

the

GRAPE VINE

CALIFORNIA RAISINS' UK UPDATE: ISSUE 45



...S
FESTIVAL



EU EXPORTS

UP 13%

CALIFORNIA RAISINS REACH

5.3M

PEOPLE



IN THIS ISSUE

PAGE 1
RAC UK on 2017

PAGE 3
Small fruit
MIGHTY NUTRITION

PAGE 5
INTERNATIONAL
FOOD & DRINK
EXPO

PAGE 6
LONDON PRODUCE
SHOW 2017

PAGE 7
RAC AND NIC
WHITEHEAD,
2016'S BLOGGER
OF THE YEAR.

PAGE 9
BAKO Preston
and Western

PAGE 11
REBECCA HOLE, in one.
Zeelandia UK test baker

PAGE 13
FACEBOOK, TWITTER,
AND A WEBSITE

PAGE 15
HAVE WE GOT
NEWS FOR YOU?
TRADE PR FREE
COVERAGE

PAGE 16
CONSUMER PR

PAGE 17
THE RIDE
OF THEIR
LIVES

PAGE 19
CELEBRITY
BAKE-OFF AT
FOODIE FESTIVAL

PAGE 21
Ingredients Forum
at THE ABST

PAGE 22
Giving consumers a
spring in their step

PAGE 23
A note from the doctor

RAC UK on 2017

EU EXPORTS UP 13%



THE RAC UK'S REPRESENTATIVE, PETER MEADOWS

Up to May 31st 2017 California Raisin exports to the EU are up 13% over the same period in 2016.

As of May 31st 2017 global shipments of all California Raisin types **totalled 109,969** packed tons covering the first ten months of the current season (August 1 2016-July 31 2017) **compared with 97,836 tons** at the same time in 2015/16. **An increase of 12% YOY.**

Year-to-date domestic (US and Canada) shipments of natural seedless are **180,214 tons, 6% up** from **169,495 tons** at the same point in 2015/16. This gives a cumulative total of natural seedless shipments to all destinations for the year-to-date of **280,302 tons, 8% up** from the **259,697 tons** for the ten months of 2015/16.

Exports account for **39% of all California raisin exports,** slightly above the previous year's total but after only 10 months.

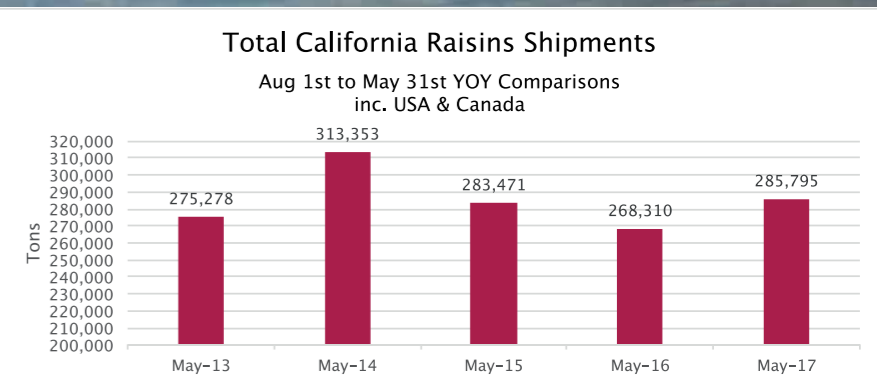
For May 2017 alone, domestic shipments (including Canada) of natural seedless raisins were **77% higher** than those of the same month in 2015 at **1,258 tons** against **710 tons last year.**

In the EU exports are up 13% over the same period in 2016 at 31,670 tons versus 28,151 tons last season. Key EU destination markets are:

Germany, UK, Sweden, Norway, Denmark, Finland and the Netherlands which collectively account for **29,839 tons** or **94%** of the total EU volume exported so far this year from August 1 2016.

As of 31st May 2017 the UK imported 7,925 tons a decrease of 4% on the previous year at 8,290 tons. In May alone the UK was the third **highest importer globally at 825 tons** behind Japan (3,109 tons) and Germany (849 tons).

RAC operates marketing activities in all of these countries with the exception of the Netherlands where the bulk (c.80%) of California Raisin shipments are transhipped to alternative EU destinations as well as Russia.





