

MONTHLY REPORT

FOR

September 2011

PREPARED FOR CRANBERRY MARKETING COMMITTEE

PREPARED BY SOHN'S MARKET MAKERS

1. GENERAL MARKET SITUATION

- On September 1, 2011, an agreement was reached by the political parties to delay the presentation of the Korea-U.S. FTA Bill to the national assembly until the U.S. congress starts its ratification process. K.P. Nam, the head of the Foreign Affairs & Trade Committee in the national assembly, commented that the U.S. congress would likely start discussions on the bill near September 20, 2011.

- A September 1, 2011 report indicated that in August, South Korea's consumer prices grew at the fastest pace in three years; raising concerns that inflationary pressure is building up despite the government's anti-inflation efforts. According to the report by Statistics Korea, the country's consumer price index rose 5.3 percent from the prior year. This is a quickening from the 4.7 percent gain in July 2011. The August 2011 figure is the largest growth since August of 2008, when prices rose 5.6 percent. It is also the eighth straight month that the consumer price hike has surpassed the government's 2011 annual inflation target of 4 percent. In August 2011, core inflation, which excludes volatile oil and food costs, also jumped 4 percent from the prior year. This is the largest gain in 28 months. The report indicated core inflation was up from 3.8 percent in July 2011.

- As the U.S. Congress braces for a vote on the free trade pact with South Korea, the need to pass the pact prior to President Lee Myung-bak's October state visit was stressed in the September 23 comments of a senior House Republican member. The White House and the Republicans in the House will be meeting on the renewal of a controversial worker aid program, and the fate of the free trade agreements (FTAs) with South Korea, Colombia and Panama.

- According to the local fruit juice industry, on September 22, the sale of fruit juice in Korea is likely to make a positive growth for the first time since 2003. Total cash registered sales of fruit juice is estimated to be W800 billion for 2011, an increase of 5 percent from 2010. The sales growth is primarily a result of newly launched premium products, such as chilled distribution juices. Analysis done by Lotte Chilsung, the biggest beverage company in Korea, found the recovery of juice market was due to the decline in the tea industry, as well as the continual launch of fruit juice from blueberries and other healthy fruits. In Korea, juice is a large player in the beverage industry, second only to soda.

2. INDUSTRY INFORMATION

- The agriculture technology center of Wonjoo city in Kangwon province announced that they would supply the black chokeberry seedlings as a new strategic crop to earn revenue. Black chokeberry is rich in antioxidants like anthocyanin and polyphenol, and hearty enough to withstand 35 degree below zero temperatures.

- The import of Oregon blueberries to Korea is now allowed. On September 23, 2011, the Ministry for Food, Agriculture, Forestry and Fisheries announced the legislated exemption standard of the import prohibition on blueberries from Oregon (US). As a result, the import of blueberries from Oregon will begin next year. There is expected to be heavy competition between the local fresh blueberry and the Oregon fresh blueberry markets in Korea. Lotte Mart, one of Korea's leading supermarket chains with 87 stores nationwide, sold frozen blueberries from Oregon, with a per kilogram price of ₩10,000 (\$6.80 USD).



< Newspaper AD: Lotte Mart – Frozen blueberry from US Oregon >

- Ocean Spray, the largest provider of cranberry products worldwide, organized a September 20, 2011 cranberry juice tasting event at the Kangnam Reebok store. Reebok, a global sports brand, co-promoted the event with Ocean Spray. The Kanfnam store was selected as the site for the tasting as it is the most popular of the Reebok stores. In addition to the Reebok promotion, Ocean Spray also organized an event with cranberry juice, targeting office workers and students. Entries were due by September 25. Selected winners would win 1 box of cranberry juices (8ea of 1.89L cranberry juice).
- Fora Acai, a new brand of organic freeze-dried acaiberry powder, was introduced in Korea. A sampling event was held to taste a beverage made with acaiberry powder. Sales of Fora Acai products in Korea are available through two (2) online shopping sites: www.forcaacai.co.kr, and <http://www.richenna.com/front/productlist.php?code=002004005000>. The listed sales price was ₩35,000 (\$29.90 USD) for a 50 gram container.



