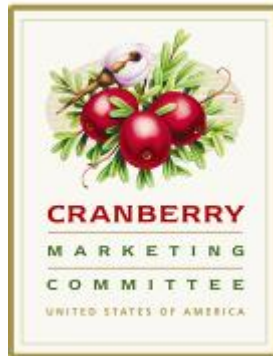




GRUPO PM



# MONTHLY ACTIVITY REPORT MEXICO SEPTEMBER 2010



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



## TRADE RELATIONS

### TECHNICAL VISITS

In September 2010, CMC's engineer continued working on meetings with food processors, restaurants and other food related companies to promote the use of U.S. cranberries. Information is included next.

- **Nueces, Frutas Secas el Coahuilteco:** This nuts and dehydrated fruits company is currently purchasing dehydrated cranberries. Therefore, we provided printed technical materials for their clients and also the US cranberries suppliers list so they can check price and minimum purchase quantities.
- **El Globo:** Just like on previous occasions, we provided this important gourmet bakery chain-store with flavored cranberries for new product development tests. We will contact them eventually to either let them know their results or alert them if they require additional technical assistance.
- **Maymi:** This Company asked us for some cranberry samples, as they are currently developing new product tests for some of their most important clients. These clients are willing to try new products with cranberries. Our technical engineer will be monitoring their advances and offering additional technical advice.
- **CANAINPA:** We have been in contact with CANAINPA to discuss the option of carrying out a joint cranberry seminar in the city of Queretaro.
- **Frutalamo:** This company, that we had contacted previously, sells dehydrated fruits. They have asked us for some cranberry samples and also inquired about the U.S. cranberries suppliers list. We provided this information as well as CMC printed technical materials.
- **Tamales Mayo:** We contacted this company with the suggestion to develop cranberry tamales using dried cranberries. Tamales Mayo commented they would also like to try a cranberry marmalade on their tamales. Therefore, we provided contact information of companies that manufacture that specific product. The engineer will keep in touch with them for additional development assistance.
- **Nacional Abastecedora de Granos y Frutos Secos:** This company, which currently offers dried cranberries to their clients, received CMC's printed technical information for their customers. They also received the U.S. cranberries suppliers list.



- **Casa Arellano:** This company currently handles dehydrated cranberries, so we provided them with CMC's printed materials and suppliers list. They are now able to check prices and minimum purchase volume. The technical engineer will schedule a visit to provide them with U.S. cranberry samples.

## PUBLIC RELATIONS

### PRINTED PUBLICATIONS

CMC's public relations program has continued with great success in Mexico. During September 2010, 5 pick-ups from printed media were registered and 2 of them were from late August publications.

Accumulated results during 2010 (January-September) for printed publications are as follows:  
Equivalent Space Value: \$ 438,122.37; Media Cost Equivalent \$ 1,533,428.30. Total readers: 11,606,480

Detailed information about media publications during this month is shown next:

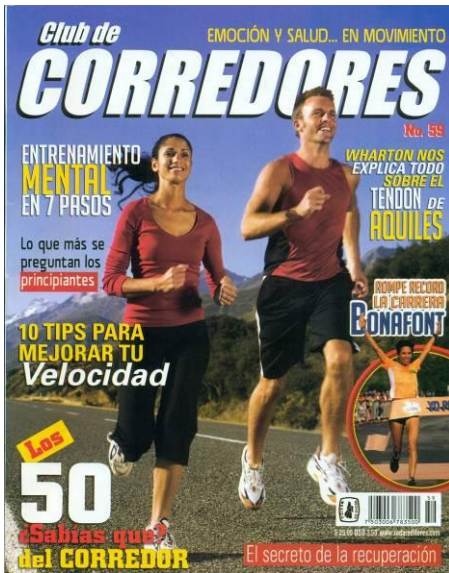
- **Club de Corredores Magazine (Circulation: 45,000):** The August issue of this magazine included the article "Cranberries: An Ally in the Oxidative Stress Control for Sportsmen."
- **Sabor y Estilo Magazine (Circulation: 75,000):** The recipe "Chicken Kebabs with Cranberry Sauce" was included this month.
- **Cocina Especial Magazine (Circulation: 40,000):** The recipes "Cranberry Frozen Margarita" and "Cranberry Tequila Cocktail" were published in the September issue of this cuisine magazine.