Small fruit

MIGHTY NUTRITION



In Partnership with The Royal Society of Nutritionists

California Raisins attended the Annual Dietician Conference in Nutrition to promote the many benefits of using California Raisins.

The Nutrition Society was established in 1941 and is dedicated to advancing the scientific study of nutrition and its application to the maintenance of human health.

Highly regarded by the scientific community, the Society is one of the largest learned societies for nutrition in the world.

The RAC took booth space at 2 events during September and December and presented to an audience of 500 people and companies involved in dietetics. The audience consisted of Senior academics, professors, Doctors of Nutrition, and Nutritionists working in the food industry. The RAC handed out technical info, sample packs and had baked products within the breakfast, lunch, and afternoon tea break-out areas.

The main objectives included promoting California Raisins via this major platform as well as promoting and demonstrating the health benefits and versatility attributes to a new audience. The RAC educated visitors on the best value dried fruit on the market, highlighting the safety and quality aspects and encouraged trial of California raisins.



The RAC met **Rick Miller** a sports nutritionist based in Harley Street, London. RAC will be conducting activities during 2017-18 with Rick, a strong supporter of natural foods and who advocates eating California Raisins as part of a healthy diet.

2,000 California Raisin samples distributed

500 nutritionists and dietitians





INTERNATIONAL FOOD & DRINK EXPO

29,000
Visitors

CALIFORNIA RAISINS
100%
Safe
NATURAL
SUN-DRIED

THE SWEETEST, TASTIEST, JUICEST, MOST OF ALL...
GROWN TO TIGHTLY CONTROLLED USDA STANDARDS
NATURALLY SUN-DRIED IN THE CALIFORNIA SUN



The International Food and Drink Event (IFE) is the UK's largest international food and drink exhibition and one of the top five food exhibitions in the world. Once again, California Raisins took a booth.

With **1,350 exhibitors** from **57 countries** and **29,000 visitors** from **108 countries**, and more than **2,000 food and drink industry professionals** in attendance. Visitors represented a truly global audience with key decision makers attending with buying responsibility across different industry sectors. Of the **36 key visitors** to the booth, **20% manufacturing (NPD)**, **24% catering**, **14% retail** and **18% wholesale/distribution**.

IFE gave California Raisins the opportunity to meet face to face with major blue-chip companies alongside specialist food producers. California Raisins benefitted from exhibiting in the Bakery/Confectionery/ingredients section which is one of the largest sectors of California Raisins activities.

RAC representatives invited importers, buyers, and all users of dried fruit to visit the booth and trial and use California Raisins rather than other competitive products. Information booklets and samples were handed out to 36 visitors to the stand.

Exhibitors from
57 countries

California Raisins exhibited at The London Produce Show to promote California Raisins to buyers of fresh produce.

The London Produce Show and Conference (LPS) is organised and hosted by the creators of the award-winning New York Produce Show and Conference (NYPS) as well as the Amsterdam Produce Show and Conference (APS).

These events aim to connect growers and suppliers of FRESH produce with as many buyers of their products as possible, and provide the time and place for meaningful interaction. The model has proved extremely popular and the NYPS and LPS are now well established international trade exhibitions and conferences for the fresh produce industry, set in the heart of two iconic cities.

A number of buyers and decision makers visited the booth, providing the RAC with the opportunity to demonstrate the versatility and attributes of California Raisins, and how they could offer value to fresh produce aisles.

In addition, RAC highlighted the safety and quality aspects of California raisins, which is RAC's core messaging across the board during 2016/17.

LONDON PRODUCE SHOW 2017





RAC & NIC WHITEHEAD

2016'S BLOGGER OF THE YEAR

California Raisins were delighted to team up with Nichola Whitehead who promotes easy to understand nutrition and diet tips.

Nic has **62,000 followers**, including over **18,700 followers** on Twitter as well as a growing influence on:

- YOUTUBE (> 17,200 FOLLOWERS)**
- INSTAGRAM (> 17,000 FOLLOWERS)**
- FACEBOOK (> 8,800 FOLLOWERS)**
- PINTEREST (> 1,400 FOLLOWERS)**

Nic was voted Blogger of the Year for the Health & Fitness Category 2016 and Voted Best Individual Health Blog in 2015.

Nichola Whitehead (better known as Nic) is a UK Specialist Registered Dietitian. Her aim is to motivate and inspire consumers to lead a healthier and subsequently happier life, one step at a time via her nutrition and fitness related blog posts and healthy recipes.

