

Guide for Hosting In-Store Recipe Demonstrations and Sampling

Hosting in-store cooking demonstrations is a valuable strategy to share cranberry recipes, key messages and health benefit information with your shoppers – driving sales and impulse purchases.

This guide contains easy-to-demonstrate recipes and tips that will get your shopper thinking about new ways to use cranberries – and more reasons to buy them. Share these recipes – which are also available as print-ready recipe cards – with your shoppers during demos so that they can recreate cranberry dishes at home, using products from your store.

Recipes Fit for Summer:

- **Demonstrate making a [Cranberry Potato & Cucumber Salad](#)**
 - This summer BBQ staple will grab shoppers' attention.
 - Demonstrate a semi-homemade version by mixing dried cranberries with the store-made potato salad available at the deli counter. You can also include the recipe in the deli section so customers can purchase it immediately after trying it in-store.
- **Demonstrate making a [Cranberry Cilantro Quinoa Salad](#)**
 - Feature all the ingredients on the demo table to show shoppers the simplicity of the recipe.
- **Sample a Cranberry Spritzer or Sangria**
 - Check out a variety of recipes at uscranberries.com.
 - Sample an alcohol-free version in-store so shoppers of all ages can enjoy.
 - Display a pitcher of spritzer or sangria to give shoppers more inspiration.

Recipes Fit for Fall & Harvest Season:

- **Demonstrate making a [Cranberry Cilantro Salsa](#)**
 - Display recipe ingredients on the side of your demonstration space, including fresh cranberries, whole ginger, limes, cilantro and scallions – this will help shoppers know what to look for!
- **Demonstrate assembling a [Roasted Fresh Cranberry, Wild Rice and Kale Salad](#)**
 - Assemble this recipe on the spot – tossing the ingredients together in a large salad bowl in front of shoppers allows them to see how easy this delicious and nutritious salad is to pull together!
- **Dress Up Your Demonstration Display**
 - Fresh and frozen cranberries float because they contain 4 air chambers – show shoppers their buoyancy by displaying them in a glass vase with water, or while sampling a cranberry cocktail or spritzer.

Cooking Demonstration Key Messages

Use these talking points when hosting cooking demonstrations to educate shoppers about fresh cranberries.

- Cranberries are a versatile fruit that offer big health benefits in a little package, offering unique polyphenols not commonly found in other fruits.
- Cranberries contain nutrients called proanthocyanidins or PACs (pronounced “packs”) that may play a role in helping to maintain urinary tract health.¹⁻³
- A serving of fresh cranberries contains 7 mg of vitamin C and 1.8 g of fiber.
- Cranberries are easy and convenient to use, making them a perfect ingredient for sweet and savory meals and recipes.
- Cooking with cranberries is a fun and easy way to incorporate unique flavor, color and variety into meals.
- A 2016 survey reveals that nearly half (46%) of Americans could not imagine their Thanksgiving or Friendsgiving without cranberries.⁴
- 80% of the U.S. population enjoys cranberries, which ranked in the top three most popular berries.⁴
- Beyond food, fresh cranberries add flair to cocktails – let them float on top of a Cranberry Margarita, Sangria or Mimosa, or skewer a few with a toothpick to garnish your favorite cocktail.

Cranberry Facts:

- Cranberries are grown throughout the northern United States – primarily in Wisconsin, Massachusetts, Oregon, New Jersey and Washington.
- Cranberries are harvested in the fall from about mid-September through mid-November.
- Fresh cranberries have four air chambers which allow them to float. This makes them great additions to floating candle arrangements or punch bowls.
- Because cranberries float, most are harvested by flooding the bogs and marshes. Fresh cranberries are harvested using a dry or wet harvest method.
- Ripe, fresh cranberries bounce when you drop them.

Fresh Cranberry Storage:

- Fresh cranberries can be refrigerated and will last for 3-4 weeks.
- Fresh cranberries can be frozen in their original packaging for up to one year.
- Frozen cranberries can be used the same way as fresh cranberries in most recipes, no thawing required.

For additional key messages and talking points, download the document [here](#).

For more information on the health benefits of cranberries, [visit CranberryInstitute.org](http://www.cranberryinstitute.org).

References

1. Howell AB. Cranberry proanthocyanidins and the maintenance of urinary tract health. *Crit Rev Food Sci Nutr*. 2002;42(3 Suppl):273-8.
2. Howell AB, Foxman B. Cranberry juice and adhesion of antibiotic resistant uropathogens. *JAMA*. 2002;287(23):3082-3.
3. Howell AB. Bioactive compounds in cranberries and their role in prevention of urinary tract infections. *Mol Nutr Food Res*.
4. Survey conducted by the Cranberry Marketing Committee and Kelton Global, 2016.