples for new product development tests.
- **Delicias para Celiacos:** This company asked us for some cranberry recipes for new product development tests. They have plans to launch a new product soon and they are analyzing the possibility of using cranberries.
- **Sanborns:** Previously provided with cranberry samples, we have been monitoring their advances and additional requirements. Due to a high production demand, they have not been able to develop new product ideas. Our engineer will be contacting them for any requirements or technical assistance.



- **Pane en Via:** As previously discussed with representatives from this restaurants chain, we are discussing the possibility of holding a technical seminar for their personnel. They were also invited to our upcoming bakery seminar with CANAINPA.
- **Megafarma:** The technical engineer visited this cranberry importer and distributor to deliver informative materials on cranberries for their clients. They were also invited to the bakery seminar.
- **Belem:** We provided this company with informative materials on cranberries as well as dehydrated cranberry samples for a new product development for a client. Some cranberry recipes were also provided.

PUBLIC RELATIONS

PRINTED PUBLICATIONS

During this month, public relations efforts have shown excellent results, registering 11 additional pick-ups from the Mexican printed and electronic media. The Equivalent Space Value so far for 2010 is \$237,163.29, with a Media Cost Equivalent of \$830,071.52. The detailed information about media publications during this month is below:

- **Cocina Vital Magazine (Circulation: 121,639):** This magazine included the recipe “Chicken and Cranberry Salad” in this month’s issue.
- **Irresistibles Ensaladas Magazine (Circulation: 15,500):** The recipe “Spinach and Avocado” was included in this month’s issue, with cranberries as one of the main ingredients.
- **Cocina Facil Magazine (Circulation: 155,000):** Two recipes were included this month: “Chicken Breasts with Peaches and Cranberry Dressing” and “Rice with Cranberries.”
- **Irresistibles Jugos Magazine (Circulation: 17,500):** The recipe for “Cranberry and Raspberry Juice” was included in this month’s issue.
- **Yo con Diabetes Magazine (Circulation: 55,444):** During May, a special short article titled “All the Antioxidant Power” was included, mentioning foods with important antioxidants content. Cranberries were mentioned, including a picture.



- **Pasion por la Cocina Magazine (Circulation: 40,000):** the following recipes were included in this month's issue: "Spinach and Apple Salad with Cranberry Dressing and Sesame Seeds" and "Fresh Cranberry Beverage with Citrus."
- **El Mundo del Pan Magazine (Circulation: 5,000):** The May issue of the CANAINPA magazine included the article "Fine Confectionery with Cranberries" which included this fruit's application in bakery, confectionery, and even cocktail preparation. Product presentations and some health benefits were mentioned. Recipes included: "Pineapple Pastry with Cranberry" and "Tiramisu."

Actual pictures from the printed media pick-ups are shown next:

**COCINA VITAL MAGAZINE
MAY, 2010**

FRONT COVER



ARTICLE

Ensalada de pollo y arandano

Ingredientes para 4 personas:
 7 onzas de pollo
 175 grs de arandanos secos
 2 cts de jugo de mandarina
 200 grs de chicharro blanco
 2 aguacates maduros
 El jugo de 1/2 limón
 1 cucharita
 1 cucharita de salsa

Para el aderezo:
 2 cts de aceite de oliva
 1 cta de vinagre de uva
 2 cts de jugo de limón
 1/2 cta de sal gruesa
 1/2 cta de azúcar
 Sal y pimienta

CORTA:
 Lo chicharro en tiras. Asala a la plancha en un sartén o sartén hasta que tome color. Retira y tritúralo en un recipiente con tapa. Asígnalo.

COCCIA:
 Los arandanos en un recipiente. Bafalos con el jugo de mandarina, limón y sal en un recipiente. Cocinar 30 minutos. Después añádelos a la ensalada.

COCCIA:
 Los chicharos en agua con sal durante 10 minutos. Después añádelos a la ensalada. Drenar bien y añadir a la ensalada. Mezclar los aguacates y chicharro con el jugo de limón que no se usó.

ACOMODA:
 Se mezcla en una ensaladera con el aderezo, los chicharos, los limones y el pollo.

MEZCLA:
 Los arandanos con el aderezo y salado, aderezo y salsa.

Para el aderezo:
MEZCLA:
 Se mezclan los ingredientes, aderezo y salsa hasta obtener una pasta homogénea.