California Raisins teamed up with Nic and it seemed a natural fit as we both promote healthy lifestyles as a way of life.

California Raisins produced a 3 minute video with Nic which was used on her blog/website which included three healthy recipes using California Raisins.

Her 3 recipes, designed to focus on snacking, lunch and dinner meal occasions, included:



NO BAKE DATE & CALIFORNIA RAISINS ENERGY BITES



CHICKPEA, AVOCADO & CALIFORNIA RAISIN SALAD WRAP



KASHMIRI CURRY WITH CALIFORNIA RAISINS & CASHEW NUTS

HAVE A LOOK AT NICS YOUTUBE CHANNEL AND BLOG PAGE:
WWW.YOUTUBE.COM/USER/NICSNUTRITION
NICSNUTRITION.COM

6,590
VIEWS OF RECIPES

567
LIKES





BAKO – Preston and Western



BAKO is one of the largest national ingredient suppliers to the baking and food to go industry. Every year BAKO holds 'Open Days' in specific depots where they invite trade customers to sample new products and take advantage of promotions. California Raisins attended both depot events during the year, one in Preston and one in Cullompton in the County of Devon.

The Preston event attracted over 500 visitors and saw business increase by 8% across the range of products available at the event.



The Cullompton event once again had an exceptional uptake to their regional competition with 111 entries.



These two events brought together various suppliers of the bakery ingredients industry and key buyers were invited to not only sample California raisins but also sample them within various baked goods which were prepared by a local bakery. California raisins encouraged existing and new buyers of BAKO products to include California Raisins rather than other dried fruits in their baked goods. These events reinforced customer confidence and loyalty for California raisins and built stronger partnerships with suppliers to help promote and increase sales.

Visitors to the stand were asked to complete a short entry form to be placed in a FREE DRAW. This gave the RAC the opportunity to collate varied company details and add them to the UK database. 41 new contacts were added.

The RAC took booth space at both BAKO events and demonstrated seasonal products using California Raisins over other dried fruits. The RAC also implemented the 'Safe, 100% natural product' strategy on advertising leading up to both events.



REBECCA HOLE, in one! ZEELANDIA UK test Baker

Zeelandia manufacture a range of high quality bakery ingredients and release agents. Whether you are a craft baker, retailer, large industrial baker or food manufacturer they have a range of products combined with technical expertise to meet your needs.

Zeelandia inspires bakers around the world with smart ingredients that help them perform better and create top quality products. That's the everyday concern of over 2,800 employees at Zeelandia - a Dutch family firm with a global outlook and a passion for bakery ingredients since 1900.

Zeelandia have partnered California Raisins with many promotional activities and produced many exciting new products using California Raisins.

To receive information on any of these products send an email to: info@ukraisins.com



“California Raisins have supported many students throughout the years and this has assisted many with their confidence, enabled connection with top employers as well as test and trial ideas”.



1. Who is Rebecca Hole?



My name is Rebecca Hole. Last year I graduated from the National Bakery School at London South Bank University, with a bachelor's degree in Baking Technology Management. The degree program covered all aspects of practical bread and confectionery bakery, as well as modules in chocolate. The basis of the course was bakery science and business management with an emphasis on research and enterprise.

I was inspired to bake from a very young age, spending every Saturday with my Nan, producing 2 or 3 different things each week. She was a farmer's wife and in the land army during the war and so everything was produced at home. This ignited a passion for baking from a very young age which soon became a hobby as I grew up. Initially upon leaving college, I intended to go to University to study microbiology or pharmacology. After losing my father as a teenager, leaving home to go to university seemed like a big step for me so I decided to take some time out. I then worked a few years in hospitality, in kitchens, bars, and restaurant management, before spending a year backpacking around the world. This really helped me focus on where I wanted to be and what I wanted to do with my life. On returning from my travels, I began the university application process, again heading down the science route. I had been using my baking hobby to produce novelty birthday and wedding cakes for friends and family for a few years and with my business management experience, I had many suggestions to make this a career. I began to question my reasons for applying to university and decided to look for training opportunities in either baking or business. In my search, I stumbled across the course at the National Bakery School, Baking Technology Management. Reading the syllabus, it seemed like it was written for me! Bakery with food science and business management. Allowing me to use my science background as well as my creativity and business knowledge.

