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# GRAPE VINE

CALIFORNIA RAISINS' UK UPDATE: ISSUE 46



- .....  
NDFTA UPDATES  
INDUSTRY ON  
THE LATEST  
MARKET NEWS  
.....
- SOCIAL MEDIA  
GOES FROM  
STRENGTH TO  
STRENGTH  
.....
- RAC HELP FIGHT THE  
DRIED FRUIT  
SUGAR DEBATE  
.....





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A FEW HIGHLIGHTS FROM 2017

# Cheerio 2017, Hello 2018

## UK and Scandinavia Representative Peter Meadows reflects back on 2017



Another year gone, and another year on its way in the world of dried fruit. No two years remain the same. With so many variables it's not really a surprise, mother nature, exchange rates and tariffs all contribute to ensuring that each year has its own specific positives and negatives.

In 2017 we've seen the national press up its pressure on dried fruit. In April we were subjected to an article which stated that crisps are better than raisins. In May the focus appeared to be on dried fruit and poor dental health in Britain in the 0-4 age group. One specific article held raisins to blame. It is fortunate that many consumers understand the health benefits of dried fruit and specifically raisins. The point to remember is that none of this journalism is based on scientific evidence.

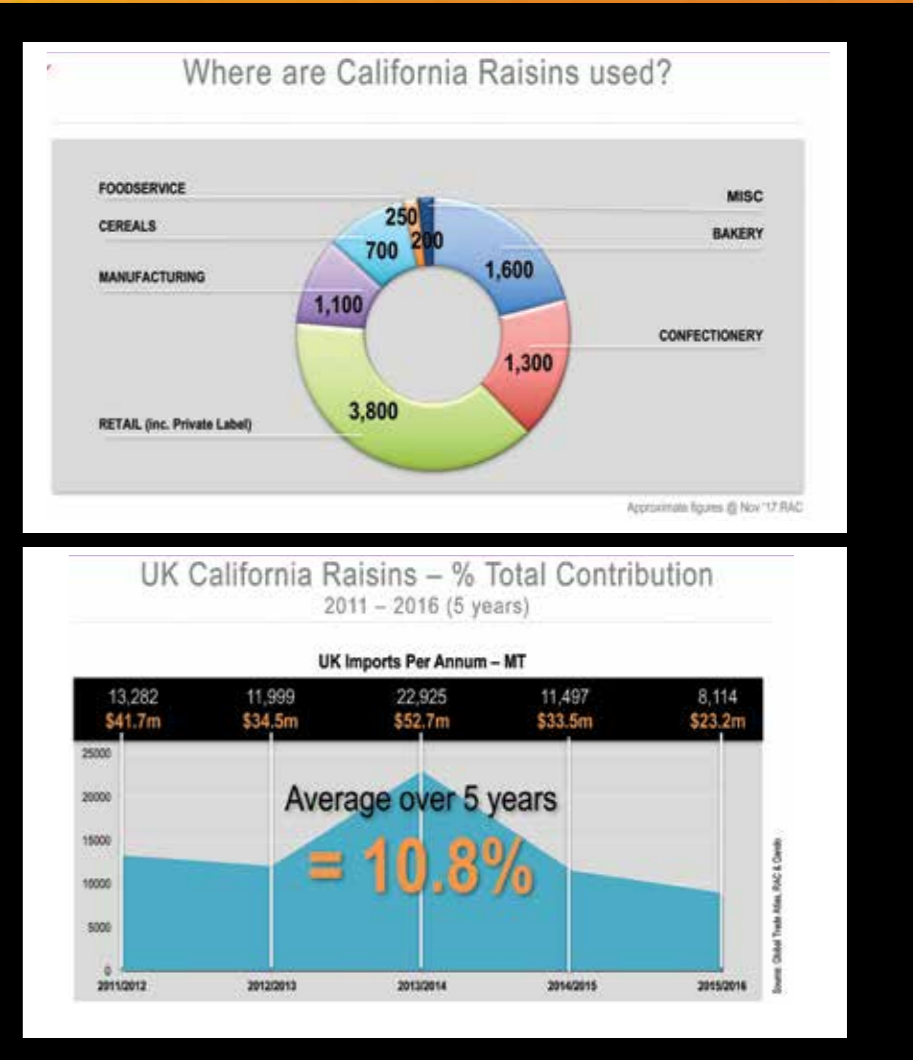
**Dried fruit is quite literally fresh fruit with the water removed, the natural sugars in raisins don't increase through drying. In the case of California Raisins, the sun removes the water, hence the claim of sun-drying. This ought to have a caché in the same way that sun-dried tomatoes have created.**

The UK snack market is now worth **£4.3bn** and growing fast with a total moving **annual growth rate of 3.7%**. According to Grant Thornton, daily lives are more time constrained than ever before. People are spending increasing amounts of time at work, and, with many living alone, consumers are less inclined to invest time in preparing a traditional meal. In a world where health is continuing to rise up social and political agendas, somewhat surprisingly, over half of consumers still prioritise taste over health when reaching for a snack. Nevertheless, the growing importance of health and wellbeing to the consumer means many are choosing to either cut down on the number of indulgent snacking occasions or are switching to healthier alternatives that can equally demonstrate their taste credentials. **Consumers are turning to snacks to provide them with a range of health benefits**, from the more commonly sought after benefits of increased energy and strength, to boosting their mood, regulating sleep patterns and promoting a sense of calm.