IRRESISTIBLES ENSALADAS MAGAZINE
MAY 2010

FRONT COVER



ARTICLE



COCINA FACIL MAGAZINE
MAY 2010

FRONT COVER



ARTICLES



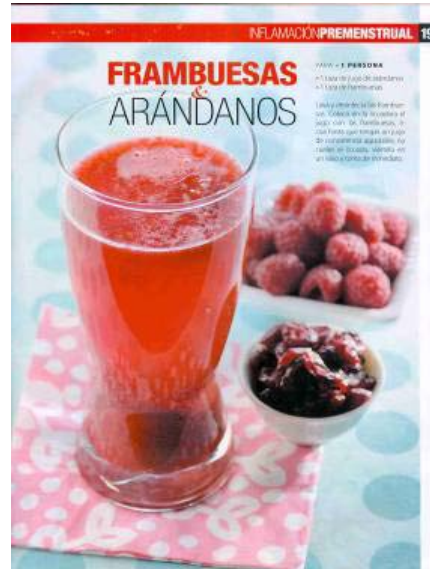


IRRESISTIBLES JUGOS MAGAZINE
MAY 2010

FRONT COVER



ARTICLE



YO CON DIABETES MAGAZINE
MAY 2010

FRONT COVER



ARTICLE





PASION POR LA COCINA MAGAZINE
MAY 2010

FRONT COVER



ARTICLE

editorial abril 2010

EL ORIGEN DEL DÍA DE LAS MADRES

La celebración tiene sus raíces en el 18 de mayo de 1870 en Filadelfia, EE.UU. La idea surgió de una señora llamada Julia Ward Howe, quien se inspiró en el día de la madre que se celebra en Inglaterra. En 1914, el presidente Woodrow Wilson declaró el día de la madre como un día nacional.

LA CUCINA

En esta edición, la primera sugerencia es el plato de la tradición de una familia que celebra el día de la madre con un plato de pasta. El plato es el **Lasagna**.

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PASIÓN POR LA COCINA *recetas*

ENSALADA DE ESPINACA Y MANZANA
con aderezo de arándano y ajonjolí

TIP Espolvorea con el queso antes de servir.

INGREDIENTES PARA 4 PERSONAS:

- 1/2 taza de espinacas
- 1 taza de manzanas
- 1 taza de queso
- 1 taza de arándanos
- 1 taza de ajonjolí

ADEREZO:

- 1/2 taza de queso
- 1 taza de manzanas
- 1 taza de arándanos
- 1 taza de ajonjolí

ELABORACIÓN:

1. Lava las espinacas y quítale las raíces. Corta en trozos.

2. Corta las manzanas en trozos.

3. Corta los arándanos en trozos.

4. Corta el queso en trozos.

5. Corta el ajonjolí en trozos.

6. Mezcla todos los ingredientes en un tazón.

7. Sirve con el aderezo.

TIP Puedes usar queso de cualquier tipo.

PASIÓN POR LA COCINA *bebidas*

FRESCA BEBIDA DE arándanos y cítricos

INGREDIENTES PARA 4 PERSONAS:

- 1 taza de jugo de arándanos
- 1 taza de jugo de naranja
- 1 taza de jugo de limón
- 1 taza de jugo de lima

ELABORACIÓN:

1. Mezcla todos los ingredientes en un tazón.

2. Sirve con hielo.

TIP Puedes usar cualquier tipo de jugo.

SANGRÍA

INGREDIENTES PARA 6 PERSONAS:

- 1 litro de vino blanco
- 1 litro de jugo de naranja
- 1 litro de jugo de limón
- 1 litro de jugo de lima

ELABORACIÓN:

1. Mezcla todos los ingredientes en un tazón.

2. Sirve con hielo.

TIP Puedes usar cualquier tipo de vino.



