

RAISIN' VIEWS

CALIFORNIA RAISINS' UK UPDATE **ISSUE 42**

Simply the

**CALIFORNIA
RAISINS
ATTENDS
EXTRAVAGANZA**



**THE UK NEWSLETTER FROM
CALIFORNIA RAISINS**





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2015...

California Raisins takes a look back

RAC UK's representative Peter Meadows



Peter Meadows

The loyalty shown by many premium suppliers towards California Raisins has been excellent and California Raisins exported 11,497 metric tonnes. In 2015 despite being 45% down on last year, the UK remained the second largest export market behind Japan.

The frosts earlier in 2015 in Turkey saw prices from the region increase and there was speculation over what the Turkish sultana crop ended up totalling in 2015. Some analysts suggested it was down by as much as 100,000 MT plus to less than 200,00 MT.

Following frosts in Turkey and record crops from South Africa 2015 proved to be another unique year in the dried vine fruit industry.

In 2014 rain at a critical time in Turkey created a swing back to California Raisins. In 2015 frost affected the Turkish crop at a critical time.

Having spoken with a number of key importers in 2015 it is clear that there is still strong support and loyalty for California Raisins. Although price is important it appears that this is not the only driving factor behind purchase. Particularly among many premium customers in retail multiples, bakery and confectionery.

Given all of the factors and variations year on year, the UK is still the number 2 export destination for California Raisins, accounting last year for about 10% of the total California Raisin exports of 120,505 tons. In fact global California Raisin exports decreased the previous year in both Europe and Asia by 22%.

UK activities have helped drive demand in key sectors

California Raisins, UK activities have helped drive demand in some key sectors. The 2016 consumer focus remains on mothers with children, and to a certain extent schools, and greater use of social media has seen increased usage and followers, particularly on twitter. In addition a range of activities are aimed at the entire UK trade including wholesalers, retailers, bakers confectioners and manufacturers who collectively make up the bulk of the trade users of California Raisins in the UK.

United Kingdom
2nd most
important export
destination
for California Raisins

Total worldwide
California Raisin exports
120,505 tons

United Kingdom
accounts
for 10%
total exports

It seems a far cry from the early years of Birds when 3 brothers returning from the Great War set up their first shop and bakery at 234 Upper Dale Road, Derby, writes Peter Meadows who visited Birds of Derby in November 2015.

BIRDS OF DERBY *Flying high*

Frank, Reginald and Thomas were enterprising souls and the bakery proved a success right from the start. The 3 brothers continued on into World War 2 when the company could only produce a fraction of its

usual goods due to strict rationing. The decision was taken to continue to produce quality not quantity, resulting in long queues outside the shops.

Now, 97 years after its conception Birds of Derby boasts 56 shops across the Derbyshire, Nottinghamshire, Leicestershire and Staffordshire regions, and is a household name in all 4.

Managing Director Mike Holling who joined Birds in 1992 says, "The popularity of Birds is down to the quality of our staff and the high standards we all set for our products. Our customers, who number over 20,000 support us with their loyalty and we wouldn't get that loyalty were it not for the quality and consistency of our products"

It takes a commitment to quality to endure 90 years of business and all the changes that have taken place during that time. But Birds has managed to change with the times and it is this continuous innovation which helps them stay ahead of the game, allowing them to expand when others consolidate.

Birds MD Mike Holling with the top selling fruit cake line which contains California Raisins



In 1974, Paul Bird, grandson of one of the founder members, wrote Birds mission statement, which still stands today;

"To provide our customers with the highest possible quality of cakes, pork pies and bread and savouries, at a reasonable cost and with a friendly and reliable service"

"We've successfully managed to develop from an Edwardian to a 21st century business in 90 years" says Holling "we continually innovate, for example we are working on creating our own chocolates with our Master confectioner and the results so far have been superb" he adds.

"Recently the trends are moving towards healthier breads and 'value added' breads, says Holling " and we simply could not produce quality products without maintaining our 'quality ingredients' profile. Take for example our fruited products which continue to sell really well.

