

RAISIN' VIEWS

CALIFORNIA RAISINS' UK UPDATE **ISSUE 40**

100% Natural

California
Raisins



Available all year

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SHARING NEWS,
VIEWS AND
INFORMATION
WITH BAKERS,
CONFECTIONERS,
WHOLESALEERS,
MANUFACTURERS
AND RETAILERS.

THE UK NEWSLETTER FROM
CALIFORNIA RAISINS



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CALIFORNIA RAISINS TAKE CENTRE STAGE AT IFE

California Raisins adopted an innovative approach to promoting the versatility of California Raisins on its stand at the IFE show in London.

Using a superheroes theme, the stand conveyed the many attributes of California raisins, in particular their taste and versatility. Other messages focused on California Raisins being fat and cholesterol free, naturally sweet, 100% natural and of a consistently high quality.

Speaking to FOODNEWS Cassey said "We're hoping to meet with many key buyers here including importers and bakers,"

In addition to meeting with UK contacts, California raisins UK met with a number of international visitors to the stand, including from Spain, France, Africa and Ukraine. California Raisins featured mini muffins

Cookies and biscuits on display kindly produced and supplied by The London Bread and Cake Company.

Cassey said that there is increasing usage of raisins in hot cross buns now and that they are a year round item instead of only at Easter whereas in the past sultanas were the main vine fruit used.

In addition, over the last few years there has been a marked upturn in major food supermarket chains stipulating the word "California" on their own-label raisin packaging. For example, recently Waitrose has been doing this with its ranges of hot cross buns, Cassey noted.

Ensuring a bright Fruiture

Advertising to the bakery and confectionery trades

5,500
TRADE CONTACTS
REACHED

WEB BANNERS IN
4 KEY BAKERY AND
CONFECTIONERY
PUBLICATIONS

ADS IN BAKERY
ASSOCIATION
NEWSLETTERS
REACHING
1,200 MEMBERS

California Raisins conducted a new advertising campaign in the Bakery and Confectionery sectors and reached an audience of 5,500 over 2 months.

The campaign focussed on quality, value for money and versatility.

Bakers and Confectioners are aware that the California Raisin industry offers a variety of products that are ideal for industrial applications. But there is still a need to articulate other attributes such as California Raisins' ability to extend shelf life and how they can be used as a sugar substitute and fillings for hard candies and moulded chocolates.

California Raisins will launch a further campaign later in the year across multiple advertising channels including electronic and traditional media with a variety of messages around versatility and quality.



Looking after the Little Ones



A child's health and safety is never far from any parents mind. California Raisins recently launched it's health and safety campaign to an audience of 1.1 million mums and mums to be.

Featuring a fun packed activity and general safety booklet with some easy tips on talking to their children about various health and safety issues. The booklet also demonstrates how to incorporate California Raisins into a healthy lifestyle, from snacking ideas to recipes using California Raisins in innovative ways in cooking including baking.



1,000 BOOKLETS WERE SCOOPED UP WITHIN 5 DAYS OF THE 30 DAY CAMPAIGN

FULL STEAM AHEAD in Yorkshire

CBA
CRAFT BAKERS
ASSOCIATION

370
BAKERS AND
INGREDIENT
SUPPLIERS
ATTENDED

**CALIFORNIA
RAISINS**



**GROWN
TO
PERFECTION
IN THE
CALIFORNIA
SUN**
SINCE 1876

WWW.RAISINS.ORG

Once again George and Heather Fuller of Fuller's Bakery in Yorkshire made the Craft Bakers Association (CBA) members of the Yorkshire region proud with their annual party held at the National Railway Museum in York. 370 members and guests including bakers, confectioners and ingredient suppliers from around the UK and Germany enjoyed an eventful evening.



"This year was another successful event and we go from strength to strength with attendees. It's an exceptional evening but it would not be possible without the support of key suppliers like California Raisins"

George Fuller, Fullers Bakery

Southern Stars Shine in Kent



Around 90 key industry bakers, confectioners and bakery suppliers from across the UK attended The LASER (London & South East Region) of the Craft Bakers Association

New Year's Dinner held at the 900 year old Leeds Castle in Kent. The event provided many industry members with the opportunity to network throughout the evening with dinner and light entertainment included. One of the highlights of the evening was the exceptional 3D cake supplied by Lisa Parkinson of Beachcomber Cakes Ltd. The cake paid homage to the resident black swans that frequent the surrounding castle moat. The whole creation took around 100 hours to create and featured the swans sitting on top of the 3 tiered cake made of chocolate, Lemon and 6 Kilos of California Raisins.

***"Chocolate and California Raisins...
It doesn't get any better does it?"***

Mike Holling – Birds of Derby (Bakers)

Being Social In Media

Daily demand in the UK for social media is increasing rapidly as social networking has grown from 0.97 billion in 2010 to **1.79 billion** users in 2014.

Our social media activities go from strength to strength... Over the past 6 months Twitter has seen an increase of followers from 176 to **383** which includes individuals and companies, and our audience reach on Facebook increased over 1,000% from 880 to an astonishing **9,648**.

As our social media campaigns gather momentum, we will be featuring recipes and usage ideas, where to buy, what to look for, health tips and competitions with followers aimed at growing our follower base further.

**FACEBOOK AUDIENCE
INCREASED BY 1,000%**



[f CalRaisinsUK](#) [@CalRaisinsUK](#)

CONTACTS

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