The UK remains one of the largest consumers of dried fruits of all types with well **over 100,000 tonnes consumed annually**. Dried vine fruit, of which **California Raisins are one, account for 80%** of this total in a typical year.

Retail accounts for a significant portion - **43% of the 8,945 tons** of California Raisins imported into the UK in 2015-16. Bakery and confectionery combined accounted for around **33% at 2,900 tonnes**. These 2 categories drive the market, however in recent years we have seen a **slight increase - 1.8% in California Raisins** being increasingly used in breakfast cereals. The UK market remains the second largest market for California Raisins worldwide, and despite strong competition from 11 other origins and all of the variables mentioned earlier, this is still the case. There are still customers out there that specifically ask for California Raisins for their cleanliness, controlled growing practices limiting pesticide usage, and banning pesticides that are still in use in other parts of the world. But above all, the taste of California Raisins has won many new customers over the past 5 years. Particularly in retail snacking. **The UK accounted for on average 10.8% of all California exports**, and in 2017 so far since August 1, 2017 UK imports are running at **2,322 tons up 9%** over the same period last year (2,135 tons).

I would personally like to thank all of those who have supported us and our activities this past year, in the best way possible, by specifying and buying California Raisins. I look forward to working with you all next year, which will likely be yet another different year once again.







# The UK remains a key destination for dried fruit

## THE UK IS THE LARGEST EUROPEAN IMPORTER OF DRIED FRUIT AND THE LARGEST WORLD CONSUMER OF DRIED VINE FRUITS.

The products which are seeing increasing demand are raisins, currants, prunes, dried apples, dehydrated tropical fruit and dried super fruit, i.e. berries.

Total imports of all dried fruits to the United Kingdom **grew by 3.3% in value reaching £459m in 2016.** Imports in quantity **grew by 2% reaching 184,000MT.**

Dried fruit is usually traded together with edible nuts by the same companies in the United Kingdom.

Quite often, country exporters supply the various target markets, directly without an importer as intermediary. This is more typical in cases of large retailers, bakery, manufacturing and confectionery companies that use dried fruit as an ingredient.

Generally, more dried fruit is repacked for UK retail than as an ingredient in the manufacturing industry, quantities in the target markets are different for specific products. Dried vine fruits are the most common dried fruit ingredient used in the UK bakery industry.

The Aldi supermarket chain has the largest market share of dried fruit used as a baking ingredient in the United Kingdom, followed by Waitrose and then Tesco.

In snacking fruits, a new category has appeared, the so-called total bargain stores. Examples include Poundland, Pound World, B&M and Home Bargains. This category of supermarkets has the largest share in the United Kingdom market for snacking fruits, followed by Lidl and Aldi.

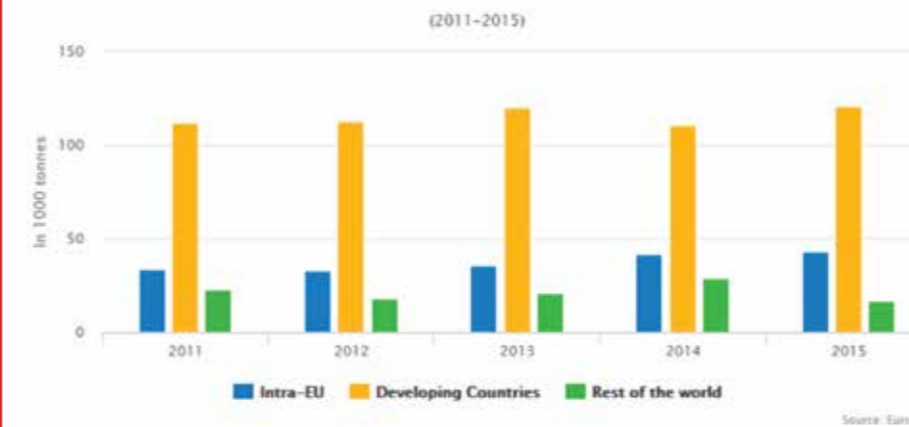


## Dried Vine Fruits are the most imported dried fruit in the United Kingdom:

In 2016 103,000MT of raisins, sultanas and currants were imported into the UK.