"We only use California Raisins in our fruited breads, the texture and sheer baking quality helps produce a best seller in our mince pies"

As a testimony to that statement, the bakery was recently awarded the title of "best mince pie in Derbyshire" by readers of the Derbyshire Telegraph. "The main ingredient of a mince pie? Well the mince of course...and California Raisins are a primary ingredient of that" said Holling.

He concluded that Birds sold a whopping 400,000 mince pies by the end of Christmas eve 2015. The bakery sold 31,875 on Christmas eve alone.

Clearly it takes a huge team effort behind the success of a brand like Birds of Derby and with Mike Holling at the helm the company looks set to last a very long time indeed. Perhaps another 97 years.

"Sadly I doubt I'll be around but everyone at Birds, past or present has left a lasting and continuing testimony to its success over the years, long may that continue" said Holling.



Birds of Derby HQ



Over 400,000 mince pies are produced every year



Traditional Fruited Cake with California Raisins



25 vans deliver to 4 counties in the UK midlands.

CONSUMER ONLINE AND ADVERTISING

California Cool in the Kitchen

California Raisins launched their "California Cool in the kitchen" campaign with MadeForMums reaching an audience of 2.8 million mums and mums to be.

With 250 California cool aprons for the kids and a copy of our California cool recipe book to giveaway, packed with family friendly recipes and great activity ideas for the little ones highlighting the benefits of using California Raisins in baked products and every day meals.

ENTER TODAY FOR YOUR CHANCE TO WIN ONE OF 250 PRIZES COURTESY OF CALIFORNIA RAISINS.

2,582 TOTAL COMPETITION ENTRIES

AUDIENCE OF OVER 2.8M MUMS



OVER 500,000 OPPORTUNITIES TO SEE

THE COMPETITION RECEIVED 32,074 TOTAL PAGE VIEWS



Bolton Festival and Summer Meal Deal

POINT OF SALE IN ALL 63 STORES

25,000 SAMPLE PACKS DISTRIBUTED



California Raisins joined over 150 stalls across the town of Bolton North Yorkshire to offer various products and dishes made by leading traders and local regional chefs. Consumers were spoilt for choice of what to eat for breakfast, lunch and dinner. Not only were the streets filled with consumers trying out these dishes, there was also the opportunity to attend free cookery demonstrations. Street entertainment was also an attraction with family entertainment throughout the 4 days.

Children's television favourite Katy Ashworth made a welcome return to the festival and brought a mixture of live show, storytelling and cake decorating to entertain her young food fans.

In addition to all this Greenhalgh's, a long established family award winning business for over 50 years offered adult and kiddie meal deals throughout the event. The meals consisted of products made with California Raisins and sample packs were also included.

8,500 KIDDIE MEAL DEALS DISTRIBUTED

12,000 ADULT MEAL DEALS SOLD

7 NEW PRODUCTS CONTAINING CALIFORNIA RAISINS



FOUR SEASONS IN ONE DAY

With overwhelming standards from various categories - Seasons Bakery of Ingleton cleared the floor in coming in 1st in 4 of the 6 categories.

SEASONS BAKERY

Winners of Sourdough, California Raisin fruited loaf, Innovation loaf, Student Innovation and 2nd placed for the standard Wholemeal loaf.



California Raisins conducted a competition on their stand which attracted 98 entries... in addition staff on the stand handed out samples and technical info throughout the day

California Raisins teamed up with the CBA to celebrate new products produced throughout 2015.

“ A word from Dan Nemeth of Seasons Bakery

The Sourdough variety, I am particularly proud of winning as I've won a few awards in this category over the years. We work with California Raisins as it brings that extra quality to our products.