TOTAL PRINTED MEDIA EXPOSURE MÉXICO 2010

Country	Placements	Total Circulation	Total Readers	Equivalent Space Value	Media Cost Equivalent (US\$)
México	62	1,917,452	5,545,569	\$ 237,163.29	\$ 830,071.52

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
11.	El Porvenir	Newspaper	January 24 th , 2010	Monterrey and Metropolitan Area	23,425	3.5	81,988	1	\$6,125.00
12.	Publimetro	Newspaper	February 4 th , 2010	Monterrey and Metropolitan Area	60,000	2.2	132,000	1	\$437.50
13.	Galerias	Magazine	February 2010	Nationwide	120,000	3	360,000	4	\$3,700.00
14.	Cocina Estrella	Magazine	February 2010	Nationwide	75,000	2.4	180,000	1	\$3,975.00
15.	Kena Cocina	Magazine	February 2010	Nationwide	75,000	3.1	232,000	1	\$9,200.00
16.	Irresistibles Ensaladas	Magazine	February 2010	Nationwide	15,500	4	62,000	4	\$1,250.00
17.	Pasión por la Cocina	Magazine	February 2010	Nationwide	40,000	2.2	88,000	1	\$5,134.00
18.	Pasión por la Cocina	Magazine	February 2010	Nationwide				1	\$5,134.00
19.	Pasión por la Cocina	Magazine	February 2010	Nationwide				1	\$5,134.00



No	Publication	Media Type	Issue/Date	Distribution	Circulation	Pass along	Total Readers	Cat	Advertising Cost (US\$)
20.	Cocina Especial	Magazine	February 2010	Nationwide	40,500	2.2	89,100	1	\$4,968.75
21.	Cocina Especial	Magazine	February 2010	Nationwide				1	\$4,416.66
22.	A la Carta	Magazine	February 2010	Nationwide	9,000	2.2	19,800	1	\$2,264.12
23.	A la Carta	Magazine	February 2010	Nationwide				1	\$754.70
24.	Kena Cocina	Magazine	February 2010	Nationwide	75,000	3.1	232,500	4	\$4,491.66
25.	Kena Cocina	Magazine	February 2010	Nationwide				4	\$9,200.00
26.	Kena Cocina	Magazine	February 2010	Nationwide				4	\$9,200.00
27.	Kena Cocina	Magazine	February 2010	Nationwide				4	\$9,200.00
28.	Soy Chef	Magazine	February 2010	Nationwide	30,000	2.2	66,000	3	\$4,166.66
29.	Cocina Práctica Especial Delicias de.....	Magazine	March 2010	Nationwide	45,000	3.5	157,500	4	\$2,891.66
30.	Irresistibles Ensaladas	Magazine	March 2010	Nationwide	15,500	4.0	62,000	3	\$1,250.00
31.	Irresistibles Ensaladas	Magazine	March 2010	Nationwide				3	\$1,250.00
32.	Balance	Magazine	March 2010	Nationwide	60,000	3.0	180,000	4	\$414.06
33.	Jugos Curativos	Magazine	March 2010	Nationwide	35,000	3.8	133,000	3	\$3,759.16
34.	Cocina Estrella	Magazine	March 2010	Nationwide	75,000	2.4	180,000	3	\$6,300.00
35.	Cocina Práctica	Magazine	March 2010	Nationwide	45,000	3.5	157,500	3	\$2,891.66
36.	Irresistibles Ensaladas Especial 25 Recetas	Magazine	March 2010	Nationwide	15,500	4.0	62,000	3	\$1,958.30
37.	Soy Chef	Magazine	March 2010	Nationwide	30,000	2.2	66,000	1	\$2083.33
38.	Soy Chef	Magazine	March 2010	Nationwide				1	\$2083.33
39.	Soy Chef	Magazine	March 2010	Nationwide				1	\$2083.33
40.	Soy Chef	Magazine	March 2010	Nationwide				1	\$2083.33
41.	Pasión por la Cocina	Magazine	March 2010	Nationwide	40,000	2.2	88,000	1	\$5,134.00
42.	Pasión por la Cocina	Magazine	March 2010	Nationwide				1	\$5,134.00
43.	Pasión por la Cocina	Magazine	March 2010	Nationwide				1	\$5,134.00
44.	Comida Vegetariana	Magazine	March 2010	Nationwide	35,000	3.5	122,500	3	\$5,783.33
45.	Cocina Especial	Magazine	March 2010	Nationwide	40,500	2.2	89,100	1	\$4,968.75
46.	Cocina Especial	Magazine	March 2010	Nationwide				1	\$4,146.66