The United Kingdom imported just over 21,000 tonnes of dried apples in 2016, which is double that of the same period five years ago.

Figure 1: United Kingdom imports of dried fruit, by main origin, in thousand tonnes

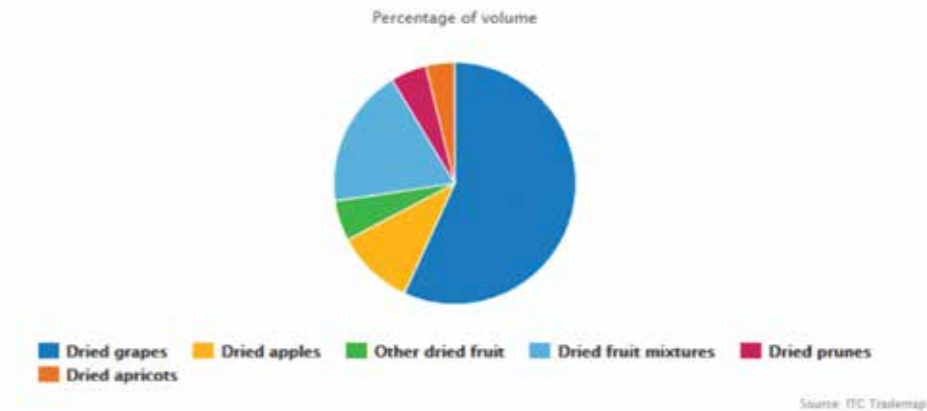


Data source: Eurostat

There is also an increasing demand for dried super fruit such as freeze-dried berries, dried physalis and powdered dried super fruit from South American countries. Almost 40% of all import value of dried fruit in the United Kingdom is from Turkey.

The major imports of the United Kingdom from European countries involve both re-exports (e.g. tropical fruit from the Netherlands), as well as countries' own production (e.g. prunes from France, dried apples from Italy, and dried currants from Greece).

Figure 2: United Kingdom imports of dried fruit by type in 2015, share of imported quantity



Data source: Eurostat

Among the leading developing country suppliers in 2016, the highest export growth to the United Kingdom was from South Africa. This growth is led by different types of tropical dried fruit followed by increasing exports of dried grapes.

California sun-dried raisins remain the 3rd most popular origin imported to the UK and accounted for 14% of total UK raisin imports in 2016.

## FORECAST

The outlook for imports of dried fruit in United Kingdom is positive in the long term. However, in the short term, imports may be negatively influenced by the United Kingdom's proposed withdrawal from the European Union. British Prime Minister Theresa May announced that Brexit is to take place in 2019, but extensive negotiations between the European Union and the United Kingdom will take place well before that, and all outcomes remain uncertain. The UK will also have to negotiate trade agreements with the rest of the world or fall back to the general WTO third-country status.





# The Ingredient - FOR A PERFECT CHRISTMAS

The RAC have conducted many successful online consumer campaigns and the recent pre-Christmas campaign which ran throughout October and November 2017 – did not disappoint.

California Raisins launched their Christmas campaign aimed specifically at mums and dads of primary and pre-school children. The four-week campaign ran on the Made for Mums networking website, which boasts a total target audience of 2.5 million monthly users.

Within 5 days of the campaign going live online, 658 readers entered the competition.

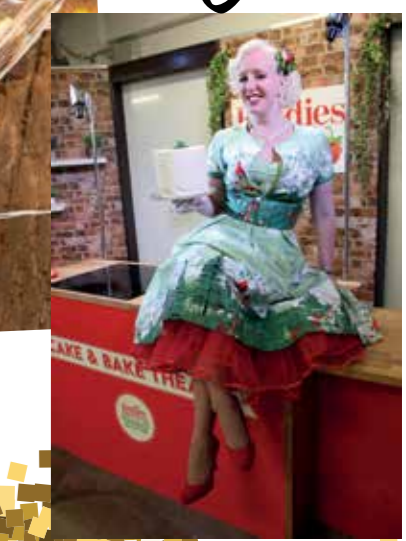
The final entry total was an impressive 3,703.

The campaign consisted of various messages from quality to health benefits of the humble California Raisin. Consumers were asked to click into a specific competition page and then answer a few simple questions. 100 lucky entrants received a fabulous Christmas pack which included:

**An advent calendar**

**A bespoke Christmas decoration**

**A limited edition Christmas recipe book.**







In some quarters of the UK media, dried fruit is currently being portrayed as the villain of the piece. The Daily Mail among others are quoting British dentists who allege that raisins are bad for your teeth and worse than sweets. To combat what at times seems like a fake news conspiracy masterminded by the confectionery manufacturers, the world urgently needs to be told the true story, which is in fact a very positive one. That's the message from the 2017 National Dried Fruit Trade Association Conference, held at the Roof Gardens in Kensington, London.