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

**CLUB DE CORREDORES MAGAZINE  
AUGUST 2010**

**FRONT COVER**



**ARTICLE**

**MATERIAS ARTÍCULOS**

## EL ARÁNDANO

un aliado en el control de estrés oxidativo en los deportistas

**H**acer ejercicio parece tener un efecto más positivo en la salud que el dejar de fumar, según un estudio reciente publicado en la revista *Journal of Clinical Nutrition*. El estudio, que se realizó en un grupo de deportistas, encontró que el ejercicio regular reduce el nivel de estrés oxidativo en el cuerpo, lo que ayuda a prevenir enfermedades crónicas como el cáncer y el Alzheimer.

El poder protector de los antioxidantes, y de entre todos los antioxidantes, el más potente es el que se encuentra en las bayas, especialmente en las arándanos. Los antioxidantes ayudan a combatir el estrés oxidativo, que es el daño celular causado por los radicales libres. Este daño celular puede conducir a enfermedades crónicas como el cáncer y el Alzheimer.

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Para las personas que realizan ejercicio de manera cotidiana es importante incorporar en su dieta alimentos que ayuden a combatir el estrés oxidativo. Los antioxidantes ayudan a combatir el estrés oxidativo, que es el daño celular causado por los radicales libres. Este daño celular puede conducir a enfermedades crónicas como el cáncer y el Alzheimer.

La sustancia antioxidante, el super aliado. Este proceso, conocido como oxidación, empieza precisamente en las membranas más reactivas, reabsorbidas e inflamadas, afectando a los sistemas inmunológicos y más sensibles. Una persona que se encuentra en esta situación debe tomar antioxidantes como los arándanos, que ayudan a combatir el estrés oxidativo, que es el daño celular causado por los radicales libres. Este daño celular puede conducir a enfermedades crónicas como el cáncer y el Alzheimer.

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**SABOR Y ESTILO MAGAZINE  
SEPTEMBER 2010**

**FRONT COVER**



**ARTICLE**

**RECETA SENCILLA**

## Brochetas de pollo con salsa de arándanos

4 personas

**Para la salsa de arándanos:**

- 1/2 taza de arándanos frescos
- 1 taza de jugo de naranja
- 1 cucharada de azúcar
- 1 cucharada de vinagre
- 1/2 cucharadita de sal
- 1/2 cucharadita de pimienta

**Para las brochetas:**

- 1 pollo deshuesado
- 1 taza de arroz cocido
- 1/2 taza de queso fresco
- 1/2 taza de queso crema
- 1/2 taza de queso manchego
- 1/2 taza de queso parmesano
- 1/2 taza de queso ricotta

1. Para preparar la salsa de arándanos, lava los arándanos y exprime el jugo. Ponlos en un procesador de alimentos y agrega el jugo de naranja, el azúcar, el vinagre y la sal. Licúa hasta que quede homogéneo.

2. Para las brochetas, lava el pollo y córtalo en cubitos. Corta el arroz cocido en cubitos y mezcla con el queso fresco y el queso crema.

3. Para las brochetas, mezcla el pollo con el arroz y el queso. Forma las brochetas y ponlas a cocinar en una sartén con aceite de oliva.

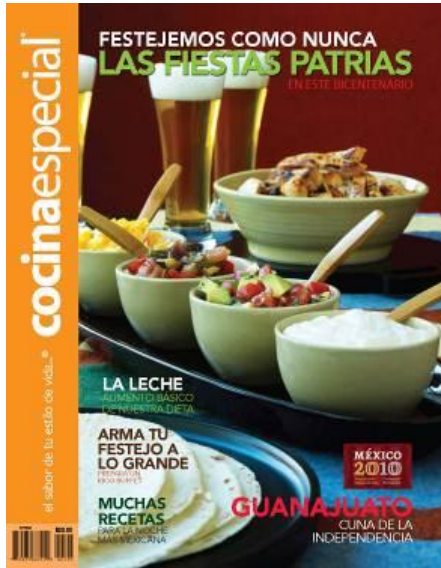
4. Para servir, mezcla la salsa de arándanos con el queso parmesano y el queso ricotta. Sirve las brochetas con la salsa de arándanos y el queso parmesano y queso ricotta.