No	Publication	Media Type	Issue/Date	Distribution	Circulation	Pass along	Total Readers	Cat	Advertising Cost (US\$)
47.	Harper's Bazaar	Magazine	March 2010	Nationwide	40,000	2.2	88,000	2	\$6,266.66
48.	Irresistibles Jugos	Magazine	April 2010	Nationwide	17,500	4.0	70,000	4	\$1,333.33
49.	Yo con Diabetes	Magazine	April 2010	Nationwide	55,444	3.0	166,332	4	\$1,654.77
50.	Pasión por la Cocina	Magazine	April 2010	Nationwide	40,000	2.2	88,000	1	\$3,170.66
51.	Pasión por la Cocina	Magazine	April 2010	Nationwide				1	\$5,134.00
52.	Cocina Vital	Magazine	May 2010	Nationwide	121,639	3.0	364,917	3	\$5,132.16
53.	Irresistibles Ensaladas	Magazine	May 2010	Nationwide	15,500	4.0	62,000	4	\$1,250.00
54.	Cocina Fácil	Magazine	May 2010	Nationwide	155,000	3.3	511,500	3	\$7,933.33
55.	Cocina Fácil	Magazine	May 2010	Nationwide				3	\$5,158.30
56.	Irresistibles Jugos	Magazine	May 2010	Nationwide	17,500	4.0	70,000	3	\$1,333.33
57.	Yo con Diabetes	Magazine	May 2010	Nationwide	55,444	3.0	166,332	4	\$331.25
58.	Pasión por la Cocina	Magazine	May 2010	Nationwide	40,000	2.2	88,000	1	\$8,304.66
59.	Pasión por la Cocina	Magazine	May 2010	Nationwide				1	\$3,170.66
60.	El Mundo del Pan	Magazine	May 2010	Nationwide	5,000	3.0	20,000	1	\$438.33
91.	El Mundo del Pan	Magazine	May 2010	Nationwide				1	\$438.33
62.	El Mundo del Pan	Magazine	May 2010	Nationwide				1	\$438.33

INTERNET PUBLICATIONS

During this month, no additional website publications were registered. The Equivalent Space Value so far for 2010 remains at \$6,746.65 and the Total Visitors number is 131,812. The detailed information about media publications during this month is shown next:

TOTAL INTERNET EXPOSURE MÉXICO 2010

Pick-ups	Total Visitors	Equivalent Space Value (US\$)
10	131,812	\$6,746.65



No	Publication	Link	Issue/Date	Distribution	Visitors	Cat	Equivalent Space Value (US\$)
1.	Fernanda Magazine Website	www.fernanda.com.mx	January 12 th 2010	Nationwide	25,674	4	\$720.00
2.	Style & Shockvisual Website	http://style.shockvisual.net/	January 20 th 2010	Nationwide	33,297	1	\$360.00
3.	El Porvenir Newspaper Website	http://www.elporvenir.com.mx/notas.asp?nota_id=368167	January 24 th 2010	Nationwide	1,221	1	\$666.66
4.	Cocina Especial Magazine Website	http://cocinaespecial.net/Default.aspx	February 2010	Nationwide	9,000	1	\$750.00
5.	Cocina Especial Magazine Website	http://cocinaespecial.net/Default.aspx	February 2010	Nationwide	9,000	1	\$750.00
6.	Cocina Especial Magazine Website	http://cocinaespecial.net/Default.aspx	February 2010	Nationwide	9,000	1	\$750.00
7.	Cocina Especial Magazine Website	http://cocinaespecial.net/Default.aspx	February 2010	Nationwide	9,000	1	\$750.00
8.	CANAINPA Website	http://www.canainpa.com.mx/Secciones/SubSecciones.asp?IdSubSeccion=16&Status=S&StatusAcomVer=S	February 2010	Nationwide	3,150	2	\$791.66
9.	Restaurantes de Mexico Website	http://www.restaurantesdemexico.com.mx/347/Receta_Camarones_Con_Aderezo_De_Cacahuates_Y_Arandanos.html#	March 17 th 2010	Nationwide	6,011	1	\$750.00
10.	Style & Shockvisual Website	http://style.shockvisual.net/?p=1259	March 29 th 2010	Nationwide	26,459	1	\$458.33

TOTAL WEIGHTED MEDIA VALUES

Taking into consideration both printed and internet publications, the following chart shows the Weighted Media Values according to the 5 categories suggested by CMC:

Cat	Total Pick-ups	Ad Value	Weighted Value
1.	40	\$124,737.06	\$124,737.06
2.	2	\$7,058.32	\$3,529.16
3.	13	\$52,420.23	\$17,473.41
4.	17	\$59,694.33	\$14,923.58
5.	0	0	0
Total	72	\$243,909.94	\$160,663.21

PRESS RELEASE

During this month, the article "*Cranberries and Their Protective Qualities*" was sent to media contacts. The recipe "*Fresh Beverage with Cranberries and Citrics*" was also included.