# Defending dried fruit's nutritional benefits

NDFTA Autumn Conference September 2017

Supported by California Raisins, the latest biennial NDFTA Conference event started with the formal proceedings of the Association's AGM then proceeded to motivational speeches from the industry's leading lights. Attendees were largely drawn from food manufacturing, wholesale and retail guests from the leading UK multiple retailers. Opening the AGM, outgoing NDFTA Chairman Simon Brown, MD of UK fruit importers John Morley, spoke of **dried fruit having an 'interesting' year**, with all the irony that word implied. It faced much the same problems as sugar, with raisins in particular accused of being detrimental to oral health. The NDFTA and RAC had been highly successful in influencing the UK government, but needed to go further. The UK dried fruit industry but had a massive influence on the worldwide dried fruit market, both technically and on the trading side.

The NDFTA have invested in research, generating a huge number of evidence-based stories to rescue dried fruit from the **'sugar is bad'** rogues gallery. The latest being the final report from a research study conducted by California Raisins showing that small amounts of raisins and **dried fruit can in fact control blood sugar levels**. Some reports suggested

the polyphenyls in fruit skins could also have positive effects, and the Association was sending its members a letter asking for support stating the case.

Simon Brown went on to say that dried fruit lagged behind fresh fruit in terms of 'field to fork' information. There was more pressure to come to do more in this area from UK retailers and much work to do to get dried fruit's quality message across to the snacking public. The NDFTA being part of Frucom, the international association, would be very important as the Brexit negotiations went on.

Incoming NDFTA Chairman Simon Melik, MD of Besana UK, another dried fruit importer, took the stage next. In an upbeat presentation Simon thanked California Raisins for sponsoring the event and called the UK's dried fruit companies "national treasures", before pointing out that Whitworths was in fact now Turkish-owned, his company was Italian, Freeworld was part Scottish and part Sri Lankan and Demos Cicitira was Greek in origin.

Simon focussed on the damage done to dried fruit's image by the attacks

on sugar, the reports of pesticide residues and the **inevitable effects of Brexit on price stability**.

Next up, Peter Meadows, UK/Europe Marketing Director of California Raisins, welcomed the audience to the sixth NDFTA Conference. He spoke passionately about the battle to tell British consumers the **truth about dried fruit**. Dried fruit was coming under fire as full of concentrated sugar, "worse for your teeth than sweets."

Peter described coming to work on May 10th this year after the **'raisins rot teeth' story broke in the Daily Mail, with its allegations that 24% of UK under 4's had teeth extracted after eating dried raisins. He pointed out that this was itself 'rot,' as in reality 60% of under 4's had never been to the dentist in the first place. Were the sweet manufacturers colluding in a plot against dried fruit?**

There was an urgent need to tackle these issues. There were proper scientific reasons as to why dried fruit was good for you: it was time to build the argument against the myth and target the media. Peter and his team

are creating a strategy including planting positive stories in the consumer press, attending British Dental Association conferences and having dentists fighting dentists to get the truth across. Peter promised there would be a **lot more noise to combat this issue**.

After the campaigning, it was time for some objective consumer research. Rebecca Henry of Kantar World Panel explained that the total dried fruit market was static but snacking fruit was in growth. It packs a smaller base than baking fruit but **shoppers were spending more per head, especially on healthy snacking**, driven by 16-34s. **Christmas accounted for 31%** of the baking category, which despite mega TV shows like Bake Off was showing a long term downward trend. There was a need to shout about dried fruit's health benefits and important role in healthy snacking – the vitamins and fibre it contained, its place in our five portions a day of fruit and veg, its lower sugar and salt content and how it was more natural and less processed than other snack foods.

Next was Ian Wright, Director General of the Food & Drink Federation, the UK's largest food and drink trade body. Mindful of the strong feelings in the room about the media's coverage of the "dried fruit rots your teeth" allegations, he admitted to starting his career with Mars and confessed that in 1985 he wrote a press release saying bananas caused more dental caries than a Mars bar – so the food manufacturers had been raising the issue then, too!

