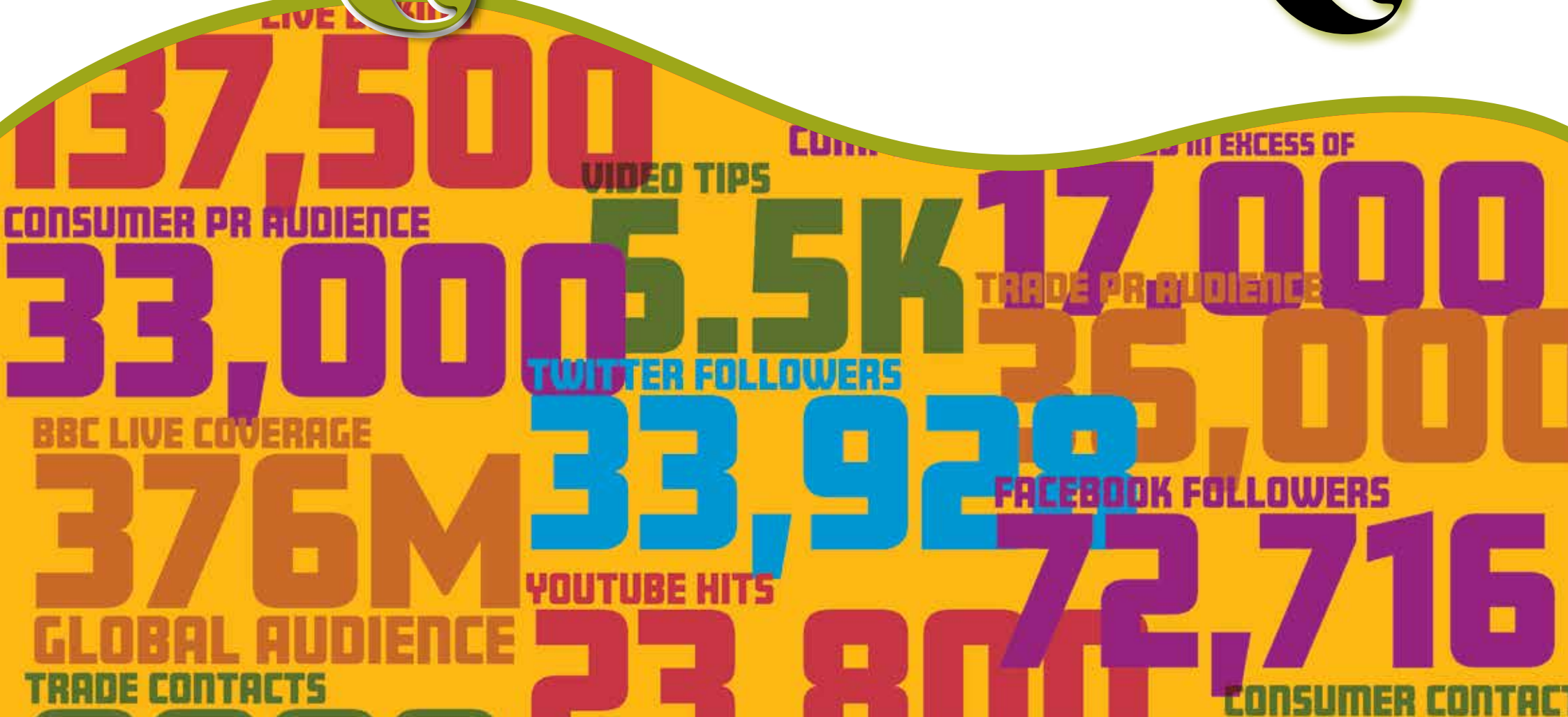


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GRAPE VINE

CALIFORNIA RAISINS' UK UPDATE: ISSUE 51





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Peter Meadows, UK and Scandinavia Representative, gives his update on the UK



Back in December 2019, when we were preparing for the Christmas festivities and California Raisins were being eaten in a wide variety of festive baked goods I don't think anyone could have predicted what was just around the corner. Less than a month away.

Since the pandemic hit the UK, we've been introduced to a whole new glossary of terms and phrases, 'lockdown', 'contact tracing', 'social distancing', 'furlough' and 'key workers' being just a few of many.

Shipments of raisins from California were only marginally disrupted despite issues at ports through lack of staff and at one point, the containers themselves, yet despite such challenges **imports to the EU remained stable**. Logistically then, not an enormous overall change from pre lockdown.

However, the biggest changes, in common with the rest of the world, have been profound in the UK food industry, foodservice, retail not to mention consumer shopping habits overall. It's no secret that the foodservice and hospitality industries as a whole – have been heavily impacted by the lockdown measures

imposed by governments. As pubs and restaurants slowly reopen, **Nielsen predicts grocery sales will rise by between 5% and 10% over the next couple of months**, with 'staycations' providing a potential further boost to the market. But many restaurateurs have been quick to adapt their business model to offer their customers more flexible, pandemic-friendly dining options. This has caused a surge in take-away and delivery service options, not only from quick service or fast-casual restaurants but also from higher-end restaurants. While the fees of delivery service providers (which typically reach as high as 30%) can be off-putting for many restaurateurs, there's good news on the horizon. Many delivery services are adapting their business models by reducing or eliminating their fees or opting for a fixed-rate, subscription option so restaurants can get a better return on their margins.