- On September 3, 2011, the Korea Customs Office reported total imports of fresh fruits through August 2011 were \$600 million (507,000 metric tons). This is an increase of 26 percent over the same period in 2010. Imports were led by banana (\$170 million), orange (\$160 million), and grapes (\$102 million). Other minor fruits, including cherries, mangos, and avocados, showed a strong growth, amounting to \$56 million. Prices of imported fruits have continued a steady decline since 2008, whereas prices of local fruits have increased as much as 40 percent this year.
- Woongjin Foods, one of Korea's local food companies, is a Food & Beverage affiliate of Woongjin Group. Founded in 1980, Woongjin Group also covers Water Purifiers, Air Purifiers, Food & Beverage, Construction & Leisure, Solar Energy and Environment & Consumer. Woongjin Foods has developed a new cranberry juice product, "Da-Chae-Woom", containing 50% US cranberry concentrate. The product is available in box of 30-80 ml packs. The single box price is W48,000 (\$41.10 USD).
- Danone, a global dairy brand, will hold the consumer event, Office Attack, to promote new 'Danone French'. Three Danone French flavorsapple cinnamon, lemon cheese and cranberry, will be sent directly to the office of 25 applicants. Danone plans to hold the event four(4) times prior to the end of 2011. 'Danone French' is lower in fat and higher in concentration than other existing yogurts. A 4-pack of 'Danone French' has a price point of W2,700 (\$2.60 USD).
- Smoothie King, a worldwide beverage chain with 100 stores in Korea, introduced 'Berry Berry Smoothie'. The main ingredients in 'Berry Berry Smoothie' are blueberries, cranberries, and strawberries, all of which contain anthocyanine, a skin protector. The

'Berry, Berry Smoothie' costs W4,500 (\$3.80 USD) for 340ml, W5,500 (\$4.70 USD) for 450ml, and W6,500 (\$5.60 USD) for 560ml.

- Jamba Juice, the local smoothie beverage chain of SPC Group with 9 stores nationwide, introduced its new 'Lemon Lime Smoothie'. The main ingredients of the smoothie are lemon and lime sorbets and 'Seven Berry Boost'. 'Seven Berry Boost' contains blackberry, black current, blueberry, strawberry, raspberry, cranberry, and acai berry powders, and essential vitamins. The 'Lemon lime Smoothie costs W5,500 (\$4.70 USD) for 450ml, and W6,500 (\$5.60 USD) for 560ml.

- Starbucks coffee chain, operated by Shinsegae, introduced new dessert menu items: 'Cranberry Walnut Cookie' and 'Dark Chocolate & Cranberry'. The Cranberry Walnut Cookie contains dried cranberries, cranberry concentrate, and walnuts and costs W2,000 (\$1.70 USD) for 43g. The Dark Chocolate & Cranberry contains dried cranberries and costs W6,000 (\$5.10 USD) for 55g.

- Paul's Eleven, a local waffle bakery located in Seoul, introduced new waffle menu item, 'Cranberry Waffle', containing dried cranberries. The 'Cranberry Waffle' price is W1,800 (\$1.54 USD).

- Coffine Gurunaru, a local coffee franchise brand with 84 stores nationwide, introduced two (2) new smoothies, 'Fresh Blended Rasp-Cranberry' and 'Greenberry Chip Blended'. 'Fresh Blended Rasp-Cranberry' is a yogurt smoothie with raspberries and cranberries. 'Greenberry Chip Blended' is smoothie with green tea powder and dried cranberries. Each costs W4,800 (\$4.10 USD).

- Kim Young Mo, one of Korea's local bakery chains with a 29-year history and 4 stores nationwide, introduced the new bread item, 'Cranberry Brie Roll'. The 'Cranberry Brie Roll' is loaf of bread containing brie cheese and dried cranberries marinated in wine. Each cost W6,000 (\$5.10USD).