Ian said the FDF had been leading the argument on sugar for the last two years. He had had a set-to on Newsnight with Jamie Oliver no less, and was an active campaigner on behalf of the food industry, taking issue with Public Health England over dental cavities and obesity. Over the years to 2020 the industry would be reporting 6 monthly sugar reduction figures, and he warned that the figures would appear worse because the necessary reformulation couldn't be done quickly. Taking on the health lobbies like this was the right thing to do: it was ridiculous to accuse manufacturers of

Health benefit messages reached a UK audience of 5.2 million



National Dried Fruit Trade Association UK Ltd

causing dental caries in four year olds, and in any case the Daily Mail and Daily Star's articles contradicted each other. Ian Wright devoted the rest of his speech to Brexit, which he said would cause "huge chaos" in British ports in March 2019, as the new customs declaration system would never be ready in time. On top of that 35% of food workers were Europeans. **Brexit was a very serious problem, needing clear, speedy action from the Government.**

The final speaker was Rick Miller, a clinical dietician retained by California Raisins in the UK. Rick said the recent media furore meant many mums would never give their children raisins. Many healthcare professionals didn't know the difference between the various sugar sub types, and it ended up being left to "Doctor Daily Mail" to tell consumers what was good for them. Or not good for them as the case purports.

Rick explained that **dried fruit was 72% carbohydrate plus fibre, vitamins and minerals**, and there were many misconceptions to be addressed. **Misconception 1 was that dried fruit is full of fructose, "which leads to diabetes"** – you need to eat 10 kilos plus of fructose per day to risk that, but you simply can't eat that much. **Misconception 2 was that dried fruit contained nothing of any nutritional benefit** – again, totally wrong! It has more fibre than its fresh counterparts, is abundant in antioxidants and dense in micronutrients and is a natural source of energy. **Misconception 3 was the oft-repeated "Dried fruit rots teeth,"** which is also totally wrong. Polyphenols fight bacteria and fruits don't contain sucrose.

Ending a stirring conference, Rick Miller promised he would be lobbying hard to counter the "raisins are worse for you than crisps" debate and their British Dental Association supporters in their tracks and get Public Health England to change their ways.

**The work has started.**



Rick Miller, Clinical and Sports Dietician.



Ian Wright (CBE), The Food and Drink Federation



Outgoing NDFTA Chairman Simon Brown (left) with RAC Representative Peter Meadows.



Rebecca Henry, Kantar World Panel.



Incoming NDFTA Chairman, Simon Melik, Besana UK





# CALIFORNIA RAISINS IN PARTNERSHIP WITH DAWN FOODS.



Dawn Foods, one of the leading ingredient suppliers worldwide, supplying 4,000 products from 57 locations and business in 105 countries. California Raisins recently worked alongside Dawn Foods in two key promotional events.



## CALIFORNIA RAISINS SUPPORTS NATIONAL AMERICAN SWEET BAKERY WEEK 2017.

From 1 – 7 July 2017, California Raisins partnered Dawn Foods to encourage bakers to get involved with the promotional week by baking mouth-watering goodies inspired by NPD developers from Dawn Foods. The week is a fully supported marketing initiative to help high street bakers build sales of American style bakery products.

National American Sweet Bakery Week (NASBW) forms part of Dawn's Authentic American Bakery Campaign, an initiative especially for high street bakers. As part of the campaign, Dawn teamed up with food sensory expert Professor Charles Spence from Oxford University who shared his insights in 'Sweet Bake Ology Bites' that explore the senses and look at how we connect with food, flavour and tastes. The week marked a great sales opportunity for bakers to theme their retail bakeries and drive sales with American style products such as tray bakes, cookies, and muffins.

Gearing up for the States-inspired seven days, Dawn developed a range of American themed recipes – think Toffee Popcorn Muffins, Maple Bacon Donuts, Patriotic Bundt Cakes, USA Loaf Cakes, Dipped Red, White & Blue Strawberry Topped Brownies and many, many more.

Dawn offered an assortment of recipes to help bakers kick start NASBW, 4 fabulous recipes were produced specifically for California Raisins: Brownie Cheesecake, Brioche Pudding, Lemon and California Raisin Scones and Cinnamon & California Raisin Swirl Muffins. Over 100 bakers registered for the week and dressed their shops with the FREE POS available from California Raisins which consisted of bunting, posters and competition ideas.

## DAWN FOODS AND CALIFORNIA RAISINS PRODUCE TRADITIONAL TASTING PRODUCTS WITH A TWIST.

Dawn Foods created a second promotional campaign in 2017 aimed at all UK bakers, wholesalers, and Food to Go companies and invited California Raisins to be their main partner. Dawn Foods produced 4 new products for California Raisins each based on traditional tastes into a bakery product with a twist.

A booklet was produced and distributed to Dawn Foods' customers via their 3,000-strong database and demonstrated at roadshow events.

The booklet not only showed the step by step stages of how to create the product, but also gave bakers more information about California Raisins.



## NEW DAWN PRODUCT WITH A TWIST

- Rum & California Raisin Cheesecake
- Luxury Bread & Butter Apple & California Raisin pudding
- Lemon & California Raisin Scone – with lemon curd and clotted cream
- Cinnamon & California Raisin swirl muffins

"We are delighted to be partnering with California Raisins again for the 2017 National American Sweet Bakery Week. Dawn has seen the event go from strength to strength each year and with our vast range of innovative American themed recipes, we are proud to be supporting bakers to develop sales/grow their bakery businesses through a dedicated themed week. The feedback from last year was very positive, with bakers reporting remarkable sales increases during the awareness week" Marketing Manager, Dawn Foods.