'This event was well worth it - winning 3 categories, coming 2nd in further class and my apprentice won the student Innovation class, therefore, it's not only good to know we are winners we are certainly passing our skills onto the bakers of our future. ’

“As a family business we are delighted when our hard work and dedication is rewarded with an achievement of this standard. Competitions like these are the reason we set such high stands of excellence. We are grateful for what the CBA and supporters like California Raisins does within the baking industry ”

Thomas Hartley - Winner of Standard white loaf and 2nd place Innovation - Thomas Hartley, Hughes Family Bakery



“ We are very pleased to receive these awards and recognition of our hard work, thank you to California Raisins for staging the award ” Shirley Ryder, Peter's Home Bakery

WELL ORGANISED
WELL ATTENDED
JULIA HARDMAN
RENSHAW'S

CALIFORNIA RAISINS ATTENDS EXTRAVAGANZA

The one day event held at the Yorkshire Event Centre in Harrogate was opened by Chef Brian Turner which attracted in the region of 1,000 visitors. The show feature some of the biggest names in the food industry, 50 exhibitor stands from across the food industry sectors, which included International and Regional suppliers of ingredients and packaging were on display with other features such as various food demonstrations and seminars lead by Renshaws, Dawn Foods, BFP, BAKO, Rank Hovis and more.

In addition to the varied exhibits and demos the show also hosted the UK's biggest pie contest the Great Yorkshire Pork Pie & Sausage Competition. This 27th annual contest, organised by The Confederation of Yorkshire Butchers Council attracted 280 entries from 60 individual contestants.

The CBA also organised their own bread competition alongside the event with various categories such as innovation, sourdough white loaf, wholemeal and gave California Raisins the coveted Fruited bread category. With overwhelming standards, Seasons Bakery took first prize.

Dan Nemeth of Seasons Bakery stated that they are a little artisan bakery situated on the edge of the Yorkshire Dales. They make a huge variety of bread fresh every day for the shop and wholesale. The Sourdough variety, they are particularly proud of as they have won quite a few awards over the years. They only use the best quality ingredients and California Raisins is top of their list of dried fruit used throughout the bakery.

Chef Brian Turner was very impressed with the attendance of the event and the quality of products.



