

## Cranberry Key Messages

*You can use these key messages in your digital and in-store communications to educate shoppers on the versatility and health benefits of cranberries!*

### General Cranberry Key Messages:

- Cranberries are America's Original Superfruit® and are one of three commercially cultivated fruits native to only North America we eat today.
- Cranberries are a versatile fruit that offer big health benefits in a little package, offering unique polyphenols not commonly found in other fruits.
- A serving of fresh cranberries contains 7 mg of vitamin C and 1.8 g of fiber.<sup>4</sup>
- 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.
- You can find dried and frozen cranberries, along with cranberry juice and sauce year-round.
- All forms of cranberries are versatile and can be added to a variety of recipes and refreshing cocktails.
- According to a survey 80% of the U.S. population enjoy cranberries, which ranked in the top three most popular berries.<sup>5</sup>

### Summer Cranberry Key Messages:

- As America's Original Superfruit®, cranberries are the perfect ingredient for Fourth of July celebrations and summer BBQs.
- Incorporating cranberries in your summer menus adds unique flavor to sweet and savory dishes.
- Cranberry sauce is great as a spread on grilled or smoked meats, turkey sandwiches, grille d pizzas, mixed with cheese for a sweet and savory quesadilla filling or on its own.
- Add cranberry sauce to your barbeque sauce during the summer-grilling season for a tangy twist to the traditional flavor.
- Cranberry Juice Cocktail is a great addition to summer smoothies, sauces, salad dressings, spritzers, punches or on its own.
- Frozen cranberries are great in smoothies, sauces, relishes, chutney or mixed into applesauce.
- Adding dried cranberries to homemade potato salad or mixing into a summer salad adds chewy texture and a burst of sweetness.
- Dried cranberries taste great year-round as a snack, on top of yogurt and oatmeal and in salads, sauces, cookies, trail mix and other favorite dishes.

### Fresh Cranberry Key Messages:

- Fresh cranberries are easy and convenient to use, making them a perfect ingredient for sweet and savory meals and recipes.
- Fresh cranberries are popular around Thanksgiving, but their flavor goes far beyond the traditional holiday meal – they are also a Friendsgiving celebration staple and a delicious and versatile fruit to enjoy all fall and winter.
- Stock up on fresh cranberries while they are in season – buy one for now, two for the freezer. Fresh cranberries can be frozen in their original package for up to one year.
- Frozen cranberries can be used in place of fresh cranberries in most recipes, no thawing needed.
- You can use fresh cranberries to make sweet or savory salsa, relishes, chutneys or sauce. Enjoy as a side or spread on a sandwich!
- Try fresh cranberries roasted with winter squash, sweet potatoes or in a roasted cranberry and butternut squash soup – perfect to keep you warm and cozy this fall and winter.
- Fresh cranberries can be incorporated into your breakfast! Use fresh cranberries in your favorite muffins, pancakes and breads.
- Fresh cranberries are great for dessert too! Bake fresh cranberries into cakes or cookies, use them on their own, or pair with apples or pears in a fruit tart.
- Beyond food, fresh cranberries add flair to cocktails – let them float on top of a cranberry margarita, sangria, mimosa, or skewer a few with a toothpick to garnish a Cranberry Dark and Stormy.
- Cranberries are extremely versatile and are the perfect addition to sweet or savory holiday recipes, including cocktails, salads, and desserts, and they are great for décor, too.
- Get creative with fresh cranberries – their bright-hued reds and pearl-like shape enhance tablescapes, brighten floral and candle arrangements, and bejewel wreaths and garlands. Make your celebration vibrant and trendy with fresh cranberries!
- Fresh cranberries can be strung on twine to create a stylish and trendy garland that can be draped across a mantle or staircase.
- Create a seasonal wreath with fresh cranberries that add a modern pop of color, a festive welcome for your guests!
- A new survey reveals that nearly one in two (46%) Americans could not imagine their Thanksgiving or Friendsgiving without cranberries.<sup>5</sup>

### Cranberry Friendsgiving Photo Contest:

*Below are additional messages about the annual **Cranberry Friendsgiving Photo Contest** to drive cranberries sales by encouraging shoppers to enter for a chance to win cash prizes.*

- Cranberries have long had a place at mom's Thanksgiving table, and as America's Original Superfruit®, U.S.-grown cranberries are also the star of any *Friendsgiving* feast. In sweet or savory recipes, trendy cocktails or fashioned into elegant décor, cranberries are THE fruit for this holiday celebration.
- For a chance to win cash prizes, visit [CranberryFriendsgiving.com](http://CranberryFriendsgiving.com) to enter the Cranberry Friendsgiving Photo Contest.
- The #1 tip for a successful Friendsgiving: cranberries are key! A beloved tradition at Thanksgiving, cranberry dishes, décor and drinks are also a staple at any Friendsgiving feast.

- Celebrate Friendsgiving YOUR way – creative cranberry menus, fresh ingredients, cranberry drinks and bite-sized plates with cranberries – *the traditions are yours to begin!*
- According to a survey, cranberry eaters are healthy, active and adventurous! Millennials are already jumping on the bandwagon, with 69% adding cranberries to their meals.<sup>5</sup> So be sure to add the tasty and versatile cranberry to your Friendsgiving entertaining menu.

**Your shoppers may ask about sugar found in cranberry products – here is how you can explain...**

- The total amount of sugar in dried cranberries and cranberry juice is similar to that of other dried fruits and 100% juices.<sup>4</sup>
- Cranberry products are usually sweetened because, unlike other berries, cranberries are naturally low in sugar and high in acidity, making them especially tart. The Dietary Guidelines allow for a limited amount of added sugar to improve palatability, particularly in nutrient-dense foods like cranberries. They recommend less than 10 percent of calories per day be from added sugar.<sup>6</sup>

**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. US Department of Agriculture, Agricultural Research Service, Nutrient Data Laboratory. USDA National Nutrient Database for Standard Reference, Release 28. Version Current: September 2015, slightly revised May 2016. Internet: [/nea/bhnrc/ndl](http://nea/bhnrc/ndl).
5. Survey conducted by the Cranberry Marketing Committee and Kelton Global, 2016.
6. U.S. Department of Health and Human Services and U.S. Department of Agriculture. *2015 – 2020 Dietary Guidelines for Americans.* 8<sup>th</sup> Edition. December 2015. Available at <https://health.gov/dietaryguidelines/2015/guidelines/>.