Arándanos y sus propiedades protectoras

Muriel Olga Ochoa Cortés, revisado por Cecilia García S., Nutrióloga

Cada día se conocen más las propiedades y beneficios que tienen el arándano y el jugo de arándano para la salud, en especial porque pueden ayudar a evitar enfermedades cardíacas. Sin embargo también ofrecen otros beneficios, como son: tener tanta fibra como sus parientes arándanos y arándanos silvestres, que se deben a su elevado contenido de antioxidantes, antioxidantes naturales.

Algunas investigaciones realizadas en la Universidad de Tufts en Estados Unidos mencionan que los arándanos que se encuentran en los arándanos (antocianidinas) protegen a las células endoteliales (de la parte de los vasos sanguíneos e intestinales) y también pueden ayudar a disminuir riesgos de padecer enfermedades cardiovasculares.

De acuerdo a otras investigaciones recientes, se ha encontrado que los arándanos pueden ayudar a reducir la presión sanguínea y controlar o reducir la inflamación frecuentemente la circulación sanguínea, su consumo frecuente puede ayudar a evitar la formación de plaquetas que obstruyen el flujo sanguíneo.

Protege a tu salud cardiovascular

Toma diariamente 2 a 5 vasos de jugo de arándano (por la mañana y por la noche para su efecto protector) durante 8 y 10 horas ya que tiene muchas beneficios para la salud cardiovascular:

- Puede ayudar a mejorar la mala circulación y a prevenir la formación de vasos.
- Puede ser uno de los factores que ayude a controlar la presión sanguínea.
- Puede contribuir a evitar la formación de plaquetas que obstruyen la circulación.

www.uscranberries.com



También es recomendable mantener algunos otros hábitos para ayudar a controlar la presión sanguínea y mejorar la circulación:

- Recuerda, diariamente tomar aproximadamente 1 litro de agua para la administración de los líquidos de jugo de arándano.
- Evita el consumo de alimentos altos en sodio a favor de todo el resto.
- Consumir alimentos altos en potasio.
- Reducir el consumo de alimentos que contengan grandes cantidades de grasas saturadas como embutidos, huevos, carnes rojas grasosas, mantequilla y queso.
- Hacer ejercicio diariamente.
- Chequear presión sanguínea por lo menos dos veces al año.

Arándanos, "El Vinagre Saludable"



Fuente: Diana L. Marler, Jeffrey Shurberg, Doctora en Nutrición y Dietética y Doctora en Ciencias de la Nutrición, Victoria, 15 de 11, 2004

www.uscranberries.com



Arándanos y Frutas



Ingredientes

1/2 taza Arándanos (Cranberries) Secos
Equisalvado de Estados Unidos

Nota: Frutas variadas (de 05 su preferencia) de temporada

300g yogurt de frutas

Cuatro cucharas al gusto
Azúcar al gusto

Preparación

Líquido el yogurt con las frutas y los arándanos (previamente lavados para el lavado). Si desea, agrégale azúcar al gusto, incluyendo el frutal y las de frutas.

Montaje

Reparte la mezcla de yogurt en cuatro vasos y adórnala con las adiciones que te parezcan.