- Tour Les Jours, the bakery brand of CJ Foodvill the second largest bakery chain in Korea with 1,400 stores nationwide, introduced 2 new bread items. The new items include, 'Cranberry Scone' and 'Berry Berry Bread'. 'Cranberry Scone' contains dried cranberries costs W1,300 (\$1.110 USD). The 'Berry Berry Bread' is a European bread with dried cranberries, blackberries, blueberries, and raspberries. Each cost W3,500 (\$3.00 USD).

3. MEDIA COVERAGE



Monitoring done in September: 109 media coverages, 1 TV program, 5 articles in daily news sites, 19 articles on internet news sites, 2 articles in consumer lifestyle magazines, and 7 portal site blogs.

Category	# of Articles		Weighted Media Value	
	September 11	Jan ~ Sep 11	September 11	Jan ~ Sep 11
Category 1	1	6	\$100,000	\$252,000
Category 2	0	0	\$0	\$0
Category 3	0	20	\$0	\$70,800
Category 4	0	6	\$0	\$34,000
Category 5	33	360	\$150,700	\$1,912,900
Total	34	392	\$250,700	\$2,269,700

No	Publication -- Subject of Article	Media Type	Issue / Date	Circulation / Monthly Visitors	Clipping Category	Weighted Value (USD)
1	Food TV Cranberry Introduction, Cranberry Menu Restaurant Introduction & Recipe Recommendations	Television	Sep.1 ~ Sep.8 with 19 re-runs	10,500,000	1	\$100,000
2	Daily Korean Economy http://kmomnews.hankyung.com/news/apps/news.sub_view?popup=0&nid=02&c1=02&c2=02&c3=00&nkey=201109281729571 Introducing Dr.Yoo's Energy Bar Quick Charge Pack of Orion	Daily News	Sep. 28 2011	2,000,000	5	\$6,000
3	Daily Korean Economy http://kmomnews.hankyung.com/news/apps/news.sub_view?popup=0&nid=02&c1=02&c2=02&c3=00&nkey=201109261545001 Introducing the Danone French Cranberry Yogurt event	Daily News	Sep. 26 2011	2,000,000	5	\$6,000
4	Daily Korean Economy http://kmomnews.hankyung.com/news/apps/news.sub_view?popup=0&nid=02&c1=02&c2=02&c3=00&nkey=201109231737341 Introducing the Smoothie King 'Berry Berry Smoothie'	Daily News	Sep. 23 2011	2,000,000	5	\$6,000
5	Daily Kookmin http://news.kukinews.com/article/view.asp?page=1&qCode=kmi&arcid=1316621793&cp=nv Introducing the Ocean Spray Cranberry Juice tasting event	Daily News	Sep. 21 2011	2,000,000	5	\$6,000
6	Daily Korean Economy http://kmomnews.hankyung.com/news/apps/news.sub_view?popup=0&nid=02&c1=02&c2=02&c3=00&nkey=201109191123411 Introducing the Danone French Cranberry Yogurt event	Daily News	Sep. 19 2011	2,000,000	5	\$6,000
7	Daily Focus http://www.fnn.co.kr/content.asp?aid=63f188fe8e564c0daadd0ae05905e4f7 Introducing Dr.Yoo's Energy Bar	Internet News	Sep. 28 2011	2,000,000	5	\$6,000