**TIP:** Si quieres hacer las brochetas con queso parmesano y queso ricotta, mezcla el queso parmesano y el queso ricotta con el queso fresco y el queso crema.



**COCINA ESPECIAL MAGAZINE  
SEPTEMBER 2010**

**FRONT COVER**



**ARTICLE**



**TOTAL PRINTED MEDIA EXPOSURE  
MÉXICO 2010**

Country	Placements	Total Circulation	Total Readers	Equivalent Space Value	Media Cost Equivalent (US\$)
México	111	3,798,176	11,606,480	\$ 438,122.37	\$ 1,533,428.30

**PRINTED PUBLICATIONS**

No	Publication	Media Type	Issue/Date	Distribution	Circulation	Pass along	Total Readers	Cat	Advertising Cost (US\$)
1.	Galerías	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



No	Publication	Media Type	Issue/Date	Distribution	Circulation	Pass along	Total Readers	Cat	Advertising Cost (US\$)
11.	El Porvenir	Newspaper	January 24 <sup>th</sup> , 2010	Monterrey and Metropolitan Area	23,425	3.5	81,988	1	\$ 6,125.00
12.	Publimetro	Newspaper	February 4 <sup>th</sup> , 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
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
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



No	Publication	Media Type	Issue/Date	Distribution	Circulation	Pass along	Total Readers	Cat	Advertising Cost (US\$)
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
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
61.	El Mundo del Pan	Magazine	May 2010	Nationwide				1	\$ 438.33
62.	El Mundo del Pan	Magazine	May 2010	Nationwide				1	\$ 438.33



No	Publication	Media Type	Issue/Date	Distribution	Circulation	Pass along	Total Readers	Cat	Advertising Cost (US\$)
63.	El Informador	Newspaper	June 11 <sup>th</sup> 2010	Guadalajara and Metropolitan Area	46,197	3.3	152,450	1	\$ 2,500.00
64.	Postres y Dulces	Magazine	June 2010	Nationwide	30,000	3.8	114,000	4	\$ 3,758.33
65.	Reforma Suplemento Cànada	Magazine	June 2010	Nationwide	145,963	3.8	554,569	2	\$ 603.33
66.	Platillos Dieteticos	Magazine	June 2010	Nationwide	35,000	5.0	175,000	1	\$ 2,891.66
67.	Irresistibles Gelatinas	Magazine	June 2010	Nationwide	50,000	4.0	200,000	1	\$ 1,000.00
68.	Cocina con Alegria	Magazine	June 2010	Nationwide	50,000	2.2	110,000	1	\$ 1,916.66
69.	Cocina con Alegria	Magazine	June 2010	Nationwide				1	\$ 2,129.62
70.	Irresistibles Jugos	Magazine	June 2010	Nationwide	17,500	4.0	70,000	1	\$1,333.33
71.	Irresistibles Jugos	Magazine	June 2010	Nationwide				4	\$ 1,333.33
72.	Pasi3n por la Cocina	Magazine	June 2010	Nationwide	40,000	2.2	88,000	1	\$ 5,134.00
73.	El Porvenir	Newspaper	June 20 <sup>th</sup> 2010	Nationwide	23,425	3.0	70,275	1	\$ 3,500.00
74.	Cocina F3cil	Magazine	June 2010	Nationwide	155,000	3.3	511,500	4	\$ 7,141.66
75.	Irresistibles Platillos	Magazine	June 2010	Nationwide	15,000	3.5	52,500	1	\$ 708.33
76.	Sport Life	Magazine	June 2010	Nationwide	100,000	3.0	300,000	1	\$ 2,722.22
77.	Cocina Vital	Magazine	July 2010	Nationwide	121,639	3.0	364,917	4	\$ 5,132.16
78.	Kena Cocina	Magazine	July 2010	Nationwide	75,000	3.1	232,500	1	\$ 9,200.00
79.	Kena Cocina	Magazine	July 2010	Nationwide				1	\$ 9,200.00
80.	Kena Cocina	Magazine	July 2010	Nationwide				1	\$ 5,791.66
81.	Kena Cocina	Magazine	July 2010	Nationwide				1	\$ 9,200.00
82.	Kena Especial Gu3a de la Salud	Magazine	July 2010	Nationwide	70,000	4.2	294,000	2	\$ 1,840.00
83.	Ganar Salud	Magazine	July 2010	Nationwide	100,000	4.5	450,000	1	\$ 4,583.25
84.	Harper's Bazaar	Magazine	July 2010	Nationwide	35,000	4.0	140,000	1	\$ 1,131.25
85.	Irresistibles Gelatinas	Magazine	July 2010	Nationwide	50,000	4.0	200,00	4	\$ 2,250.00
86.	Maravillas de la Reposter3a	Magazine	July 2010	Nationwide	17,500	3.0	52,500	4	\$ 1,333.33