# CALIFORNIA RAISINS GO WEST

RAC JOINED FORCES ONCE AGAIN WITH national bakery wholesaler BAKO in 2017. This one-day event based in BAKO Western, Collumpton brings together BAKO's existing buyers direct to suppliers. This is a great opportunity to highlight new products and ideas to the baking and food to go sectors.

RAC TOOK STAND SPACE, DISPLAYED EYE CATCHING BRANDED GRAPHICS and handed out technical info, product ideas and samples of baked goods. BAKO's new product developers created baked products which included, tea cakes, scones and a variety of breads.

BAKO ALSO HOSTED THEIR BAKERY CHAMPIONSHIPS for the 12th year running, and the 52 classes saw nearly 600 entries in total. California Raisins were proud to support the category of the 'Fruit Loaf' which was won by Mark Bennett of Patisserie Mark Bennett.



*'The standard of entries this year were exceptional, of particular note were the shop window bread display plaques which drew some very good entries'. Head Judge, Jon Castle.*





"Fabulous exhibition, great that the kids can come along, makes it a great family day out"



# WHAT AN

# Extravaganza

50 Exhibitors

This annual event, launched in 2015, formed by the industry for the industry, went off with a bang once again in Harrogate during October.

Hundreds of bakers and butchers flocked to Harrogate in October for the Craft Bakers and Butchers Extravaganza 2017. The show was founded by the Craft Bakers Association (CBA) and the Confederation of Yorkshire Butchers Councils (CYBC) in 2015. This year's event began with a great networking opportunity, with a pre-event evening dinner hosted by the CBA at the Pavilions, Yorkshire Event Centre, welcoming 150 attendees.

California Raisins joined the 50 exhibitors at the event by taking a 9sqm booth area. With the California Raisin branded panels, this attracted many visitors to the stand who also enjoyed the background, history and information of California Raisins by watching the industry video recently launched by the RAC.

560 visited the event, including manufacturers, retailers, wholesalers and Food Developers from Baker, Confectionery, and Food to Go sectors.

Various on-stage demonstrations took place throughout the day including Charlotte White of Restoration Cake.

The CBA organised a bakery competition which included categories such as Sourdough, Multi-Grain, Standard White Loaf, Savoury Sausage Roll, Scones and Innovation. Competition was fierce with the judges awarding Old Bridge Bakery Best in Show. Entries started arriving as early as 8:00am on the day and the CBA team

ensured they were checked in ready for judging on time. With nearly 100 entries the judges pressed on to get the results finalised by the award ceremony.

California Raisins were proud to support the 'Scone' category which was won by Cottage Bakery who were delighted with their prize of 100kg of California Raisins.

After the event all visitors were mailed with an update on California Raisins and all attendees will be included in future mailings from California Raisins.

560 Attendees

"The industry was missing an event like this - most craft bakers and small retail butchers are family business, so it's nice to have an event that brings families together where they can all enjoy the day."

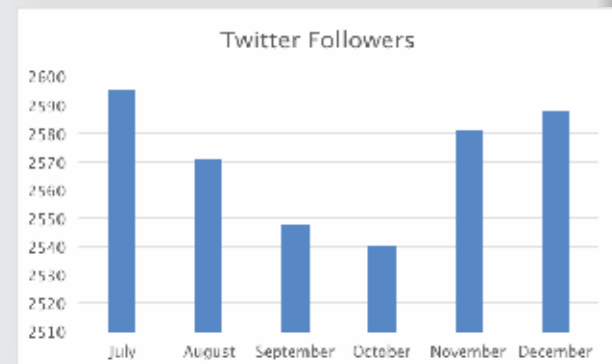
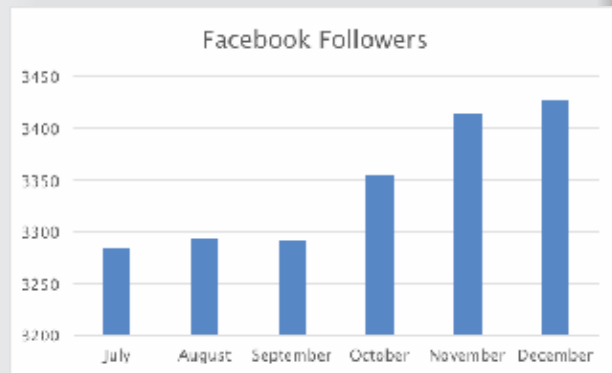
Peter Meadows with Charlotte White, Restoration Cakes, Ambassador for California Raisins





average  
**41,000**  
impressions  
per month

California Raisin social media coverage goes from strength to strength. Increased awareness has been achieved with the continuing competition and campaign ideas.