2. What were your initial ambitions?

I knew I wanted to work in some sort of development role. My aim was to develop the skills to eventually work in NPD or research and development, or perhaps technical baking alongside an NPD team within a larger craft bakery or ingredients supplier.

My passion lies in problem solving and being creative. I have a thirst for knowledge and a determination to be the best I can possibly be. Going back to education after 8 years certainly wasn't easy, but it is an achievement and I am proud of myself for doing it. I would say it has made me more driven to succeed and I have made the most of every opportunity that has arisen.

3. Any Advice you would like to share

My advice is always the same....

Get some good basic bakery training. Work in as many different environments as possible (i.e. craft bakery, industrial, ingredients, retail) even if only a few day's work experience, even if it's unpaid. Take every possible opportunity to attend events, network, and volunteer. Any way you can get involved, meet people in industry and make contacts... you never know who you'll meet and how valuable that contact might be in the future.

4. How did you become a Bakery Technician with Zeelandia?

During my first year of Uni, Zeelandia came into the bakery school and ran a workshop with us on bread improver technology. I then retained links with the company and ensured I kept in touch as much as possible at various events etc. over the 3 years of my course. During my second year, a group of us were invited to the

Zeelandia technical centre for a day. We spent the day learning about sourdough and baking various Zeelandia bread, doughnut, and cake mixes.

In spring 2016, Zeelandia advertised for a new role within their technical team in the UK. The course director at NBS was informed of the vacancy and the job was advertised to the students. I applied and was invited to interview and eventually offered the role.

5. Do you think entering competitions are useful?

Most definitely. Student competitions provide a myriad of opportunities for anyone; providing a platform for you to demonstrate your talent, a stepping-stone to achieving greater things in life. They represent unconventional but effective ways of securing internships, scholarships, jobs, and exposure to the real-world issues.

I entered many competitions during my student years and one of the most memorable was the one I entered with California Raisins. The prize entailed a trip to the famous Richemont School in Switzerland. I also won one of the quizzes that California Raisins organized at the ABST conference.





Facebook, Twitter, Instagram, and Snapchat are still increasing in popularity. These forms of social media have become natural forums for people to share opinions, information, ideas and much more.

FACEBOOK, TWITTER AND A WEBSITE

Social media is evolving rapidly and is now regarded as an essential part of any communication mix. Facebook, Twitter, YouTube, blogs, forums, and other social media platforms provide invaluable insight into consumer trends and an opportunity to engage in direct and indirect dialogue with individuals and consumer groups alike.

64,240
TOTAL VIEWS OF RECIPES



Over the past year California Raisins have launched 14 competitions across all social media platforms.



22,000
VIEWS OF SUMMER RECIPES

During 2016/17 California raisins launched the first of its recipe videos. The Christmas video, reached an audience of 27,375 in the first 2 weeks across Facebook, Twitter and YouTube. Easter saw the release of 3 further videos created and shared total views were more than 5k in 3 weeks. A third set of videos, focusing on summer time recipes, have received more than 22k views.



3,286
FOLLOWERS ON FACEBOOK



Launched in 2013 California Raisins social media campaign has gone from strength to strength. Further development to the existing website continues to increase activity and generate more interest across Facebook and Twitter through food bloggers, as well as raise awareness of California raisins using Facebook advertising across both Facebook and Instagram.

2,603
TWITTER FOLLOWERS



HAVE WE GOT

**TRADE PR
FREE COVERAGE**

Through recent research undertaken by the RAC representatives in the UK it is apparent that a percentage of the trade manufacturers, trade bakers and food producers are not fully aware of how using California raisins can benefit their business.

\$220,810

Equivalent Advertising spend

During 2016/17 The RAC conducted a major trade Public Relations campaign which provided an opportunity for the trade to learn all the aspects of California raisins, their health benefits and highlight the safety and quality aspect of the product.

287 Requests for general information and samples were received which ultimately has led to new products being created by craft and plant bakers, foodservice groups, and food manufacturers.

RAC UK, have proactively worked alongside many of the leading trade publications and achieved 108 articles of FREE coverage (\$220,810 advertising equivalent)

68 New Bakery items
containing California Raisins

81 Products
containing California Raisins

124,100

individual readers

Following in-country research by RAC UK which concluded:



NEWS FOR YOU!