No	Publication	Media Type	Issue/Date	Distribution	Circulation	Pass along	Total Readers	Cat	Advertising Cost (US\$)
87.	Cocina Especial	Magazine	July 2010	Nationwide	40,500	3.2	129,600	1	\$ 4,416.66
88.	Cocina Especial	Magazine	July 2010	Nationwide				1	\$ 4,416.66
89.	Cocina Especial	Magazine	July 2010	Nationwide				1	\$ 2,208.33
90.	Cocina Especial	Magazine	July 2010	Nationwide				1	\$ 4,416.66
91.	Cocina Especial	Magazine	July 2010	Nationwide				1	\$ 4,416.66
92.	Irresistibles Ensaladas	Magazine	July 2010	Nationwide	15,000	3.5	52,500	1	\$ 354.16
93.	El Sol de México	Newspaper	July 30 <sup>th</sup> , 2010	D.F. and Metropolitan Area	60,500	2.2	133,100	3	\$ 1,388.88
94.	El Sol de Cuernavaca	Newspaper	July 30 <sup>th</sup> , 2010	Cuernavaca and Metropolitan Area	16,000	2.2	35,200	3	\$ 549.92
95.	Cocina Fácil	Magazine	August 2010	Nationwide	155,000	3.3	511,500	3	\$ 12,300.00
96.	Cocina Fácil	Magazine	August 2010	Nationwide				3	\$ 7,933.33
97.	Irresistibles Ensaladas	Magazine	August 2010	Nationwide	15,000	3.5	52,500	3	\$ 708.33
98.	Irresistibles Ensaladas	Magazine	August 2010	Nationwide				3	\$ 937.50
99.	Kena Cocina	Magazine	August 2010	Nationwide	75,000	3.1	232,500	3	\$ 4,491.66
100.	Kena Cocina	Magazine	August 2010	Nationwide				4	\$ 18,400.00
101.	Kena Cocina	Magazine	August 2010	Nationwide				4	\$ 9,200.00
102.	Kena Cocina	Magazine	August 2010	Nationwide				4	\$ 9,200.00
103.	Kena Cocina	Magazine	August 2010	Nationwide	75,000	3.1	232,500	3	\$ 4,491.66
104.	Delicias con Pollo	Magazine	August 2010	Nationwide	17,000	4.0	68,000	1	\$ 708.33
105.	Elle	Magazine	August 2010	Nationwide	57,000	3.6	205,200	1	\$ 526.25
106.	Maravillas de la Repostería	Magazine	August 2010	Nationwide	17,500	3.0	52,500	4	\$ 1,333.33
107.	Club de Corredores	Magazine	August 2010	Nationwide	45,000	2.7	121,500	1	\$ 3,759.16
108.	Club de Corredores	Magazine	August 2010	Nationwide				1	\$ 3,759.16
109.	Sabor y Estilo	Magazine	September 2010	Nationwide	75,000	2.3	172,500	1	\$ 5,875.00
110.	Cocina Especial	Magazine	September 2010	Nationwide	40,000	3.2	129,600	1	\$ 4,416.66
111.	Cocina Especial	Magazine	September 2010	Nationwide				1	\$ 4,416.66



## INTERNET PUBLICATIONS

No additional Internet publications were reported this month. The Equivalent Space Value so far for 2010 (January-July) is \$8,246.65 and the Total Visitors number is 145,438. Pick-ups and detailed information about internet publications during this month are shown next.