TRADE ONLINE ADVERTISING

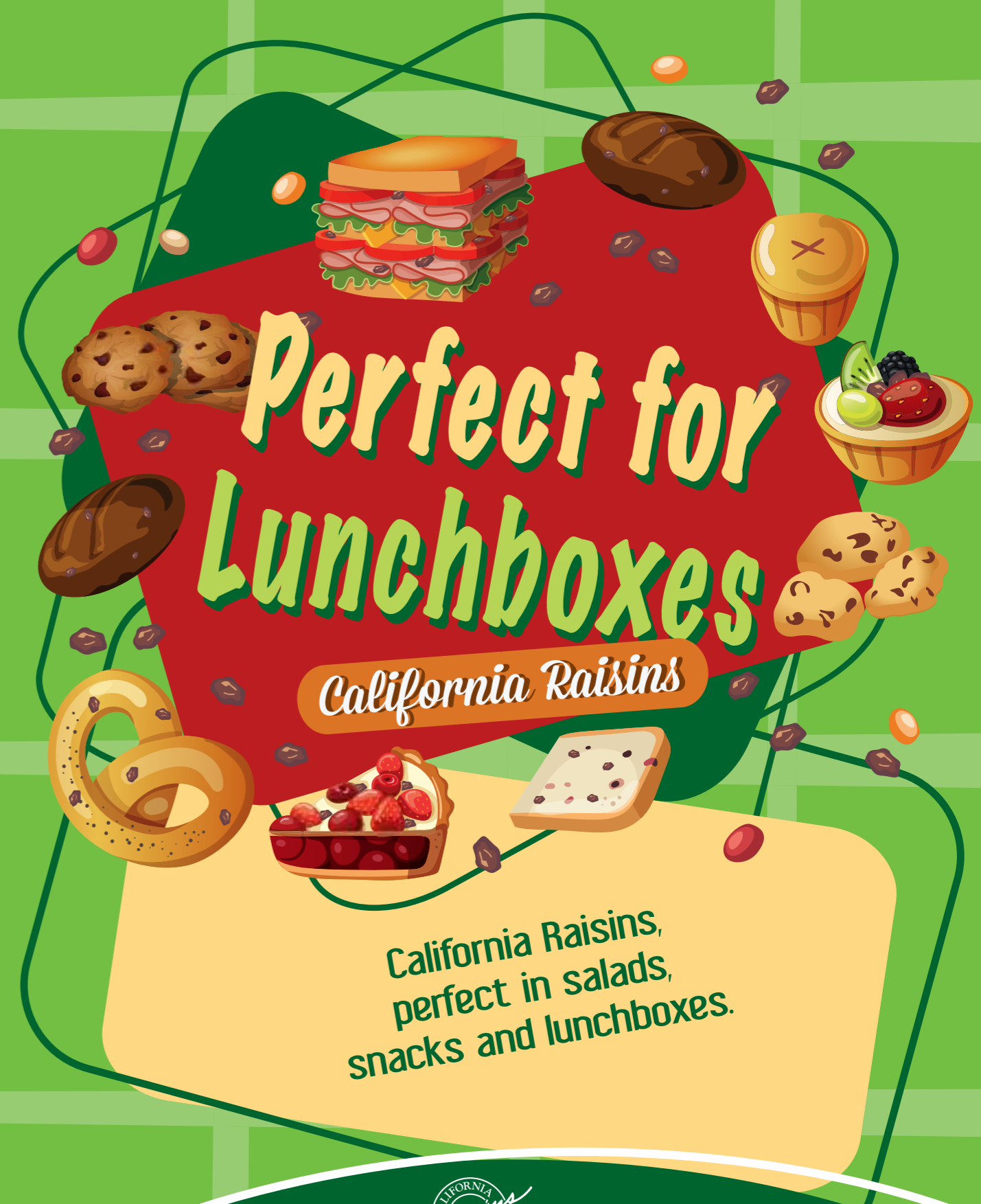
 *California Raisins not just for Christmas*

California Raisins not just for Christmas

California Raisins conducted a new advertising campaign aimed at the Bakery and Confectionery market.

Bakers and Confectioners alike are aware that California Raisins offer a variety of benefits from extending shelf life to acting as a sugar replacement. This campaign focussed on reminding them that California Raisins are not just for Christmas and have many uses.

The 2 month campaign ran over 3 major titles with 18,000 impressions and was seen by a target audience of over 8,000.



California Raisins,
perfect in salads,
snacks and lunchboxes.



BACK TO SCHOOL

THINK RAISINS, THINK CALIFORNIA

01628 535 755 info@ukraisins.com www.raisins.org

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

1st quarter figures for social media

During the first quarter of the activity year California Raisins engaged with consumers over all their social media sites.