**CONSUMER PR
FREE COVERAGE**

Awareness continues to increase in the consumer sector regarding the various nutritional and taste benefits when snacking on California raisins. However not everyone understands the safety and high quality growing practices factors used in California raisin production. Therefore, during 2016/17 the RAC conducted a Consumer relations campaign which reached a total audience of 5.3 million individuals with a media advertising equivalence value of \$197,000.

The campaign focused primarily on key safety messages, as well as meal ideas, current trends in the dried vine fruit market and additional relevant informative news. A number of press releases were produced throughout the year covering various issues from the natural sugar content of raisins to combatting dental plaque and these were distributed to editors of the consumer press.

The varied articles published gave readers a greater insight into all aspects of California Raisins from nutritional benefits to growing practices and encouraged them to visit the RAC's social media networks increasing footfall on Facebook, Twitter, and the California Raisin website.

Working alongside leading consumer titles California Raisins achieved 74 printed and on-line articles of FREE coverage for California raisins with an advertising equivalence of \$197,000.

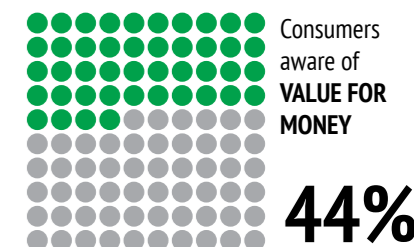
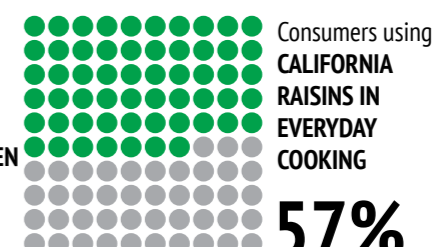
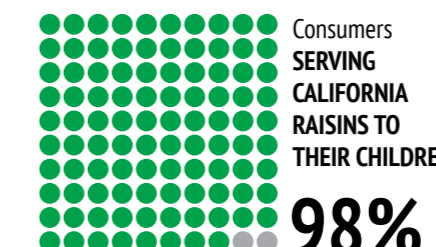
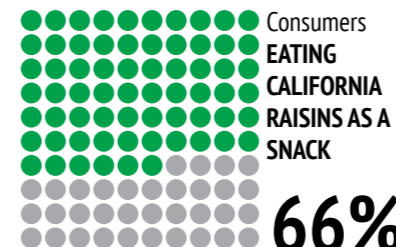
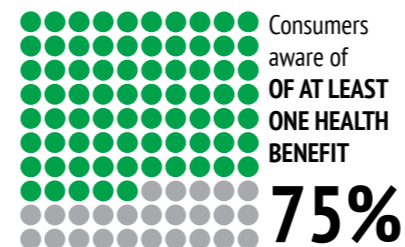
5.3 million

audience

Valued at

\$197,000

Advertising Equivalence





THE RIDE OF THEIR LIVES

RAC conducted two high profile online advertising campaigns during 2016/17, to communicate the value and quality of California raisins directly to consumers. These campaigns targeted 25-45 year old consumers, who are passionate about health and wellbeing, as well as the quality & value of their food and food ingredients.

The dried fruit market in the UK has seen a steady growth in recent years benefiting from positive health attitudes and habits. Retailer strategies have also taken dried fruit from the home baking aisle into additional fixtures in the fresh produce aisle providing consumers with new and innovative snacking options and increasing the number of supermarket dried fruit SKUs.

California Raisins continue to educate consumers on the benefits of including California raisins as part of a healthy, balanced diet.

The Cycling Campaign; the 100% natural sports supplement that tastes great!

RAC created an online media campaign targeting two leading Cycling Magazines. Bike Radar and Cycling news are for advanced cyclists and the magazines are targeted towards high achieving performance driven healthy athletes. Specifically, cyclists that are fitness fanatics and are constantly on the lookout for something special to take their sporting performance to the next level. The audience for these magazines live life to the max and they value high quality, premium brands.

RAC's message was that California raisins are a natural alternative to sports gels and previous studies conducted by California raisins in the US concluded that California raisins will equal the results gained in energy and performance and their medium Glycemic Index (GI) means that energy levels are even and consistent. However, California raisins are of course 100% natural, versatile and represent great value for money.