UK shoppers are continuing to turn to local shops and online grocers amid concerns about visiting larger supermarkets during the coronavirus pandemic. One in five British households bought groceries online in the past month, pumping up **sales for home delivery by 91%**, while small **independent stores rang up 69% more sales** in the three months to 20 June, according to the latest market data from Kantar.

Chains with stores on local high streets also did well, with Iceland and the Co-op both recording **sales increases of more than 30%**, taking the frozen food specialist to a 2.5% share of the market, its highest level since 2000.

Separate research from analysts at Nielsen found a quarter of consumers saying they were visiting local stores more often than they did before the pandemic. Shoppers were continuing to prefer big weekly or monthly shops so that they didn't have to go out so often.

The closure of pubs, restaurants and most coffee shops as well as the working from home trend meant an ongoing surge in grocery sales – **up 13.7% year on year in the 12 weeks to 14 June**.

The overall picture for grocery stores was less rosy, as the figures do not include sales of takeaway food, such as

sandwiches and small bottles of drink, which slumped by a third in early June as a result of the shift towards home-working.

The weather also handed grocers a boost. The hot bank holiday weekend at the end of May, with additional food and drink likely purchased for barbecues as **ice-cream sales increased by 58%, alcohol by 31%, meat/fish/poultry by 18% and soft drinks up 11%**.

Though restaurants and pubs have reopened, and grocery sales continue growing, there's still a degree of caution when it comes to dining out. The demand for staycations will also boost summer grocery levels as customers opt to stay at home or holiday in the UK. If the weather stays warm, this will be a boost for the supermarkets.

Online grocery sales jumped 92% in the four weeks to 12 July, rising to 13% of the grocery market from just over 7% before the lockdown began.

Independent convenience stores have also benefited from the lockdown, with sales up **nearly 60%** over the three-month period, as shoppers have wanted to stay closer to home. The Co-operative and Iceland have particularly benefited from the trend to stay local.

Separate data from analysts at Nielsen shows almost half of the additional cash spent on groceries during the lockdown period went to convenience stores as families preferred not to travel far to stock up.

We are a long way off a complete return to 'normality' and the looming recession could place a strain on family budgets. Consumer spending was likely to be held back as consumer confidence slid 18 points in the second quarter of 2020 to the lowest level since the end of 2013 according to Nielsen.





CHARLOTTE'S on the web!

During the COVID-19 outbreak and global crisis, UK schools closed for the Summer and may not fully open until the September 2020 intake. As a result, more and more parents/carers were conducting home schooling prompting an increase in remote teaching with many



additional online classes being created across the social media spectrum. In one case a celebrity keep fit instructor generated in excess of 80,000 viewers a day during his one-hour daily P.E. class.

The RAC partnered with Charlotte White, the creative force behind Restoration Cakes and author of 'Baking and Deliciously Decorated'. In partnership with Charlotte the RAC produced a series of online educational baking classes which were streamed live on social media.

The videos were filmed and uploaded on the California Raisins Facebook page where consumers were encouraged to take part in the classes. Viewers were able to interact live with Charlotte answering questions from viewers throughout each live stream. The live videos were uploaded to YouTube, Facebook, and Twitter and will remain online indefinitely.

The classes not only educated mothers/carers and children about the versatility of California Raisins in many home baked products, they also provided the viewers with some well earned fun and family time. Throughout the classes Charlotte highlighted the specific benefits of using California Raisins in specific recipes/baked goods and snacking. These videos also directed viewers to the California Raisin UK website and social media.

The 8 videos consisted of 30/45 minutes of live interaction and were held once a week over an 8-week period.

Episode
1

Wed 8th April 2020
Chocolate & California Raisins
Easter Nest Cupcake
Views: 2,167

Episode
2

Wed 15th April 2020
California Raisins Sticky Toffee Pudding
Views: 18,328

Episode
3

Wed 22nd April 2020
Vegan Chocolate & California Raisin Cookies
Views: 8,427

Episode
4

Wed 29th April 2020
California Raisins Rocky Road
Views: 28,003

Episode
5

Wed 6th May 2020
California Raisin Bread & Butter Pudding
Views: 6,489

Episode
6

Wed 13th May 2020
California Raisin & Cola Brownies
Views: 23,846

Episode
7

Wed 20th May 2020
California Raisin Fridge Fudge
Views: 33,357

Episode
8

Wed 27th May 2020
California Raisin Scones
Views: 11,470

TOTAL VIEWS 132,087



In addition to the live baking episodes, 2 minute 'Top Tip' videos were produced. To date reaching an

audience of 5.5k

To find more and view all the videos yourself visit www.californiaraisins.co.uk



ON THE ROAD

WITH THE ŠKODA V-WOMEN'S TOUR

California Raisins have been at the forefront of supporting healthy diets and exercise, through partnerships with many leading sports associations in the UK. The intention is to continue to develop this further to encourage more consumers to snack on California Raisins whilst exercising.