Fríndelo 4 porciones

Representante en México:
USCRA
44, Coronel Horacio 284
Calle Lomas del Mirador C.P. 62330
Cabo San Lucas, Baja California Sur
Tel: 075 316 73 78 Ext. 109 Fax: 075 316 73 88
Imágenes a través de: www.uscranberries.com
www.uscranberries.com



PR MASSIVE MEDIA AIRINGS

During May 2010, CMC continued having very good presence in TV and Radio stations, with 6 airings. During this month we are also reporting 26 additional massive media shows from April, as a result of a negotiation with a local radio station in Guadalajara with which CMC organized a cooking workshop for consumers during April. The following chart shows detailed information about these accumulated media airings:

COUNTRY	AIRINGS	EQUIVALENT SPACE VALUE	TOTAL AUDIENCE
Mexico	37	\$90,887.29	33,652,577

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
2	Futbol en la Sangre	NRM Comunicaciones	January 13th, 2010	15' 22"	10,000	Nutriologa Patricia Rodriguez	Nuevo León & Metropolitan Area	Cranberry juice consumption suggested for urinary tract infections.	\$202.88
3	Te levanta	134 de Sky (canal local 34) TV Mexiquense	February 12th, 2010	7' 48"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	"Cranberry and Orange Sponge Cake" recipe developed. Cranberry nutritional content and health properties were mentioned.	\$3,807.99
4	Te levanta	134 de Sky (canal local 34) TV Mexiquense	February 12th, 2010	7' 48"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	The recipe "Cranberry and Orange Sponge Cake" was developed. Cranberries health benefits were mentioned, such as their anti-adhesive property	\$3,807.99
5	Las Mañanas del Once	Canal 11 XCIPN	March 18th, 2010	08' 09"	6,613,579	Chef Thelma Morgan	Mexico City & Metropolitan Area	Recipe developed: "Yarn Bean, Lettuce and Cranberry Salad"	\$4,905.45
6	Ellas son Mujeres	Radio Alegria	March 26th, 2010	07' 35"	350,000	Nut. Patricia Rodriguez	Monterrey & Metropolitan Area	Cranberry product presentations were introduced (juice, dehydrated and jelly). Prevention of urinary infections and antioxidants content mention.	\$2,822.40



No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
7	Ellas son Mujeres	Radio Alegria	Fry March 26th 2010	07' 35"	350,000	Nut. Patricia Rodriguez	Monterrey & Metropolitan Area	Cranberry presentations are mentioned, including juice as a fresh option, dehydrated cranberries applications with cereals and salads, and also jelly, which can be used with meat. Cranberries in general are rich in antioxidants and helpful to avoid urinary infections.	\$2,939.93
8	Te levanta	134 de Sky (canal local 34) TV Mexiquense	April 6th 2010	6' 58"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	Preparation of "Cranberry and Pecans Cookies" recipe. Cranberry benefits mentioned included cystitis and urinary tract infections.	\$3,489.37
9	Te levanta	134 de Sky (canal local 34) TV Mexiquense	April 14th 2010	12' 12"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	Elaboration of "Chicken and Cranberry Salad" recipe. Antioxidants content was mentioned.	\$6,427.24
10	Te levanta	134 de Sky (canal local 34) TV Mexiquense	April 21th 2010	11' 17"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	Elaboration of "Chicken and Cranberry Salad" recipe. Cranberries mentioned as a basic product to have at home because of their anti-adhesive properties.	\$5,923.45
11	Te levanta	135 de Sky (canal local 34) TV Mexiquense	April 28th 2011	5' 01"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	"Rice and Cranberries" recipe elaboration. Cranberry antioxidants content were mentioned.	\$2,656.80
12	Casa con Lety	Radio Mujer	April 15th 2010	1'14"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Invitation to the Radio Mujer event. Mention about cooking with cranberries.	\$107.16



No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
13	Cosa de Dos	Radio Mujer	April 16th 2010	11'02"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Invitation to the Radio Mujer event. Mention about cooking with cranberries. Cranberries' origin, harvesting, flavor and health benefits were mentioned.	\$1,035.88
14	Casa con Lety	Radio Mujer	April 16th 2010	5'52"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Cranberries' versatility and product presentations were mentioned, as well as health benefits such as antioxidants and flavonoids content. Cranberry recipe elaborated: "Goat Cheese Bags with Cranberries and Pillo Pasta"	\$518.88
15	Con Sazón	Radio Mujer	April 19th 2010	5'46"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Talking about fiber consumption, cranberries fiber content was mentioned, also as helpful in preventing heart attacks and cardiovascular diseases.	\$513.24
16	Faldas al Aire	Radio Mujer	April 20th 2010	8'54"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Cranberries' origin, harvesting, flavor, availability, product presentations and some health benefits were mentioned.	\$802.76
17	Mundo Mujer	Radio Mujer	April 20th 2010	11'03"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Invited the audience to the Radio Mujer event, as well as promoting cranberry consumption due to their health benefits. Cranberries' availability, harvesting and fiber content were also mentioned.	\$1,036.82
18	Pasiones	Radio 880	April 20th 2010	21'41"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Cranberry health benefits were mentioned as well as flavor, harvesting and product presentations.	\$2,117.88
19	Pulso Informativo	Radio 880	April 20th 2010	3'10"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Invited the audience to the Radio Mujer event, mentioning some cranberry recipes that would be prepared. Nutritional content mentioned: Vitamins A, E and C and fiber content.	\$1,362.20