	Quick Charge Pack of Orion					
8	Sports Chosun http://sports.chosun.com/news/ntype.htm?id=201109280100197480017556&servicedate=20110928 Introducing Dr.Yoo's Energy Bar Quick Charge Pack of Orion	Internet News	Sep. 28 2011	2,000,000	5	\$6,000
9	Yeonhap News http://news.naver.com/main/read.nhn?mode=LSD&mid=sec&sid1=104&oid=077&aid=0002438809 Cranberry Harvest in Wisconsin	Internet News	Sep. 28 2011	2,000,000	5	\$6,000
10	Newsis http://news.naver.com/main/read.nhn?mode=LSD&mid=sec&sid1=104&oid=003&aid=0004103412 Cranberry Harvest in Wisconsin	Internet News	Sep. 28 2011	2,000,000	5	\$6,000
11	Prime Economy http://www.newsprime.co.kr/news/articleView.html?idxno=215645 Introducing the Danone French Cranberry Yogurt event	Internet News	Sep. 26 2011	2,000,000	5	\$6,000
12	BNT News http://bntnews.hankyung.com/apps/news?popup=0&nid=05&c1=05&c2=05&c3=00&nkey=201109201505493&mode=sub_view Introducing the Smoothie King 'Berry Berry Smoothie'	Internet News	Sep. 20 2011	2,000,000	5	\$6,000
13	Yeonhap Imazine http://news.naver.com/main/read.nhn?mode=LSD&mid=sec&sid1=103&oid=225&aid=0000010583 Introducing the Ocean Spray with Cranberry Juice event	Internet News	Sep. 19 2011	2,000,000	5	\$6,000
14	The Aju News http://www.ajnews.co.kr/view_v2.jsp?newsId=20110916000251 Introducing the Ocean Spray Cranberry Juice co-promotion	Internet News	Sep. 16 2011	2,000,000	5	\$6,000
15	Financial News http://www.fnnews.com/view?ra=Sent1001m_View&corp=fnnews&arcid=110914185009&cDateYear=2011&cDateMonth=09&cDateDay=14 Introducing the Smoothie King 'Berry Berry Smoothie'	Internet News	Sep. 14 2011	2,000,000	5	\$6,000
16	Biz Place http://www.bizplace.co.kr/biz/content/n_view.php?seq_no=42176&nID=201 Introducing the Smoothie King 'Berry Berry Smoothie'	Internet News	Sep. 14 2011	2,000,000	5	\$6,000
17	Asia Today http://www.asiatoday.co.kr/news/view.asp?seq=527262 Introducing 'Berry Berry Smoothie'	Internet News	Sep. 14 2011	2,000,000	5	\$6,000

	of Smoothie King					
18	Prime Economy http://www.newsprime.co.kr/news/articleView.html?idxno=213911 Introducing the Smoothie King 'Berry Berry Smoothie'	Internet News	Sep. 14 2011	2,000,000	5	\$6,000
19	Money Today http://stylem.mt.co.kr/styview.php?no=2011090814393887394&type=1 Introducing the Korea Yakult 'V Food Woman Program Multi-Vitamin Mineral'	Internet News	Sep. 9 2011	2,000,000	5	\$6,000
20	Segye ilbo http://economysegye.segye.com/articles/view.html?aid=20110831002934&cid=7111010000000 Introducing Kellogg's 'Special K red crunch'	Internet News	Sep. 9 2011	2,000,000	5	\$6,000
21	Prime Economy http://www.newsprime.co.kr/news/articleView.html?idxno=213533 Introducing the Jamba Juice 'Lemon Lime Smoothie'	Internet News	Sep. 8 2011	2,000,000	5	\$6,000
22	Kyeongin ilbo http://www.kyeongin.com/news/articleView.html?idxno=604438 Introducing the Korea Yakult 'V Food Woman Program Multi-Vitamin Mineral'	Internet News	Sep. 7 2011	2,000,000	5	\$6,000
23	City Daily http://www.clubcity.kr/news/articleView.html?idxno=87673 Introducing Kellogg's 'Special K red crunch'	Internet News	Sep. 6 2011	2,000,000	5	\$6,000
24	Prime Economy http://www.newsprime.co.kr/news/articleView.html?idxno=213016 Introducing the Smoothie King 'High Protein Nutrition'	Internet News	Sep. 5 2011	2,000,000	5	\$6,000
25	Money Today http://stylem.mt.co.kr/styview.php?no=2011083117413855407&type=1 Introducing Kellogg's 'Special K red crunch'	Internet News	Sep. 1 2011	2,000,000	5	\$6,000
26	Monthly Super Recipe Recipe Recommendation: 'Nuts Rust' with dried cranberries	Consumer Lifestyle Magazine	September 2011	45,000	5	\$3,000