### TOTAL INTERNET EXPOSURE MÉXICO 2010

Pick-ups	Total Visitors	Equivalent Space Value (US\$)
12	145,438	\$8,246.65

No	Publication	Link	Issue/Date	Distribution	Visitors	Cat	Equivalent Space Value (US\$)
1.	Fernanda Magazine Website	<a href="http://www.fernanda.com.mx">www.fernanda.com.mx</a>	January 12 <sup>th</sup> , 2010	Nationwide	25,674	4	\$ 720.00
2.	Style & Shockvisual Website	<a href="http://style.shockvisual.net/">http://style.shockvisual.net/</a>	January 20 <sup>th</sup> , 2010	Nationwide	33,297	1	\$ 360.00
3.	El Porvenir Newspaper Website	<a href="http://www.elporvenir.com.mx/notas.asp?nota_id=368167">http://www.elporvenir.com.mx/notas.asp?nota_id=368167</a>	January 24 <sup>th</sup> , 2010	Nationwide	1,221	1	\$ 666.66
4.	Cocina Especial Magazine Website	<a href="http://cocinaespecial.net/Default.aspx">http://cocinaespecial.net/Default.aspx</a>	February 2010	Nationwide	9,000	1	\$ 750.00
5.	Cocina Especial Magazine Website	<a href="http://cocinaespecial.net/Default.aspx">http://cocinaespecial.net/Default.aspx</a>	February 2010	Nationwide	9,000	1	\$ 750.00
6.	Cocina Especial Magazine Website	<a href="http://cocinaespecial.net/Default.aspx">http://cocinaespecial.net/Default.aspx</a>	February 2010	Nationwide	9,000	1	\$ 750.00
7.	Cocina Especial Magazine Website	<a href="http://cocinaespecial.net/Default.aspx">http://cocinaespecial.net/Default.aspx</a>	February 2010	Nationwide	9,000	1	\$ 750.00
8.	CANAINPA Website	<a href="http://www.canainpa.com.mx/Secciones/SubSecciones.asp?IdSubSeccion=16&amp;Status=S&amp;StatusAcomVer=S">http://www.canainpa.com.mx/Secciones/SubSecciones.asp?IdSubSeccion=16&amp;Status=S&amp;StatusAcomVer=S</a>	February 2010	Nationwide	3,150	2	\$ 791.66
9.	Restaurantes de Mexico Website	<a href="http://www.restaurantesdemexico.com.mx/347/Receta_Camarones_Con_Aderezo_De_Cacahuates_Y_Arandanos.html#">http://www.restaurantesdemexico.com.mx/347/Receta_Camarones_Con_Aderezo_De_Cacahuates_Y_Arandanos.html#</a>	March 17 <sup>th</sup> , 2010	Nationwide	6,011	1	\$ 750.00
10	Style & Shockvisual Website	<a href="http://style.shockvisual.net/?p=1259">http://style.shockvisual.net/?p=1259</a>	March 29 <sup>th</sup> , 2010	Nationwide	26,459	1	\$ 458.33
11	Mujer en Armonia Website	<a href="http://www.mujiarenarmonia.com.mx/cocina.com.mx/cocina-nutricion/cocina+mexicana/jamon-con-peras-y-arandanos-glaseados.html">http://www.mujiarenarmonia.com.mx/cocina.com.mx/cocina-nutricion/cocina+mexicana/jamon-con-peras-y-arandanos-glaseados.html</a>	July 14 <sup>th</sup> , 2010	Nationwide	6,500	1	\$ 750.00





**Alimento ideal para las personas de la tercera edad: arándanos deshidratados**

Los Cerdos (variedad) nutritivos

La alimentación de las personas mayores, sobre todo las que viven solas y se encuentran enfermas, no es fácil. Así que los frutos y verduras que ayudan a mantenerse bien alimentados, como ocurre, por ejemplo, en la tercera edad, pueden ayudar a combatir algunas enfermedades.

Una opción idealmente para las personas de la tercera edad es el alimento que no requiere de preparación ni calentamiento para ser ingerido. De hecho, los arándanos que se pueden guardar en el propio estado del fruto son ideales para adultos mayores que viven solos y no tienen acceso de levantarse todos los días. Distinción entre estos alimentos: los frutos deshidratados y los cereales de granos (como arroz, cacahuetes, pastas y almendra) aunque estos últimos a veces resultan más fáciles de masticar.