In early February 2020 California Raisins agreed to partner with The Tour of Britain, a major National cycling event, with a California Raisin Roadshow. Unfortunately, due to the outbreak of COVID-19 and the cancellation of large outdoor events, this event was postponed.

Instead It was proposed that The Women's Tour UK take place virtually, and California Raisins were one of the key supporters of the event.

The Women's Tour has gained itself the reputation of being 'the most globally recognized brand event of the UCI Women's World Tour'

The virtual tour was held during June 2020 and provided the worlds best riders the chance to race on 'magic roads' for the next best thing to racing on the roads.

The inaugural event was won by Leah Dixon of Team TIBCO Silicon Valley Bank, one of the world's leading women's PRO cycling teams.

The event ran in three stages from June 17th – June 19th, 2020. There was a maximum of 20 teams and 3 riders per team. Teams from all over the world took part. Bringing 'together' the worlds' greatest cyclists to the virtual UK roads. All stages were live streamed across multiple channels, including GCN, BBC Sport, ITV,

The Tour, and individual teams and rider channels, with live coverage on the BBC digital channel.

Alongside the event California Raisins booked media space on cycling websites, making an even stronger link with keen and professional cyclists.



Tweets from top cyclists

Rebecca Richards, April Tacey and Barney Storey MBE to name a few.



RESULTS

25,600 TOTAL VIEWS
including BBC, YouTube and online digital platforms

80 Online Articles

9,200 Website Users

5,200 Twitter Engagements

65,700 Facebook Reach

4,300 Instagram Reach

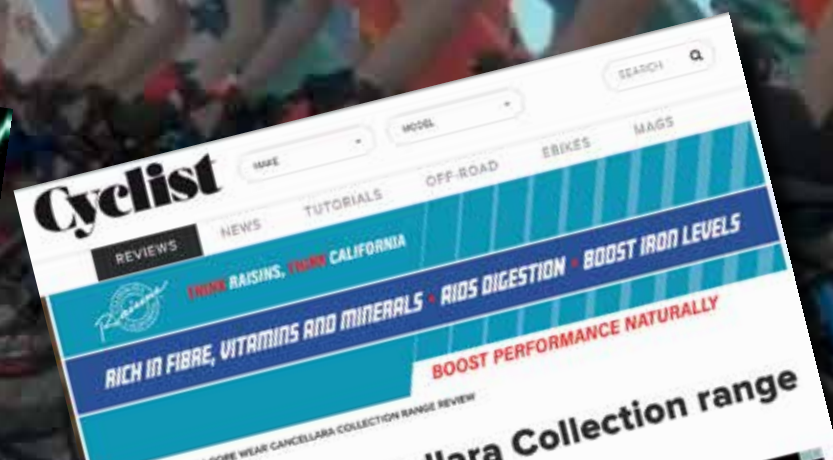
16,400 YouTube video views

As an official partner of the Skoda V-Women's Tour, California Raisins gained coverage opportunities such as the following:

- Virtual fence and billboard branding across virtual racecourse
- Twitter and Facebook postings on the official Women's Tour channels
- Full branding on all media platforms
- X1 newsletter inclusion
- Logo on all newsletter/mailings
- Commentator mention during virtual race
- Mention on all press releases by The Women's Tour
- Website banner on Women's Tour event page

California Raisin samples were sent to all the pro cyclists who took part such as: Dame Sarah Storey, Lucy Gadd, April Tacey, Louise Gibson, Rebecca Richards, Juliet Elliott, Meredith Gilbert, Megan Dickerson, Corrine Hall and many more.

LIVE
COVERAGE
NATIONAL
BROADCASTER
BBC





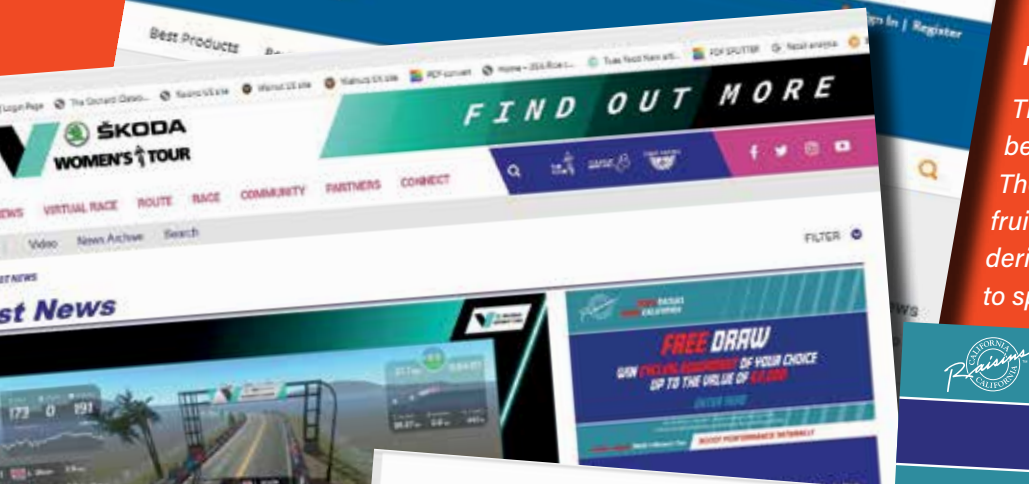
You've got to be in it to win it!