							
27	<p>Emart Menu-book Introducing 'Cranberry Sauce' for Thanksgiving Day's Roasting Turkey</p> 	Consumer Lifestyle Magazine	Septembe r 2011	45,000	5	\$3,000	
28	<p>Naver Blog http://blog.naver.com/hshinae?Redirect=Log&logNo=30118710400 Recommended recipe; Cranberry Cookie with dried cranberries</p>	Portal Site Blog	Sep. 20 2011	15,000	5	\$100	
29	<p>Naver Blog http://poohnal.blog.me/50122220222 Recommended recipe; Cranberry Scone with dried cranberries</p>	Portal Site Blog	Sep. 29 2011	15,000	5	\$100	
30	<p>Naver Blog http://blog.naver.com/sandafe1219?Redirect=Log&logNo=60141512444 Food TV Event Recommended recipe; Cranberry Granola with dried cranberries</p>	Portal Site Blog	Sep. 22 2011	45,000	5	\$100	
31	<p>Naver Blog http://blog.naver.com/ssamssam48?Redirect=Log&logNo=130119677060 Recommended recipe; Cream Cheese Cranberry Cookie with dried cranberries</p>	Portal Site Blog	Sep. 29 2011	75,000	5	\$100	
32	<p>Naver Blog http://blog.naver.com/idd99?Redirect=Log&logNo=137848913 Food TV Event Recommended recipe; Cranberry Balsamic Sauce Steak with dried cranberries</p>	Portal Site Blog	Sep. 16 2011	150,000	5	\$100	
33	<p>Naver Blog http://blog.naver.com/lovelyoun41?Redirect=Log&logNo=100138280</p>	Portal Site Blog	Sep. 18 2011	30,000	5	\$100	

	564 Food TV Event Recommended recipe; Cranberry Rice Muffin with dried cranberries					
34	Naver Blog http://blog.naver.com/pory0822?Redirect=Log&logNo=60140894725 Food TV Event Recommended recipe; Cranberry Tart with dried cranberries	Portal Site Blog	Sep. 16 2011	15,000	5	\$100

4. NEW CRANBERRY PRODUCTS IN THE MARKET

Brand	Product/Menu Name	Description	Price	Photo
Smoothie King	Berry Berry Smoothie	Smoothie with Blueberries, Cranberries, and strawberries	W4,500 (\$3.80 USD) for 340ml, W5,500 (\$4.7 USD) for 450ml, W6,500 (\$5.60 USD) for 560ml	
Jamba Juice	Lemon Lime Smoothie	Smoothie with lemon and lime sorbet and 'Seven Berry Boost', containing blackberry, black current, blueberry, strawberry, raspberry, cranberry, and acai berry powders, and essential vitamins	W5,500 (\$4.70 USD) for 450ml, W6,500 (\$5.60 USD) for 560ml	
Starbucks	Organic Dark Chocolate & cranberry	Dark chocolate with dried cranberries	W6,000 (\$5.10 USD) for 55g	
Starbucks	Cranberry Walnut Cookie	Cookie with dried cranberries, cranberry concentrate, and walnuts	W2,000 (\$1.70 USD) for 43g	