No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
20	El Molcajete	Radio 880	April 21st 2010	39'48"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Cranberry Margarita cocktail recipe was recommended for this World Cup season. Nutritional content mentioned: Vitamins A, E and C and fiber content also mentioned the harvesting process and product presentations.	\$3,905.36
21	Voces	Radio 880	April 21st 2010	27'01"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Cranberries' versatility and product presentations were mentioned. Health benefits mentioned: antioxidants and flavonoids content.	\$2,671.83
22	Quiero Vivir	Radio Mujer	April 21st 2010	7'07"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Cranberry health benefits mentioned: UTI prevention, E-Coli bacteria adhesion, and ulceration prevention.	\$664.58
23	Te levanta	134 de Sky (canal local 34) TV Mexiquense	April 21th 2010	11' 17"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	Recipe elaboration: Chicken and Cranberry Salad. Cranberries suggested as a basic product to keep at home due to their health benefits.	\$5,923.45
24	Mas de Uno	Radio Mujer	April 22th 2010	7'28"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Cranberry health benefits mentioned: E-Coli bacteria adhesion and ulceration prevention. Suggested to consume more cranberries.	\$684.32
25	Agarrate	Radio 880	April 22nd 2010	11'10"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Invitation to the Radio Mujer event. Cranberries' origin, harvesting and health benefits were explained. Antioxidants and flavonoids content were also mentioned.	\$1,098.01
26	Mujer al Aire	Canal 8	April 22nd 2010	11' 24"	515,000	Patricia Serrano	Guadalajara & Metropolitan Area	Recipe elaboration: "Goat Cheese and Cranberry Salad". Cranberries mentioned as a low-calorie fruit, helpful for UTI and cardiovascular diseases prevention.	\$1,820.88



No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
27	Charlas de Café	Radio 880	April 23rd 2010	7'41"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Invitation to the Cuisine Festival, mentioning some cranberry recipes will be prepared. Health benefits and product presentations were mentioned.	\$733.00
28	Servicio 880	Radio 880	April 23rd 2010	4'44"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Cranberry juice mentioned as a good option for reduction of bad cholesterol, and also mentioned as one of the 10 healthiest fruits.	\$439.20
29	Casa con Lety	Radio Mujer	April 23rd 2010	41'48"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	How to use cranberries in all their different product presentations	\$3,899.12
30	Casa con Lety	Radio Mujer	April 26th 2010	42'53"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	A cranberry recipe was prepared. Cranberries' versatility and product presentations were mentioned.	\$3,997.82
31	Te levanta	135 de Sky (canal local 34) TV Mexiquense	April 28th 2011	5' 01"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	Recipe elaboration: "Rice and Cranberry". Cranberries mentioned as an important antioxidants source.	\$2,656.80
32	Las Mañanas del Once	Canal 11 XCIPN	May 17th 2010	8' 12"	6,613,579	Chef Thelma Morgan	Mexico City & Metropolitan Area	Recipe elaboration: "Cranberry Gelatin"	\$5,128.75
33	Te levanta	134 de Sky (canal local 34) TV Mexiquense	May 19th 2010	9' 27"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	Recipe elaboration: "Cabbage, Cranberries and Orange Salad". Cranberries anti-adhesive properties were explained.	\$4,915.88
34	Las Mañanas del Once	Canal 11 XCIPN	May 20th 2010	9' 53"	6,613,579	Chef Thelma Morgan	Mexico City & Metropolitan Area	Recipe elaboration: "Smoked Pork Chops with Cranberry Puree". Cranberries' anti-adhesive properties and antioxidants content were explained.	\$6,019.34