Y es que estos alimentos no solo son fáciles de almacenar y de tener a la mano, sino una larga vida de anagaj y poca probabilidad de descomposición, también son muy fáciles de masticar, o incluso chupar, y de digerir. De particular, los arándanos deshidratados son sencillos y de saber muy interesante. Igualmente salud y satisfactorio, pero debido a su naturaleza natural, una dieta.

Y desde el punto de vista de la salud y el bienestar, los arándanos deshidratados ofrecen a las personas de la tercera edad beneficios únicos que garantizan la salud a mediano plazo. Se trata de alimentos con un gran poder antioxidante, debido a la presencia de flavonoides y otros fitonutrientes naturales, pero como todo alimento a los pacientes más susceptibles que los dan su color característico. Estos pigmentos naturales, los antocianinas, son poderosos antioxidantes que ayudan a prevenir el envejecimiento celular temprano. La falta de muchos nutrientes tanto esenciales como minerales incluidos el calcio, las vitaminas de hierro y zinc y la gran hidratación, flexibilidad y una apariencia más fresca. Para además, los frutos secos más resistentes al ataque de agentes infecciosos de todo tipo. Así, una dieta rica en arándanos deshidratados puede ayudar a combatir mejor enfermedades infecciosas, o incluso más fácil y rápidamente y a sentirse mucho más vigoroso. Esto es una excelente manera de los hábitos saludables, por lo que se recomienda...

Se ha demostrado a través de muchos estudios que los arándanos son especialmente eficaces en el tratamiento de infecciones en la boca y nariz, la gingivitis, de los ojos, el estómago y el colon, así como ayudan incluso a prevenir úlceras y a mejorar los niveles de calcio en la sangre.



Los agentes antisépticos presentes en los arándanos también nos ayudan a prevenir las mutaciones celulares y los errores más reproducidos de los genes que se acumulan al estar expuestos a los rayos de manera que para las personas de la tercera edad, y como refuerzo o como parte del desayuno, la ensalada, después de la cena, los arándanos deshidratados son una opción ideal.

[www.uscranberries.com](http://www.uscranberries.com)



**Bolsitas de Pasta Phillo**



**Ingredientes**  
1/2 taza  
1/2 taza  
1/2 taza  
1/2 taza  
1/2 taza  
1/2 taza  
1/2 taza

Arándanos secos deshidratados de Estados Unidos  
Jugo de arándanos de Estados Unidos  
grasajillo  
Naranja, cortada en rodajas  
Mantequilla  
Miel, pálido y cortado en cuadrados  
queso gouda  
salada  
Mantequilla, sin salada

**Preparación:**

Desde la base de mantequilla, hervir. Extender la hoja de pasta y barnearla con la mantequilla, colar el jugo de naranja y borrar de la superficie la preparación para poner a lajar en el horno. Cortar cuadrados de 20 centímetros, colocar el centro de cada cuadrado con el queso, una cucharada de miel y frutos, agregar un poco de mantequilla y azúcar, cerrar en forma de bolsa y sellar con un cordón de mantequilla.

**Receta de postre:**

Colocar las bolsitas en un sartén para horno y hornear a 180°C hasta que se cocinen y estén doradas.



[www.uscranberries.com](http://www.uscranberries.com)

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## PR MASSIVE MEDIA AIRINGS

In September 2010, success of TV and Radio airings for CMC continued, with 10 more airings. The following chart shows detailed information about these accumulated media airings:

COUNTRY	AIRINGS	EQUIVALENT SPACE VALUE	TOTAL AUDIENCE
Mexico	62	\$ 160,775.52	66,287,261

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 13 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	Thu 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	Fri 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

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No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
7	Ellas son Mujeres	Radio Alegria	Fri 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 like 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 ant-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. Cranberries antioxidants content was 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

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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

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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: UTIs 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-calories fruit, helpful in UTIs and cardiovascular diseases prevention.	\$1,820.88

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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

