



US CRANBERRIES
America's Original Superfruit®

CMC International Activity Calendar*

July – December 2018

July	
July 2	Dried Fruits and Nuts Blogger Workshop (Pan-Europe)
July	Facebook Ad Campaign (Mexico)
July	Facebook Updates (Pan Europe)
July	Digital Health Communication (Korea)
July	Foodservice Promotion (Korea)
July	Retail Promotions (Delhi; Bangalore; Mumbai; Kolkata; Hyderabad; Pune, India)
July	PR, Website, and Social Media Updates (India)
July	Bakery Demonstrations (Delhi; Mumbai; Bangalore, India)
July	In-Store Promotions in Retail Chain Soriana (Mexico)
August	
August 2	U.S. Independence Day Celebration (New Delhi, India)
August	Facebook Ad Campaign (Mexico)
August	Facebook Updates (Pan Europe)
August	Public Relations Special Event (Mexico)
August	Nutritional Summit by ShethePeople.tv (India)
August	Retail Promotions (Delhi; Bangalore; Mumbai; Kolkata; Hyderabad; Pune, India)
August	Bakery Demonstrations (Delhi; Mumbai; Bangalore, India)
August	PR, Website, and Social Media Updates (India)
August	Public Relations Special Event (Mexico)

September	
September 3	Nutritionist Twitter Chat (India)
September 3	Health Seminar (Mumbai, India)
September 4	Health Seminar (Bangalore, India)
September 5	Retail Promotion (New Delhi, India)
September 6	Health Seminar (New Delhi, India)
September 7	Bakery Demonstration & Promotion (New Delhi, India)
September 17	Mixology and Culinary Competition at Food India by SIAL (Delhi, India)
September	Retail Promotions (Bangalore; Mumbai; Kolkata; Hyderabad; Pune, India)
September	Women Writer's Fest by ShethePeople.tv (India)
September	PR, Website, and Social Media Updates (India)
September	Cranberry Technical Utilization Seminars (India)
October	
October	Facebook Ad Campaign (Mexico)
October	Retail Promotions (Delhi; Bangalore; Mumbai; Kolkata; Hyderabad; Pune, India)
October	PR, Website, and Social Media Updates (India)
October	Bakery Demonstrations (Mumbai; Chandiharh; Hyderabad; Kolkata; Pune, India)
November	
November 8-11	Seoul Café Show 2018 (Korea)
November	Facebook Ad Campaign (Mexico)
November	Bakery Demonstrations (Hyderabad; Kolkata; Pune; Mumbai; Chandiharh, India)
November	Event with Chef Vicky Ratnani (India)
November	Retail Promotions (India)
November	PR, Website, and Social Media Updates (India)
December	
December	PR, Website, and Social Media Updates (India)
December	Facebook Ad Campaign (Mexico)

December	UpperCrust Food and Wine Show incl. Mixology & Culinary Competition (Mumbai, India)
December	Women Writer's Fest by ShethePeople.tv (India)
December	Bakery Demonstrations (Hyderabad; Kolkata; Pune, India)
December	Cranberry Technical Utilization Seminar (Mumbai, India)

***Please note that all China activities have been put on hold until we complete the NGO registration process**

Other Major Activities:

USAEDC Attaché Conference – July 11-12, 2018

CMC Summer Meeting – August 15-16, 2018

USAEDC Fall Workshop – November 14-15, 2018