Paul's Eleven	Cranberry Waffle	Waffle with dried cranberries	W1,800 (\$1.54 USD)	
Woongjin	Da-Chae-Woom	Cranberry juice with 50 % cranberry concentrate	W48,000 (\$41 USD) for 1 box (80ml X 30ea)	
Tous Les Jours	Cranberry Scone	Scone with dried cranberries	W1,300 (\$1.11 USD)	
Tour Les Jours	Berry Berry Bread	European bread with dried cranberries, blackberries, blueberries, and raspberries	W3,500 (\$3.0 USD) / 207g	
Kim Young Mo Bread	Cranberry Brie Roll	Loaf of bread containing brie cheese and dried cranberries marinated in wine	W6,000 (\$5.10 USD)	
Coffine Gurunaru	Fresh Blended Rasp-Cranberry	Yogurt smoothie with raspberries and cranberries	W4,800 (\$4.10 USD)	
Coffine Gurunaru	Greenberry Chip Blended	Smoothie with green tea powder and dried cranberries	W4,800 (\$4.10 USD)	

5. WEBSITE VISITORS

Number of Visitors to www.cranberries.co.kr for 2011

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Monthly Average
1,833	2,208	2,968	3,583	4,763	3,971	3,152	3,126	2,864				3,163

6. MARKETING ACTIVITIES

Program Management/Trade Communications (M09GXKS001)

CMC Korea office (Sohn's Market Makers) made contacts with following firms to update CMC activities.

Dried Cranberry Sampling Promotion with Paris Baguette

Ms. Hee-Kyu Song, Marketing manager, Product planning, Paris Baguette

Mr. Jung-Min Hwang, Assistant manager, Product development and marketing, Parks Baguette

CMC Korea held several meetings with SPC to discuss the in-store promotion of cranberry products. Paris Baguette launched new product, 'Berry Berry O Darling', a baked donut containing dried cranberries. A poster with details of the health benefits of cranberries was placed next to the pastry case. An additional in-store promotion at Paris Baguette's higher traffic stores in Seoul and Kyunggi was scheduled for the week of September 29. CMC Korea provided 20,000 cranberry sample packets (40g) to Paris Baguette, which were given to customers who made a purchase of more than W5,000 that included 'Berry, Berry O Darling'. CMC Korea will include details of the promotion in next month's report.



< In-store promotion of Paris Baguette >



< POP for the promotion >



< Cranberry samples with 'Berry Berry O Darling' >

Culinary Camp with CIA Alumni

Mr. Sang-Yong Oh, Marketing Specialist, ATO, US Embassy

Mr. Sun-Young Yoo, Promotion Specialist, ATO, US Embassy

CMC Korea contacted the ATO office to develop the details for the Culinary Camp they conducted on September 20. The Culinary Camp is ATO's annual event, working with the Korean alumni group of Culinary Institute of America (CIA), to develop recipes using various American food ingredients and present them through seminar luncheon and table-top exhibit. The confirmed participants included: USMEF, USAPEEC, CWC, CSARF, RAC, USDEC, ABC, and CMC. CMC Korea provided 10 kg of dried cranberry samples for recipe development, resulting in a 'Grain Salad and Seasonal Fruits with Cranberry Vinaigrette' being served at the luncheon for all participants. CMC Korea developed trade-targeting brochures and distributed the brochures to all participants who visited the table-top exhibit at the event. Participants also tasted the dried cranberries and received cranberry information from CMC Korea.



< Tasting and receiving cranberry brochures at table-top exhibit >



< Grain Salad and Seasonal Fruits with Cranberry Vinaigrette >

Mr. Jae-Yeol Lee, President, Gland F&B Korea

Gland F&B Korea is a local trading company dealing with organic fruit juice and beverages. Gland F&B would like to import blueberry & cranberry juice and requested testing from the KFDA. Benzoic acid was detected through the testing process. Because benzoic acid is not listed as an ingredient on the formular, Gland F&B asked for additional information regarding the benzoic acid in cranberry concentrate. CMC Korea advised the benzoic acid was a naturally occurring component of cranberries.