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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-calories 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
38	Te levanta	134 de Sky (canal local 34) TV Mexiquense	June 2nd 2010	5' 45"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	"Cranberry Cheese Pie" recipe elaboration. Cranberries mentioned as delicious, healthy and easy to find.	\$2,890.14
39	Te levanta	134 de Sky (canal local 34) TV Mexiquense	June 9th 2010	4' 07"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	"Cranberry and Apple Gelatin" recipe development. Cranberries anti-adhesive properties were mentioned, helpful in preventing UTI's.	\$2,158.32
40	Mujer al Aire	Canal 8	June 10th 2010	17' 23"	515,000	Patricia Serrano	Guadalajara & Metropolitan Area	"Mixed Salad with Cranberry and Strawberry Dressing" recipe elaboration. Cranberries antioxidants were mentioned, and also as helpful in cancer prevention.	\$2,791.26
41	Te levanta	134 de Sky (canal local 34) TV Mexiquense	June 16th 2010	9' 51"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	"Cheese and Cranberry Snack" recipe elaboration. Cranberries mentioned as healthy with plenty of antioxidants.	\$5,043.15



No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
42	Te levanta	134 de Sky (canal local 34) TV Mexiquense	June 23rd 2010	7' 07"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	"Cranberry and Honey Bread" recipe elaboration. Cranberries mentioned as a healthy fruit with antioxidants and also easy to transport and to enjoy as a snack.	\$3,749.22
43	Te levanta	134 de Sky (canal local 34) TV Mexiquense	June 30th 2010	8' 05"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	"Pork Loin with Cranberry Sauce" recipe elaboration. Cranberries mentioned as a versatile food, found as juice, dehydrated and jelly. Easy to prepare as a snack and easy to find in supermarkets.	\$4,268.92
44	Te levanta	134 de Sky (canal local 34) TV Mexiquense	July 14th 2010	8' 25"	350,000	Chef Mariana Coria	Ciudad de México y zona Metropolitana por cable a nivel Nacional	Recipe elaboration "Cranberry Salad and Cheese Crostini." Cranberries availability and product presentations were mentioned.	\$4,374.98
45	Te la Pongo Facil	XEABC 760 AM Radio	July 18th 2010	2' 55"	19,632	Gloria Zabalgoitia	Ciudad de México y zona Metropolitana	Cranberries nutritional content and anti-oxidants content were mentioned.	\$212.49
46	Te levanta	134 de Sky (canal local 34) TV Mexiquense	July 21st 2010	7' 07"	350,000	Chef Mariana Coria	Ciudad de México y zona Metropolitana por cable a nivel Nacional	Recipe elaboration "Cranberry Honey Bread." Cranberries nutritional content and availability were mentioned. Also SDCs were suggested as a healthy snack.	\$3,749.22
47	Te levanta	134 de Sky (canal local 34) TV Mexiquense	July 28th 2010	6' 06"	350,000	Chef Mariana Coria	Ciudad de México y zona Metropolitana por cable a nivel Nacional	Recipe elaboration "Cranberry Scones." Special PR gifts (jars) were given to the audience.	\$3,213.62



No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
48	Te la Pongo Facil	XEABC 760 AM Radio	August 01st 2010	5' 35"	19,632	Gloria Zabalgoitia	Ciudad de México y zona Metropolitana	Recipe elaboration "Pig Ribs with Cranberry Sauce," mentioning cranberry product presentations.	\$445.82
49	Te la Pongo Facil	XEABC 760 AM Radio	August 01st 2010	16' 14"	19,632	Gloria Zabalgoitia	Ciudad de México y zona Metropolitana	A nutritionist talked about cranberries anti-oxidant content, nutritional information and cardiovascular properties.	\$1,344.95
50	Las Mañanas del Once	Canal 11 XCIPN	August 05th 2010	7' 57"	6,613,579	Chef Thelma Morgan	Mexico City & Metropolitan Area	Recipe development "Vietnamese Cranberry Rolls"	\$4,781.36
51	Las Mañanas del Once	Canal 11 XCIPN	August 06th 2010	7' 09"	6,613,579	Chef Thelma Morgan	Mexico City & Metropolitan Area	"Cranberry Tea" recipe development	\$4,478.19
52	Te la Pongo Facil	XEABC 760 AM Radio	August 15th 2010	2' 00"	19,632	Gloria Zabalgoitia	Ciudad de México y zona Metropolitana	In an interaction with the audience, people were asked how to consume cranberries, and people responded correctly about cranberry juice and dehydrated cranberries consumption. The UTI's prevention property was mentioned.	\$166.66
53	Ellas son Mujeres	Radio Alegria Mujer 1190AM	August 21st 2010	10' 39"	350,000	Nut. Patricia Rodriguez	Monterrey & Metropolitan Area	A nutritionist mentioned cranberries as part of a school lunch, invited people to attend to a special event where cranberries benefits and applications will be mentioned.	\$4,329.10
54	Revista W	XEWA 540 AM Televisa Radio	August 25th 2010	12' 45"	387,960	Nut. Patricia Rodriguez	Monterrey & Metropolitan Area	A nutritionist talked about UTI's prevention with cranberries, mentioning all product presentations and their anti-adhesive properties. Invited the audience to cranberries special event.	\$1,114.28
55	Ellas son Mujeres	Radio Alegria Mujer 1190AM	August 28th 2010	5' 32"	350,000	Nut. Patricia Rodriguez	Monterrey & Metropolitan Area	The nutritionist invited the audience to the special cranberries workshop, and also mentioned cranberries anti-adhesive properties and anti-oxidants content.	\$2,216.63