Two fantastic **consumer competitions** during lockdown.



During the **Women's Virtual Cycling event** – California Raisins launched a **FREE DRAW** whereby one person could win cycling equipment up to the value of £2,000. Readers were encouraged to visit the California Raisin website and read an article.

The article was based on a study by Currell & Jeukendrup which outlined the performance benefits when the mix of fructose & glucose found in raisins, are ingested prior to exercise. The article states that 100% natural dried fruit such as California Raisins – along with fresh fruit and 100% natural fruit juices – can also provide that much-needed injection of naturally derived carbohydrates for peak performance. California Raisins are a great natural alternative to sports gels, drinks, powders, and energy bars on the market.



CALIFORNIA RAISINS

BOOST PERFORMANCE NATURALLY

8,595 entries

Congratulations to Mark Whittaker (Oxford), who won £2,000 worth of cycling equipment



CALIFORNIA RAISINS

RICH IN FIBRE, VITAMINS AND MINERALS • AIDS DIGESTION • BOOST IRON LEVELS

BOOST PERFORMANCE NATURALLY

During each episode of **the Education Live Baking Streaming** with Charlotte White, viewers were encouraged to visit the California Raisin website and after reading an article on the 'Health Benefits of California Raisins' were asked a simple question relating to the article – all correct entries were placed in a **FREE DRAW** – the competition attracted 9,928 entries and 5 lucky winners each won a kitchen mixer.

9,928 entries



Congratulations to Sarah Page (Leighton Buzzard), Harvey Salmon (Suffolk), Jean Stewart (Liverpool), Nicola Grant (Kent) and John Adshead (Colwyn Bay), who all won a mixer.





CONTACTS, CONTACTS AND MORE CONTACTS

CALIFORNIA
RAISINS ARE
WORKING ON
NEW WAYS TO
COMMUNICATE,
INCLUDING
ONLINE
TARGETED PR
ACTIVITY WITH
CUTTING EDGE
SYSTEMS

We constantly review our database as well as cleanse and enhance contacts on a monthly basis. Prior to the pandemic additional contacts were usually generated through visiting exhibitions, whilst showcasing California Raisins at food events, as well as seminars, and conferences. Due to COVID-19 all these events were postponed or cancelled. However, this did not prevent the RAC from generating new contacts.

We teamed up with a UK based software company, which is a P.R. newswire distributor of press releases, mailings and up to date contact information to targeted audiences. The company holds the most up to date contact info from both trade and consumer sectors. The sectors include national and regional news, influencers, bloggers, importers, retailers, food manufacturers, bakers, confectioners and many more.

During May and June – this platform was utilised as a trial to forward mailings and press releases from California Raisins to specific audiences.

This platform allows us to communicate directly with the trade and consumers online about specific news, updates and bulletins with specifically targeted messages uniquely relevant to each audience, sharing our activities and communicating the reasons and benefits of using California Raisins.

As a result of one mailing for example, a consumer magazine, 'Baking Heaven', reached out to us following a consumer press release with vegetarian recipes for "Vegetarian Week". Baking Heaven requested more recipes from our website and requested permission to publish our recipes in future issues of their magazine.

A consumer blogger, Mummy Fever, reached out to us after they received our "Home Baking with California Raisins" mailing. Charlotte Pearson, "mummy blogger" requested samples of California Raisins as she was interested in creating her own recipes using California Raisins. She put together a blog post and social shares around using California Raisins in recipes.

Mummy Fever has an average of **260 unique visitors** per day and is currently **ranked #14** out of around 9000 UK parenting blogs.