The media activity included animated ads and a competition page which ran through Bike Radar and Cycling News. The competition required visitors to read the background information and answer a related question to the article.

Which of the following statements are true of California raisins?

- They have a high Glycemic Index?
- Can only be used in baking?
- They provide slow release energy?

The article also included this call to action: 'California raisins are available in all major supermarkets and health food stores – look out for 'produce of USA' if 'California' isn't mentioned on the pack.'

The campaign generated 160,000 page impressions and 1,099 unique visits to the competition page throughout the campaign's duration.

The winning entrants were selected randomly. The main prize was a 6-night trip which included flights and half board accommodation for 2 people on the Cycling Plus Training & Fitness Camp attended by Rob Hayles and Darren Kenny 2 renowned names in the world of cycling. 5 Runner up prizes of a Nutribullet were also given away.

The campaign directed the audiences to the RAC UK website and encouraged them to enter online competitions and participate in interactive games.

"...I can't thank California Raisins enough for giving me the opportunity to train with two of my heroes!..."

The Winner



WHO ARE ROB HAYLES AND DARREN KENNY?

ROB is a three-time Olympic medallist and double Track World Champion, making him one of the most experienced and well respected riders in British cycling. Best known for his endeavours in the Team Pursuit and Madison events, Rob has been an integral feature in a 'golden era' for cycling helping to develop the careers of Mark Cavendish and many others.

DARREN is a gold medal winning, world record holding member of the GB Paralympic and David Mellor Cycles Teams. When not racing, he can be found training in the New Forest with his young son. At 18, an accident during the 1988 Junior Tour of Ireland cut short his cycling career. He began racing again in 2000, primarily as a means to keep fit. After winning the national disabled Circuit Champs and a silver medal on the track at Manchester he was invited to join Team GB. At the Paralympics in Athens he won 2 Gold medals, a silver and broke the 1km time trial world record. He currently holds all 5 track world records for his class.

WIN 2 PLACES AT THE CYCLING PLUS TRAINING CAMP with Rob Hayles and Darren Kenny. Nutrition, Fitness, Training, Flights, Hotels. WORTH £1,999. PLUS OTHER PRIZES.

160,000 page impressions

THINK PERFORMANCE THINK CALIFORNIA RAISINS. 100% natural sun dried raisins · Slow release energy.

FOR EPIC RIDES... UPGRADE YOUR NUTRITION.



CELEBRITY BAKE-OFF AT FOODIES FESTIVAL

The UK's biggest celebration of food drink and well-being

The RAC attended 5 National UK 'Foodies Festivals' over a 2 month period during the Summer months of 2017.

Foodies Festival is a series of three-day festivals each, over 5 events attracting around 300,000 passionate food-orientated consumers. Typical visitors across the series include high profile chefs, restaurateurs, industry food and drink buyers, and professionals.

Foodies Festival is now the UK's biggest food and drink festival with a series of events in typical park settings in major UK towns. Each festival attracts over 25,000 visitors.

California raisins worked alongside Charlotte White of Restoration Cakes. The creative force behind Restoration Cakes and Author of 'Baking and Deliciously Decorated'. Through her bespoke cake

designs, books, classes, and live demonstrations, Charlotte works tirelessly to bring glamour back into the kitchen, one cake at a time. Charlotte was the main spokesperson in the Cakes & Desserts Theatre and included California raisins in over 50 products.

The campaign had many messages, one main message focused on promoting California Raisins as a great source of natural sugar in Cakes and Desserts.

Recipe Booklet

A 16-page recipe booklet was produced featuring California Raisins that included: Specially created recipes from top chefs including Charlotte White TV personality from the California Raisins Cakes and Dessert Theatre.



All of our chosen bakers injected their passion and personality within these 10 recipes to make them as scrumptious as possible and included twists to traditional English classics that will have you drooling.

Our bakers added their own comments about California raisins and why they love them so much.

“ Baking with California raisins is always a pleasure, the only trouble I have is not nibbling my way through them as I bake, Says Charlotte White. John Holland also adds, “I know that when I use California raisins, I’m using a product that is known and respected worldwide, that tastes amazing in every bite and behaves itself when baking! ”

Between our fantastic 4 bakers they have over 66,000 followers on twitter!

300,000 VISITORS



WHY FOODIES?

Demonstrate California raisins as a healthy ingredient.