No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
35	Mujer al Aire	Canal 8	May 20th 2010	17' 23"	515,000	Patricia Serrano	Guadalajara & Metropolitan Area	Recipe elaboration: "Mixed Salad with Cranberry and Strawberry Dressing". Cranberries mentioned as a low-calorie fruit with antioxidants content, also helpful in preventing UTIs.	\$2,791.26
36	Te levanta	134 de Sky (canal local 34) TV Mexiquense	May 26th 2010	5' 27"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	Recipe elaboration: "Cranberry Small Sticks". Cranberries' availability and flavor were mentioned.	\$2,794.68
37	Las Mañanas del Once	Canal 11 XCIPN	May 26th 2010	4' 07"	6,613,579	Chef Thelma Morgan	Mexico City & Metropolitan Area	Recipe elaboration: "Cranberry Smoothie."	\$2,570.69



OTHER ACTIVITIES

RETAIL COOPERATIVE PROMOTIONS

During April, we started the first part of the Retail Cooperative Promotions activities. This time we covered 6 cities: Veracruz, Cuernavaca, Queretaro, Puebla, Cancun and Xalapa. These cities were chosen as some of the main tourist cities during the Easter holiday season. The promotion was carried out during 3 weekends (Fridays to Mondays), from April 2nd to 4th, 9th to 11th, and 16th to 18th, covering 30 stores, which totaled 270 sampling days in Comercial Mexicana and Superama supermarket chains.

SALES OF PRODUCT SAMPLED DURING PROMOTION				
PRODUCT	STORE	SALES BEFORE	SALES DURING	SALES AFTER
CRANBERRY JUICE	COMERCIAL MEXICANA VERACRUZ	1032	1288	1124
	COMERCIAL MEXICANA CUERNAVACA	1075	1482	1213
	COMERCIAL MEXICANA QUERETARO	461	641	543
	COMERCIAL MEXICANA PUEBLA	865	1333	1210
	COMERCIAL MEXICANA CANCUN	371	632	528
	SUPERAMA CUERNAVACA	661	1005	793
	SUPERAMA QUERETARO	198	333	299
	SUPERAMA PUEBLA	555	914	691
	SUPERAMA XALAPA	200	309	258
TOTAL		5418	7937	6659

In general, cranberry juice sales increased 46.5% during the promotion days and a week later sales remained at a level 22.9% superior in comparison to sales before the promotion.





EXPO FOOD AND WINE GUADALAJARA

From May 13th to 15th, Expo Food & Wine was carried out in Guadalajara. This event was mainly focused on presenting high-quality ingredients and products to the HRI industry and consumers in Guadalajara. Among the participants in this event were hotel and restaurant owners, managers, chefs, and culinary arts students, as well as consumers interested in gourmet products. The CMC was present at this event with a booth shared with some other US products, where we were able to give our printed materials such as the Food Service Recipe Booklet and Cranberries Mixology Guide, creating new contacts within the industry. Also as part of the show, there was a cooking workshop,



where renowned chefs prepared recipes using high quality products like dehydrated cranberries and cranberry juice, demonstrating their versatility.



GASTRONOMIC CONVENTION IN MALINALCO

On May 18th and 19th, the 2nd Gastronomic Convention, “Our Mexican Tradition,” was carried out in Malinalco, Mexico. At this event, culinary arts students participated in cuisine contests and also had the opportunity to attend cuisine lectures given by specialists. The CMC was part of this event by bringing Chef Giuseppe de Pasquale, who gave a short seminar about US cranberries, mentioning their origin, health properties and versatility. Also, there was a cooking demonstration where the chef prepared two different recipes using cranberries. Students received all of CMC’s printed materials.



RADIO MUJER CUISINE FESTIVAL

On April 24th, 2010, the Radio Mujer Cuisine Festival was carried out in Guadalajara, Jalisco. Due to a very positive relationship with the Radio Mujer station, the CMC was invited to participate in this event, including mentions of cranberries on radio shows as promotion. Having a total audience of 650 people, the cuisine festival proved to be very successful, receiving people eager to know more about innovative and nutritional cuisine products. To support this event, we also hired Lety de la Huerta, a recognizable radio figure in Guadalajara. She prepared 5 cranberry recipes during this event while talking about cranberries' nutritional content and health benefits.