Total Audience of: 33,000

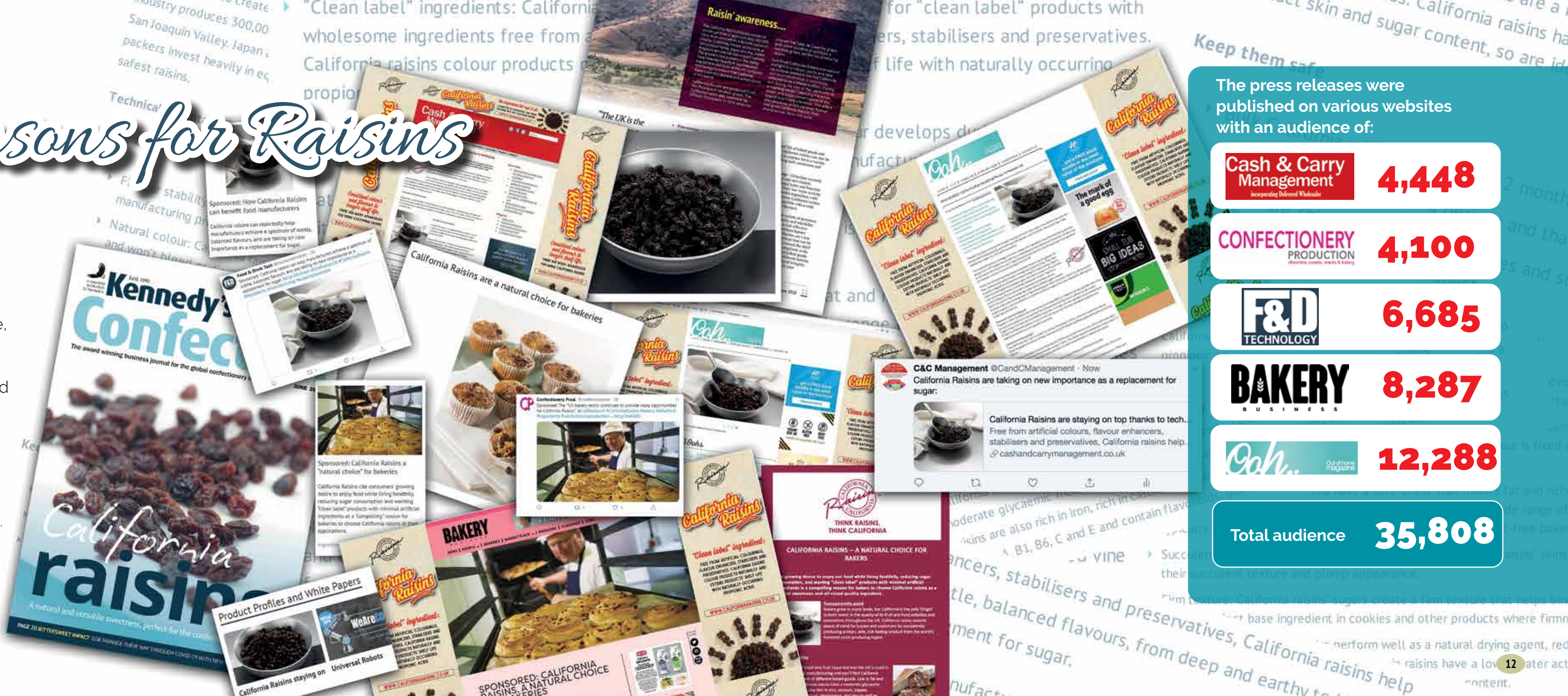


TRADE Reasons for Raisins

The team at California Raisins in the UK continues to promote the benefits of California Raisins via ongoing trade PR and advertising campaigns. During the 2019/2020, year the RAC focussed on a range of additional benefits including natural sweetness, extended shelf life, raising products' nutritional profile, as well as communicating why using plant-based natural ingredients, with no artificial additives is on trend with current innovation.

These benefits have positively influenced the UK trade in specifying California Raisins over other dried vine fruits from other origins, and a range of new products are being developed. The RAC's aim is to ensure continuous awareness, and specification of California Raisins by the trade and generating future loyalty towards California Raisins.

Articles were distributed to trade press members, trade magazine editors, chefs, bakers, confectioners, food service, food manufacturers and retailers.



The press releases were published on various websites with an audience of:

Cash & Carry Management
incorporating Delivered Wholesaler
4,448

CONFECTIONERY PRODUCTION
chocolates, russets, snacks & bakery
4,100

F&D TECHNOLOGY
6,685

BAKERY BUSINESS
8,287

Coh.
Out of Home Magazine
12,288

Total audience
35,808



CONSUMER

Reasons for Raisins

The California Raisin UK team continue to strengthen messaging to consumers via online and printed media and continually distribute educational press releases to editors of consumer titles throughout the year.

Online media campaigns also encourage consumers to visit and use the RAC website. These media campaigns have helped increase awareness of California Raisins and their related health benefits. Consumers are continually reminded that California Raisins fit perfectly with a healthy, plant-based lifestyle. The RAC continue to position California Raisins as a healthy snack for children and a nutritional way to enhance a variety of recipes for adults across the UK.

The RAC are constantly monitoring consumer trends helping to ensure that all messaging remains both relevant and of interest.

RAC circulated the following consumer press releases between January 2020 and June 2020:

- “New You” with Your ‘New Year’s Resolutions’ in 2020
- From Festive Indulgence to Fitness and Health: The “No Resolution” Approach to ‘New Year’s Resolutions’ – Inspired by California Raisins
- Have we got the perception of raisins and oral health all wrong?
- Health and California Raisins
- California Raisins Easter Recipe
- Easter Treats for All the Family with California Raisins
- Have You Been “Lent” Some Raisins?
- Easter Family Fun
- National Toast Day
- Cooking with California Raisins

Total digital audience of 17M

EASTER BOOKLET

To further help parents with ‘stay at home’ children during the Easter break, California Raisins uploaded its Easter activity booklet onto the home page of the website along with an Easter banner and a mailer was sent out to our consumer contacts on the database.



Maintaining Social Distance

KEEPING IN TOUCH DURING LOCKDOWN

A key part of the RAC's social media strategy has been continuing to communicate the **health benefits of California Raisins** and **challenge misconceptions** about dried fruit and added sugar. Posts have been created covering topics such as Veganuary, Easter, Vegetarian Week, COVID-19 and home baking. Most posts are aimed at parents with young children or young adults looking for cooking and baking inspiration and ideas. Health and nutrition are a recurring theme for California Raisins throughout all posts on both Twitter and Facebook.