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No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
56	Ellas son Mujeres	Radio Alegria Mujer 1190AM	September 04th, 2010	5' 32"	350,000	Nut. Patricia Rodriguez	Monterrey & Metropolitan Area	The nutritionist invited the audience to the special cranberries workshop, and also mentioned cranberries anti-adhesive properties and anti-oxidants content.	\$2,216.63
57	Ellas son Mujeres	Radio Alegria Mujer 1190AM	September 06th, 2010	5' 32"	350,000	Nut. Patricia Rodriguez	Monterrey & Metropolitan Area	The nutritionist invited the audience to the special cranberries workshop, and also mentioned cranberries anti-adhesive properties and anti-oxidants content.	\$2,216.63
58	Revista W	XEWA 540 AM Televisa Radio	September 06th, 2010	12' 45"	387,960	Nut. Patricia Rodriguez	Monterrey & Metropolitan Area	A nutritionist talked about body weight and keeping a balanced diet. Invited the audience to the cranberries special workshop, where cranberries will be included as part of a balanced diet.	\$1,114.28
59	Las Mañanas del Once	Canal 11 XCIPN	September 09th, 2010	9' 05"	6,613,579	Chef Thelma Morgan	Mexico City & Metropolitan Area	Recipe elaboration "Fish Fillet with Cranberry Chutney"	\$5,716.16
60	Ellas son Mujeres	Radio Alegria Mujer 1190AM	September 11th, 2010	5' 32"	350,000	Nut. Patricia Rodriguez	Monterrey & Metropolitan Area	The nutritionist invited the audience to the special cranberries workshop, and also mentioned cranberries anti-adhesive properties and anti-oxidants content.	\$2,216.63
61	Revista W	XEWA 540 AM Televisa Radio	September 15th, 2010	30' 11"	387,960	Nut. Patricia Rodriguez	Monterrey & Metropolitan Area	The nutritionist talked about how to keep a healthy diet during the independence parties. Mentioning cranberries as an option for gastritis and UTI's prevention and also their anti-oxidants content. Invited the audience to the cranberries workshop.	\$2,694.85
62	Revista W	XEWA 540 AM Televisa Radio	September 22nd, 2010	29' 11"	387,960	Nut. Patricia Rodriguez	Monterrey & Metropolitan Area	Cranberries were mentioned as a good option for weight loss diets, helping for a better digestion. Other health benefits were mentioned such as UTIs prevention, anti-adhesive properties.	\$2,605.35



## OTHER ACTIVITIES

### **Celebremos Juntos el Bicentenario (Lets Celebrate the Bicentennial Together) Event**

On September 28<sup>th</sup> the event “Celebremos Juntos el Bicentenario (Lets Celebrate the Bicentennial Together)” was carried out at the US Ambassador’s residence in Mexico City. This event promoted several US commodities. They invited trade representatives from different industries to try traditional Mexican dishes cooked with US ingredients including U.S. cranberries. Additionally, during this event, all participants received CMC’s nutritional brochure.