



FRESH CRANBERRY SALES KIT

www.uscranberries.com



DRIVE FRESH CRANBERRY SALES

Increase fresh cranberry sales 9-11%
this fall and attract the coveted
Millennial consumer to your store

Capitalize on the holidays, including
Friendsgiving, to market fresh
cranberries – giving shoppers a
reason to buy



Contact info@uscranberries.com for more information or visit our [Brands & Suppliers](#) list.



FRESH CRANBERRY FACTS



- ✓ Fresh cranberries are a **versatile** fruit that adds unique flavor, color and variety to dishes – sweet to savory
- ✓ Cranberries are one of three fruits commercially cultivated **native only to North America** making them a fruit local to all of us!
- ✓ Most cranberries are grown in Wisconsin, Massachusetts, New Jersey, Washington and Oregon
- ✓ Fresh cranberries are harvested in the fall and available in retail stores from **September-January**
- ✓ Cranberries grow on **vines**, not in water
- ✓ Fresh cranberries have four air chambers that allow them to **float**, that's why some cranberries are harvested by flooding
- ✓ Most fresh cranberries are picked using the dry-harvest method, not harvested in water
- ✓ Fresh cranberries should be displayed in the produce department in a **cool, dry location**

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FRESH CRANBERRY RESOURCES

- ✓ [Fresh Cranberry Recipes](#)
- ✓ [Guide to Entertaining with Fresh Cranberries](#)
- ✓ [DIY Cranberry Floral Handout](#)
- ✓ [Floral Arrangement Video](#)
- ✓ [Cranberry Key Messages](#)



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FEATURE FRESH CRANBERRIES

In-Store

Showcase fresh cranberries, recipe cards, and décor ideas via:

- ✓ On-shelf signage
- ✓ End-cap displays
- ✓ In-store demos using fresh cranberry recipes
- ✓ In-store magazines, ad circulars and overhead radio
- ✓ Print and electronic coupons to drive cranberry purchases



Online

Amplify fresh cranberries by posting and sharing:

- ✓ Social media content using hashtags like **#AllAmeriCRAN**
- ✓ Cranberry features in blog posts and e-newsletters
- ✓ Digital- and print-ready promotional assets
- ✓ Social media shares of usage ideas to create cranberry buzz

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FLORAL CROSS-PROMOTION

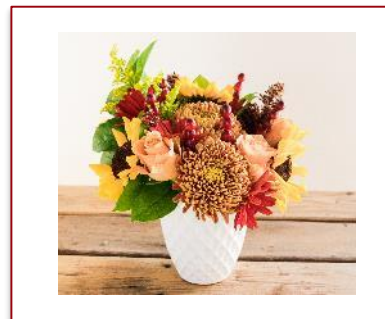
Fresh cranberries are a trendy addition to fall décor.

INCREASE SALES

A 2017 produce and floral department cross-promotion at a regional supermarket chain produced **a 267% lift** in movement of fresh cranberries compared to the average movement 7 weeks leading up to the promotion.



Feature **“how-to” video** highlighting ways to spruce up floral arrangements with fresh cranberries on your website, in e-newsletters and on social media channels



Distribute **“how-to” handouts** at point-of-sale in the produce and floral departments showing shoppers how to add fresh cranberries to floral arrangements they purchase in-store

FRIENDSGIVING: National Trend with Proven Results

In 2016, the Cranberry Friendsgiving Photo Contest connected retailers with Millennial shoppers and utilized a social media contest to *drive cranberry sales*. In total, the promotion generated **346,280,069 consumer impressions and nearly 1 million impressions through retail channels**.

While the Cranberry Marketing Committee no longer runs this program, consider promoting a similar contest through your own retail communication channels to *amplify holiday sales*.

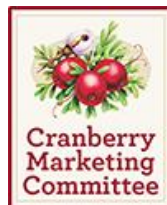
Fresh Cranberry Sale
+
Friendsgiving Contest
Promotion
+
Retail Magazines
Ad Circular
Point-of-Sale Signage
Blog & Social Media
In-store Demonstrations



Increased
fresh
cranberry
sales by
9 - 11%



Cranberry
Friendsgiving Guide



INCREASE CRANBERRY SALES

- ✓ Revitalize your produce department this fall and winter with fresh cranberry promotions. Take advantage of our free resources and capitalize on nationwide trends that can help you connect with Millennial shoppers and drive greater sales.
- ✓ Share your feedback with the Cranberry Marketing Committee and let us know how we can help you continue to promote fresh U.S. Cranberries in retail stores.
- ✓ Visit our [Brands & Suppliers](#) page to source U.S. Cranberries.



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ABOUT US

The Cranberry Marketing Committee (CMC) promotes the worldwide use and consumption of US-grown cranberries. The CMC was established as a Federal Marketing Order in 1962 to ensure a stable, orderly supply of good quality product. Authority for its actions are provided under Chapter IX, Title 7, Code of Federal Regulations, referred to as the Federal Cranberry Marketing Order, which is part of the Agricultural Marketing Agreement Act of 1937.

www.uscranberries.com

2527 Cranberry Highway, Building B | Wareham, MA 02571 | 508-291-1510