Mr. Dong-Jin Seo, Marketing Manager, Da-Chae-Woom FC division, Woongjin Food

Woongjin Foods, a food & beverage affiliate of Woongjin Group, has developed a new cranberry juice product, "Da-Chae-Woom", with 50% US cranberry concentrate. Woongjin Foods plans to produce a leaflet regarding the health benefits of cranberries, and are interested in including the CMC advertisement that was used on subway screen doors. The leaflet will be distributed to visitors in their retail stores. CMC Korea will supervise the editing of the leaflet, with all expensed being paid by Woongjin Foods. Woongjin Foods is currently reviewing the plan in-house. CMC Korea will schedule follow-up meetings to finalize the details in October.

Ms. Soo-Mi Kim, Marketing Manager, G&L

CMC Korea contacted G&L, and obtained an update on the activity plans for the rest of 2011, including the Paris Baguette promotion and Culinary Camp.

Consumer Media Relations (M10GXKS003)

Consumer Recipe Contest with Food TV & Super Recipe Magazine/Internet Café

CMC Korea held a Consumer Recipe Contest with Food TV and Super Recipe Magazine. The program included a general introduction of US cranberries and their health benefits. Also featured on the program; a cranberry fan who runs a hip restaurant in busy downtown Seoul that offers various cranberry products, and a cranberry lovers group enjoying various cranberry beverages and cocktails while quoting some popular dialogue from Sex and the City. In addition, various Cranberry recipe recommendations from culinary professionals and the consumer recipe contest were also included in the TV program.

The program originally aired on August 26, and will be rerun a total of 29 times between August 27 and September 8 . Food TV advertised the program through its web site (www.myfoodtv.co.kr/event/event_view.asp?eventIdx=28&eventStatus=1) and the internet café of Super Recipe Magazine (<http://cafe.naver.com/superecipe>).

From August 23-31, Food TV ran a contest. Viewers could enter to receive dried cranberry samples (about 200grams) to taste and incorporate into recipes. 50 finalists were selected on September 2. The contestants posted their review and photos of their recipes on their blogs, the Food TV site, and the internet café of Super Recipe Magazine from September 5-19. The final winner was announced on September 20.

Original air date	August 26
Rerunning schedule	August 27 ~ September 8
Contest entry	August 23 ~ August 31
Announcement of finalists	September 2
Recipe review	September 5 ~ September 19
Announcement of winner	September 20





< Announcement of final winners with cranberry recipes >

Cranberry Marketing Committee Guidebook

CMC Korea developed and produced the Cranberry Marketing Committee Guidebook, which will be distributed during the culinary camp event on September 20. The guidebook will be used for trade information and customer promotion. The 32-page guidebook includes a cover and back page with and inner pocket that can be used for additional printed materials.

7. PERFORMANCE MEASURES UPDATES

Performance Measure	2011 Goal	As of September 2011
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Number of cranberry products at retail	135	254
Number of bakery outlets offering cranberry products	20	36 (Paris Baguette, Tous Les Jours, A Two Some Place, Crown Bakery, Dunkin Donuts, Starbucks, Paris Croissant, Donut Plant New York City, Holly's Coffee, Bizeun, Beansbins, Vezzly, Bread Talk, Dalloyau, Pascucci, Krispy Cream Doughnut, Casa Meal, Angel-in-us, Waffle King, Joe's Sandwich, Suji's& London Tea, Beans & Berries, Bread & Co, Kim Young Mo Bread, Delica-Hans, Napoleon Bakery, Bonnuvel, Le Alaska, Dilly & Dally, Patisserie EGUCHI, Vecchia&Nuovo, One, Lucycato, Baker's Field, Paul and Paulina, Paul's Eleven)
Average # of bakery products offered per store	4.5	3.31
# of manufacturers offering cranberry products	13	64
% who have heard of cranberries	55%	N/A
% that have eaten/drunk products containing cranberries	55%	N/A
% of consumers able to identify at least one health benefit of cranberries	30%	N/A
% who would be willing to purchase a product containing cranberry	80%	N/A

** For the consumer PMs, a survey will be done with about 500 randomly picked consumers at the end of the 2011 marketing year.