Various competitions took place which saw social media figures grow

TOP COMPETITION
5,242 tweets and
188 retweets

RAISIN MASCOT
GIVEAWAY
Facebook reach 1,983

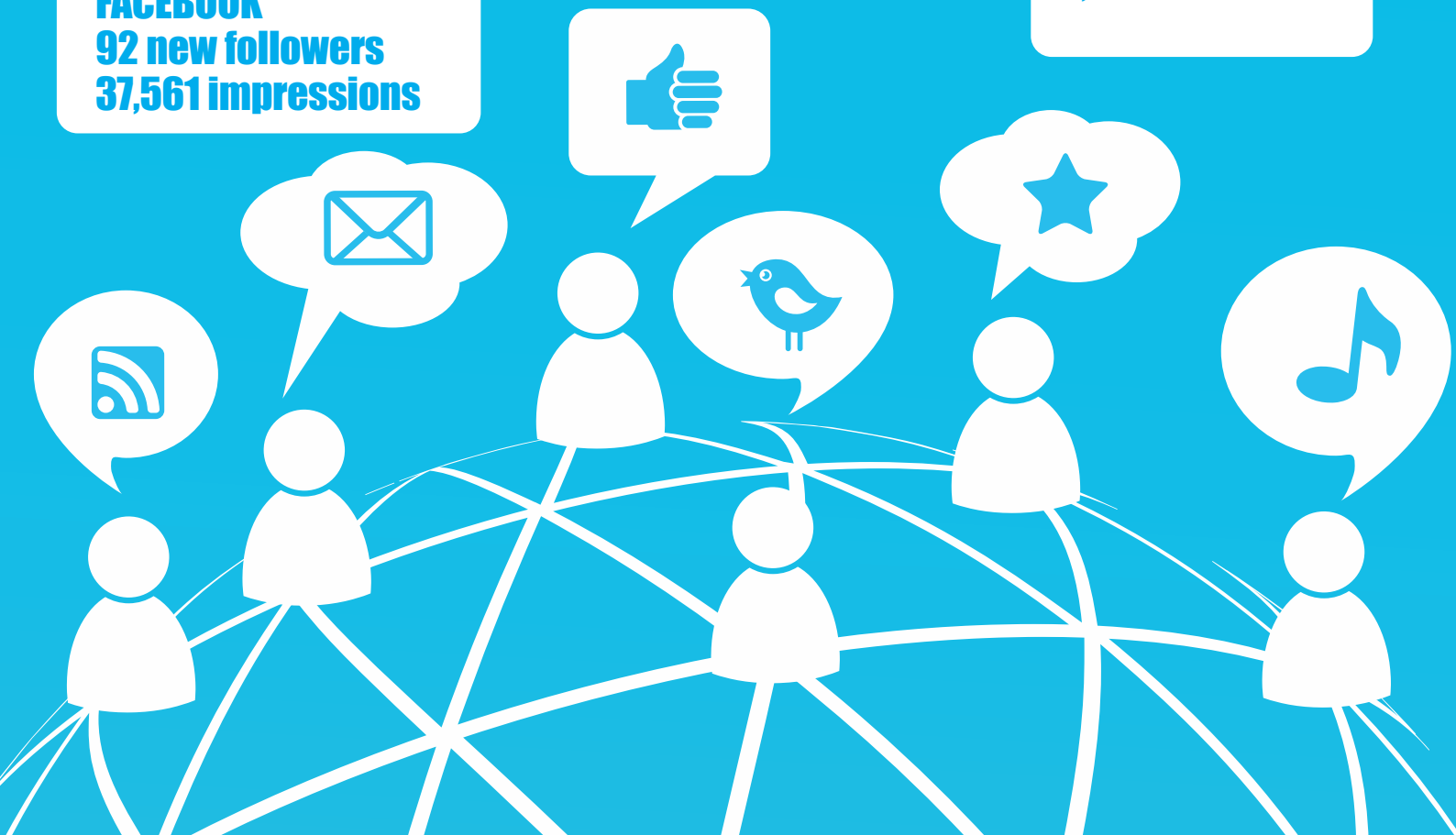
FACEBOOK
92 new followers
37,561 impressions

TWITTER
382 new followers
63,610 impressions

WEBSITE
2,845 visitors

IN A RECENT SURVEY* FACEBOOK REMAINS BY FAR THE MOST POPULAR SOCIAL MEDIA SITE. WHILE ITS GROWTH HAS SLOWED, THE LEVEL OF USER ENGAGEMENT WITHIN THE PLATFORM HAS INCREASED. OTHER PLATFORMS LIKE TWITTER, INSTAGRAM, PINTEREST AND LINKEDIN SAW SIGNIFICANT INCREASES OVER THE PAST YEAR IN THE PROPORTION OF ONLINE ADULTS WHO NOW USE THEIR SITES.

* THE PEW RESEARCH CENTER, USA



CONTACTS

For information on how the California Raisin Administrative Committee can help or support you, or to arrange a meeting, please contact:
Dee Cassey 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