Communicating the **versatility of California Raisins** has also been at the forefront of social activity by sharing recipe videos, which have received positive responses, especially during lockdown.

RAC builds **awareness** with food bloggers via Facebook and Twitter. Both channels offer excellent opportunities to communicate with a potential audience of over **30 million consumers**.

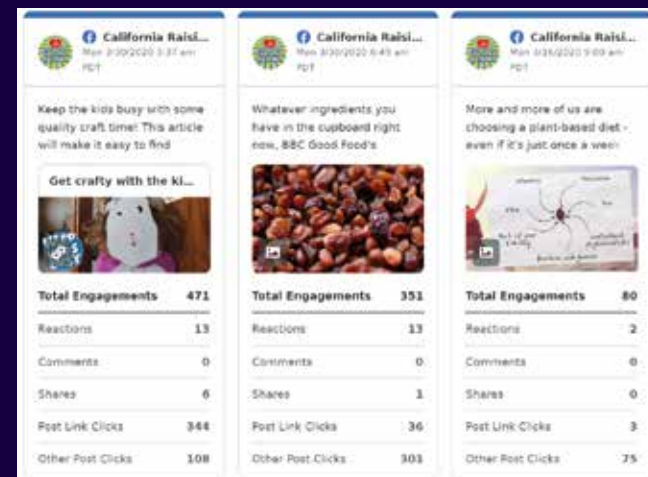
All our UK activities are promoted across social media platforms, keeping our loyal followers up to date, and growing our audience along the way.



Total Engagements	50
Reactions	29
Comments	0
Shares	1
Post Link Clicks	18
Other Post Clicks	2



Total Engagements: 922 Reactions: 127 Comments: 49 Shares: 18 Post Link Clicks: - Other Post Clicks: 728	Total Engagements: 656 Reactions: 120 Comments: 73 Shares: 15 Post Link Clicks: - Other Post Clicks: 648	Total Engagements: 475 Reactions: 74 Comments: 33 Shares: 7 Post Link Clicks: 1 Other Post Clicks: 369
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Total Engagements: 471 Reactions: 13 Comments: 0 Shares: 6 Post Link Clicks: 344 Other Post Clicks: 108	Total Engagements: 351 Reactions: 13 Comments: 0 Shares: 1 Post Link Clicks: 36 Other Post Clicks: 303	Total Engagements: 80 Reactions: 2 Comments: 0 Shares: 0 Post Link Clicks: 3 Other Post Clicks: 75
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Total Engagements: 51 Reactions: 9 @Replies: 1 Retweets: 3 Post Link Clicks: - Other Post Clicks: 38 Other Engagements: 0	Total Engagements: 20 Reactions: 11 @Replies: 0 Retweets: 2 Post Link Clicks: - Other Post Clicks: 4 Other Engagements: 0	Total Engagements: 8 Reactions: 6 @Replies: 0 Retweets: 1 Post Link Clicks: 0 Other Post Clicks: 1 Other Engagements: 0
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To date Facebook and Twitter have generated an audience of:

FACEBOOK 2019-2020

Total Impressions:	1,573,462
Total New Followers:	1,682
Total Engagements (UK Activity):	8,103
Total Video Views (UK Activity):	183,111
Total Link Clicks (UK Activity):	3,168



TWITTER 2019-2020

Total Impressions:	624.3k
Total Likes:	415
Total Replies:	36
Total Retweets:	57
Total Link Clicks:	370
Total Engagement Rate:	7.16%

Since January 2020 our Facebook following has increased by 44.5%.

This has been achieved by communicating the health benefits of California Raisins. Particularly as since lockdown, consumers are becoming increasingly aware of what they are eating and how it impacts their overall health.