# California Raisins Social Media Update

## TWITTER Summary

Our following on Twitter has decreased slightly since the Start of July (by 0.2%) however this is indicative of the platform itself. Our impressions however, have increased by 336% in 5 months.

California Raisins had a great response from the Foodies Festival competition, resulting in 395 competition entries in total. The festive recipes competition which ran in late November also had some great results, with a total reach of 3,630 and 20 entries.

## Competition Highlights

Results of Foodies Festival Tatton Park competition

**Retweets (entries): 247**

Results of Foodies Festival Edinburgh competition

**Retweets (entries) : 56**

Results of Foodies Festival Alexandra Palace competition

**Retweets (entries) : 54**

Results of Foodies Festival Oxford competition

**Retweets (entries) : 38**

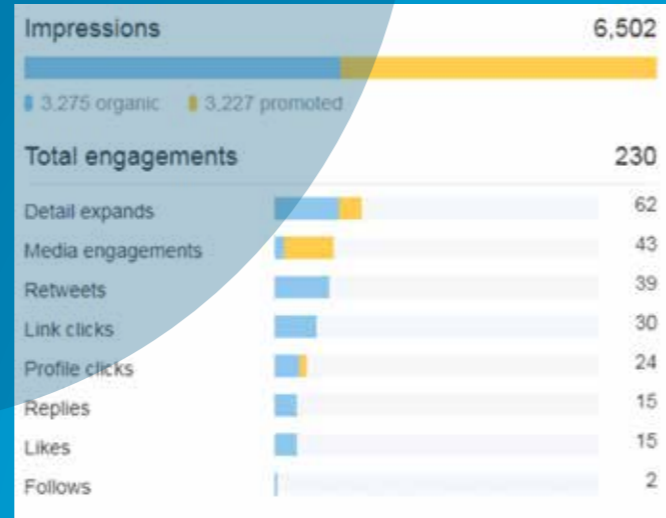
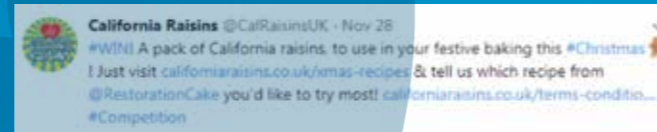
Results of competition to promote Festive Baking recipes

**Retweets: 46 Likes: 27**

**Replies (entries): 20**

**Impressions: 3,630**

## Most successful posts on Twitter



## FACEBOOK summary

Since July to date the RAC have increased Facebook following by 4%.

Throughout July & August, several competitions that were linked to the California Raisins support of the Foodies Festivals, reached 6,422 people in total.

More recently, a Thanksgiving competition where consumers had the opportunity to win a Californian cooking experience ran for a week and had an amazing response with 4,848 entries.

## Competition highlights

Results of Foodies Festival Tatton Park competition (July)

**Reach: 2,467**

Results of Foodies Festival Edinburgh competition (July)

**Reach: 841**

Results of Foodies Festival Alexandra Palace competition (August)

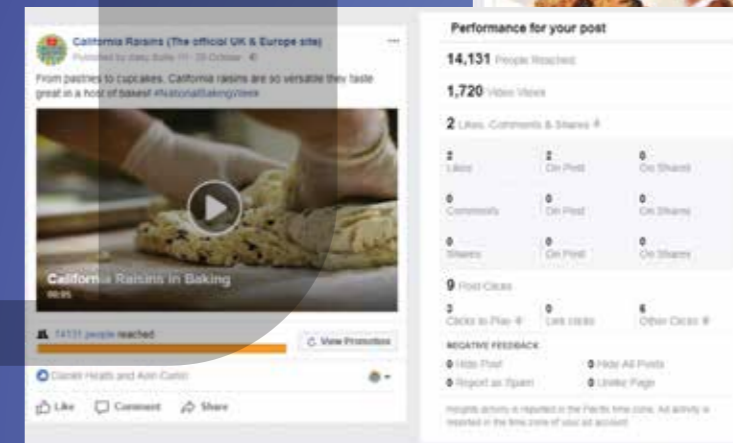
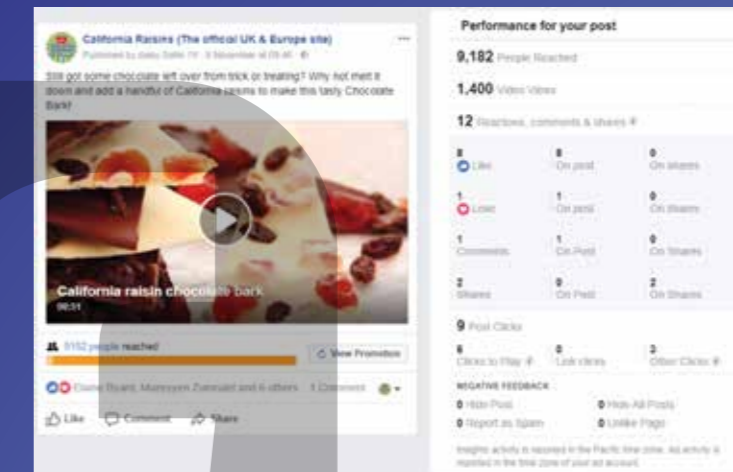
**Reach: 1,880**