Encourage trial of California raisins.

Highlight the safety and quality of California raisins.

Celebrity endorsements.

110,000 social media followers.



Ingredients Forum at THE ABST

During June 2017, the RAC attended the Ingredients Supplier event which ran alongside the ABST conference.

This event was supported by 17 additional ingredient suppliers across the UK and internationally, such as Dawn Foods, Zeelandia, Puratos, CSM, Barry Callebaut. In addition to a varied business programme featuring opportunities for direct dialogue between delegates and leading industry experts, California Raisins conducted various product demonstrations.

The event gave the RAC a host of networking opportunities and not only introduced California Raisins in new products produced by many of the Ingredient suppliers, but also addressed an audience of 120 students in 10 separate seminars. These seminars consisted of the learning more about California Raisin products, the history, background, usage and ultimately the difference between California Raisins and sultanas.

As a key partner of this event California raisins occupied a promotional area, whereby various sweet and savoury



Total attendees
450



samples were handed out to the delegates. The RAC took the opportunity to address the audience during each seminar, and an RAC representative gave 10 x 10 minute talks to include the Safety issues, health and nutritional benefits and other attributes that California Raisins possess that enhance food products.

RAC also supply branded materials to run through the whole event.

Giving consumers a spring in their step

The Spring 2017 campaign was aimed at 25-40 year olds with pre-and primary school children who are looking for healthy snack alternatives.

The media activity included animated ads and a competition page which ran through online title, Made For Mums.

The competition encouraged visitors to read the article about California raisin before entering the competition. The article centered on messaging that California raisins can be carried anywhere and are the perfect 'on the go' snack. California raisins are 100% natural and great for busy Mums to give their children because of their health and nutritional values. The great value outdoors snack!

A paragraph in the article read, 'Swap out the sweets and replace them with healthy, 100% natural California raisins that are grown using only the sun and pure mountain water'.

Again, the article included this call to action:

California raisins are available in all major supermarkets and health food stores – look out for 'produce of USA' if 'California' isn't mentioned on the pack.

There were 5 first place prizes and 50 runners up prizes to be won, all winners were selected randomly from 3,797 entrants. First prize in the prize draw was a beautiful picnic hamper and runner up prizes were a limited edition Tea Towel.

This campaign directed the audiences to the RAC UK website and encouraged them to enter online competitions and participate in interactive games.



WIN a family picnic basket or a limited edition tea towel

THINK RAISINS, THINK CALIFORNIA

5 PICNIC BASKETS AND 50 LIMITED EDITION TEA TOWELS TO BE WON

3,797 entries

California Raisins

THINK RAISINS, THINK CALIFORNIA

bringing you the joys of spring

WIN a family picnic basket or a limited edition tea towel

CLICK HERE

THINK RAISINS, THINK CALIFORNIA



A note from the doctor...

The RAC were delighted to team up with Dr Hilary Jones' new concept - 'Live to 100' - this is the official platform promoted and endorsed by Dr Hilary Jones an English Doctor, presenter, and writer on medical issues, known for his media appearances, as **ITV's resident Breakfast TV doctor**. With **26.2K followers on Twitter** Dr Hilary is committed to promoting, raising awareness, and highlighting the benefits of a healthy diet to combat obesity and type 2 diabetes.

The RAC's objectives, were to promote and demonstrate the versatility of California raisins and position the product. And to also raise the awareness of this product being a healthy alternative to added sugar. In keeping with our strategy and messaging for 2016/17 the RAC also highlighted the safety and quality aspects of California raisins.

Production of online and printed materials were produced to reach an audience in excess of **500,000 people**.

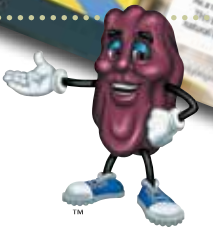
This partnership was an excellent opportunity to engage with an audience who already follow Dr Hilary Jones, a captive audience focused on everyday health issues such as diabetes, and lowering cholesterol.



audience of over **500,000**

THINK RAISINS, THINK CALIFORNIA

For information on how the California Raisin Administrative Committee can help or support you, or to arrange a meeting, please get in touch: 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



[f CalRaisinsUK](https://www.facebook.com/CalRaisinsUK) [@CalRaisinsUK](https://twitter.com/CalRaisinsUK)