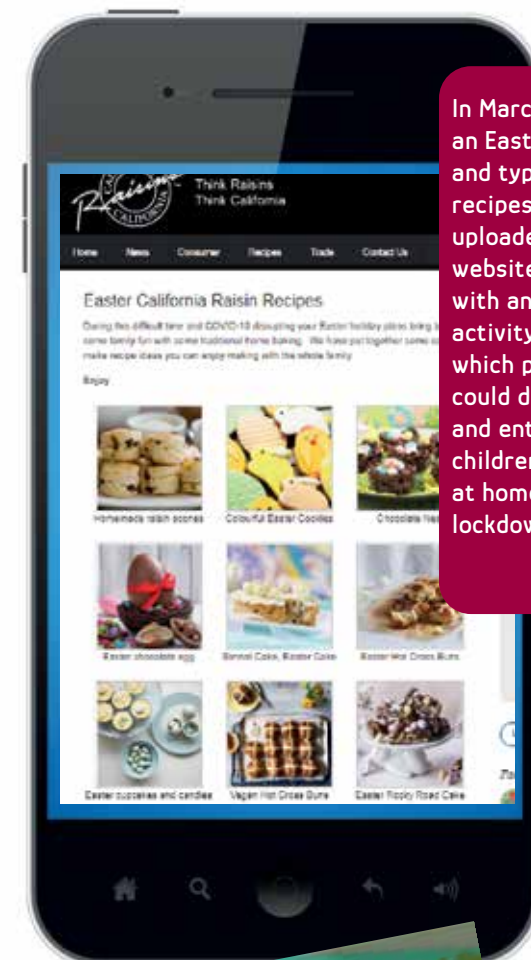
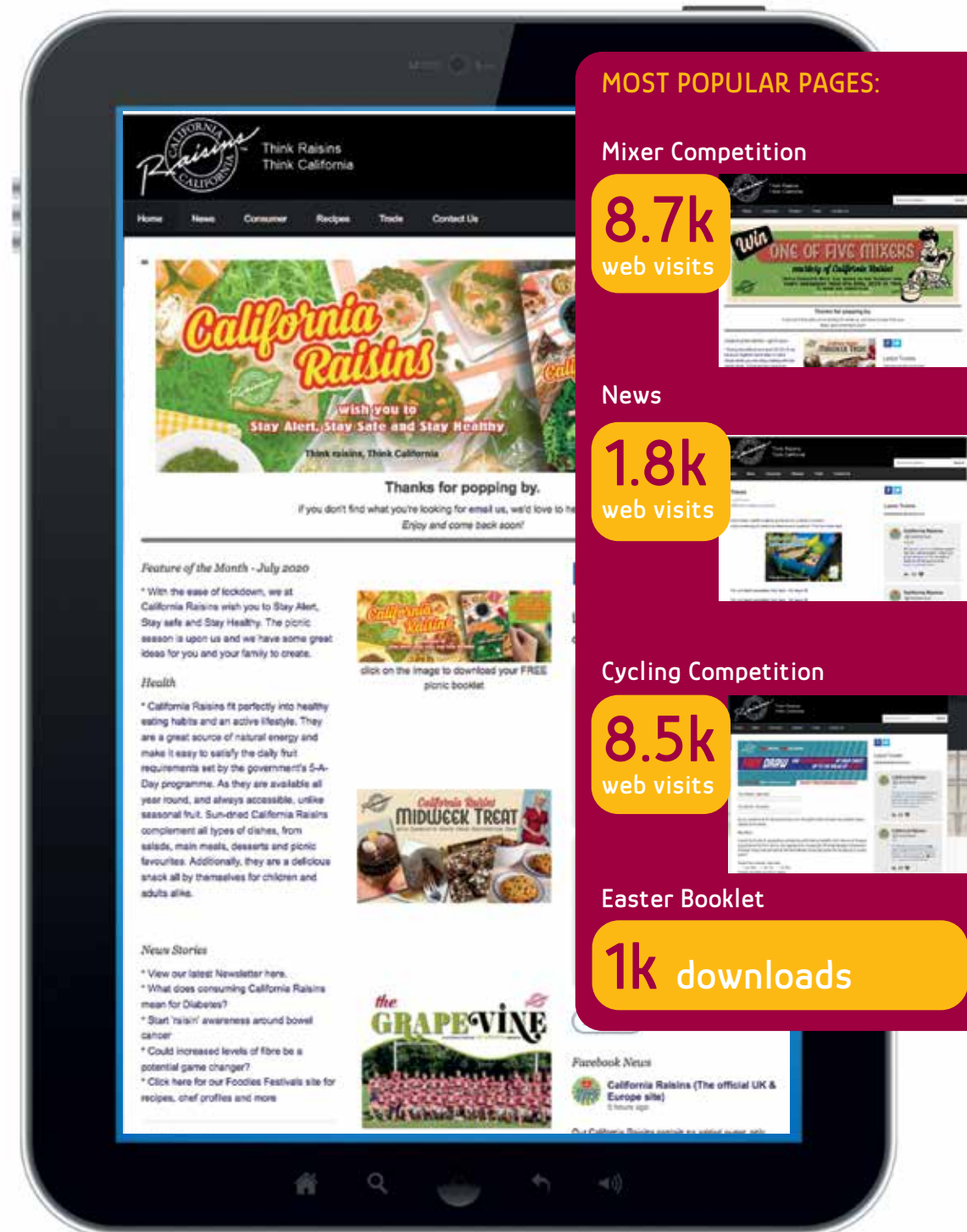
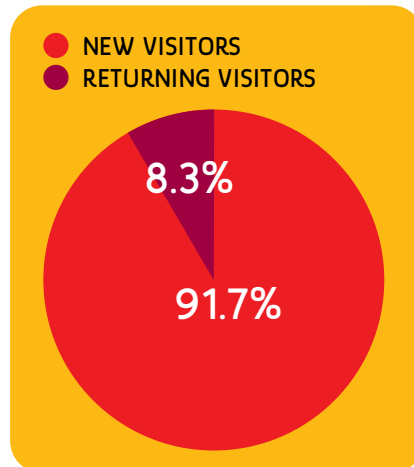