Results of Foodies Festival Oxford competition (August)

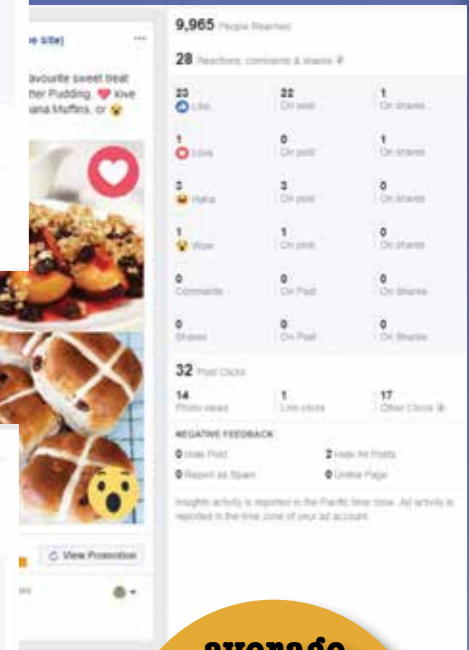
**Reach: 1,234**

Results of Thanksgiving competition (November)

**Reach: 4,848**



## Most successful posts on Facebook



average  
**30,000**  
reach per  
month





# Focus ON QUALITY

**VALUE, QUALITY, VERSATILITY AND REASSURANCE** were the messages running online for the recent RAC trade advertising media campaign.

The 4-month campaign saw ads and links online targeting wholesalers, retailers, developers, bakers and ingredient suppliers, which supplied more than 88,000 impressions. The ads linked the reader to the UK website, educating on the versatility and terrific value for money California Raisins represent to the trade user.

Messages include educating Bakery, Food to Go, Food Service and Confectionery sectors on the versatility, value for money and the reassurance of high quality offered by California Raisins.



Always **DRIED IN THE CALIFORNIA SUNSHINE**



**NOTHING ARTIFICIAL**  
100% natural



CALIFORNIA RAISINS. Perfect for **BAKERY, CONFECTIONERY & PATISSERIE**



Think **RAISINS** Think **CALIFORNIA**  
INFO@UKRAISINS.COM WWW.CALIFORNIARAISINS.CO.UK

**88,000**  
impressions



## A HAPPY and a PROSPEROUS NEW YEAR

from all at California Raisins







# A few highlights from 2017...

California Raisins have established key trading partnerships with wholesalers, ingredient suppliers, and confectionery suppliers. California Raisins are now stocked in three of the major UK bakery wholesalers BAKO, Kluman & Balter and Walker Humphrey.

With approximately **3,641 craft bakeries** in the UK, RAC has developed a strong working partnership with their governing body, the Craft Bakers Association (CBA). Collectively these partnerships have helped increase volume with **74% of craft bakers now specifying California Raisins.**

(RAC UK)

The UK bakery market, including industrial and home baking, remains an excellent opportunity to further increase usage of California Raisins in the UK.

Demand for California Raisins among the confectionery industry also remains high, with their uniquely wrinkled skins proving to be the preferred raisin for panning and chocolate dipping. RAC increased its penetration in UK confectionery by an **additional 3.9%, representing 81%** of the pan chocolate market for coated dried fruit products. (source: RAC UK).

In 2015/16 wholesalers accounted for around **13% of UK bakery sales** of California Raisins at **1,166MT.** Collectively these bakery wholesalers enable **access to 85%** of the Craft and Artisan UK bakery market.

(Source: Key Note)

## What's coming in 2018...

### UPDATED WEBSITE:

2018 will see a new targeted campaign which will drive consumers to the California Raisin website.

### TRADE PR CAMPAIGN

### CONSUMER PR CAMPAIGN

*On behalf of California Raisins, we thank you for your loyalty and look forward to working with you throughout 2018.*

### 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](mailto:info@ukraisins.com) telephone: +44 (0)1628 535 755. California Raisin Administrative Committee UK, c/o The Garden Marketing & PR, Bourne End Business Park, Cores End Road, Bourne End, Buckinghamshire, SL8 5AS UK

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