KEEPING UP TO DATE 24/7

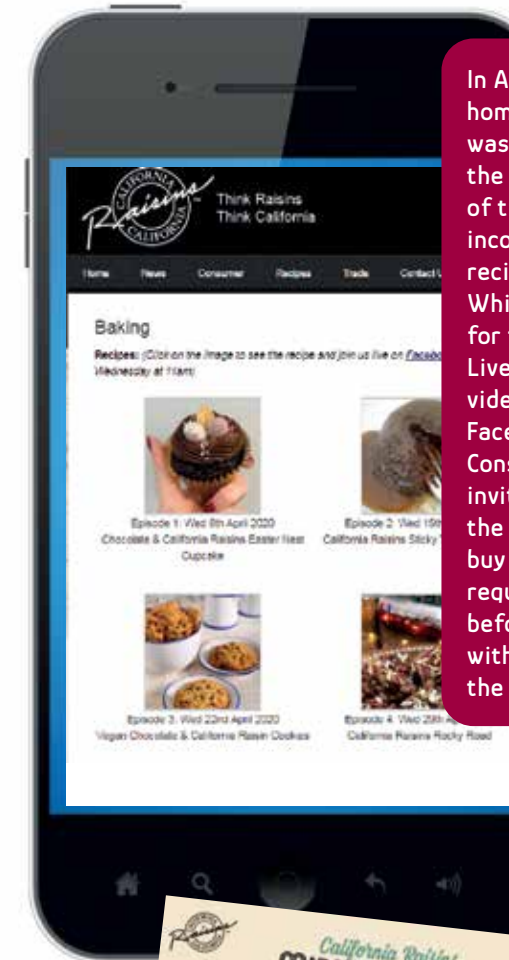
The UK website has gone from strength to strength since its launch in 2005 with a range of exciting new additions and recipe content. Including consumer competitions and articles regularly uploaded to the site. As a result of continuing updates and content, throughout 2019/2020 there has been a huge influx of new visitors to the website with a total of

19,701 new visitors and a total of 32,011 page views from July 2019 to June 2020.

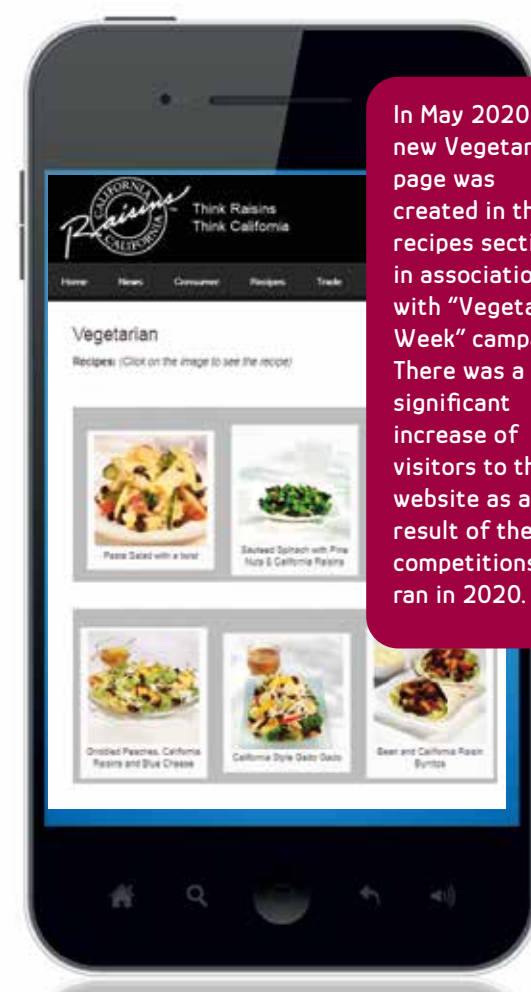
More specifically, the website is updated throughout the year with new recipes, usage ideas, nutritional and health orientated information, consumer competitions, news, and views, as well as general market information on California Raisins in the UK. RAC connects with respected food and drink bloggers and influencers, using the website as a valuable reference and resource.



In March 2020 an Easter banner and typical Easter recipes were uploaded to the website along with an Easter activity booklet which parents could download and entertain their children with while at home during lockdown.



In April 2020 a home baking page was created under the 'recipes' section of the website to incorporate the recipes Charlotte White produced for the Educational Live Stream Baking videos on the Facebook page. Consumers were invited to study the recipes and buy the ingredients required in advance before baking along with Charlotte in the live stream.



In May 2020 a new Vegetarian page was created in the recipes section in association with "Vegetarian Week" campaign. There was a significant increase of visitors to the website as a result of the two competitions that ran in 2020.



In the 2019/2020 year there were:

Total Page views: **32,011**
Total web visits (UK activity): **22,876**

We are in the process of updating the existing website to enable this platform to perform more efficiently.



Choose California Raisins

THINK RAISINS, THINK CALIFORNIA

For information on how the California Raisin Administrative Committee can help or support you, or to arrange a meeting, email: info@ukraisins.com telephone: +44 (0)1628 535 755. Or write to: California Raisin Administrative Committee UK, c/o The Garden Marketing & PR, Bourne End Business Park, Cores End Road, Bourne End, Buckinghamshire, SL8 5AS UK

CalRaisinsUK @CalRaisinsUK

