

the

GRAPE VINE



CALIFORNIA RAISINS' UK UPDATE: ISSUE 49



RETAIL ADVERTISING
CAMPAIGN TARGETS

3 MILLION
CONSUMERS

.....

ONLINE VIDEOS
VIEWED BY

72,000
CONSUMERS

.....

CALIFORNIA RAISINS

NEWS UPDATES

IN PRINT, ONLINE,

INSTORE AND MORE

.....



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Overview

Peter Meadows, UK and Scandinavia Representative



This year has been particularly challenging for California Raisins. Exchange rates, Brexit uncertainty and cheaper alternatives from other origins have made this year one of the toughest in over 15 years.

The UK remains one of the world's largest importers of dried vine fruits with just over **108,000MT being imported annually**. UK per capita **consumption of dried vine fruit totalled 2.06kg** (source INC), and the UK attracts dried vine fruits from 12 different origins and around 24 different varieties. In 2017/18 the **UK imported a total of 108,830MT**, including sun-dried raisins, sultanas, and currants from all origins (source GTA). Of this 108,000 total, sultanas accounted for 50,904MT, **sun-dried raisins imports totalled 40,172MT**, currants accounted for 12,754MT (source GTA Aug-July 2017/18).

The 2018 California Raisin crop was once again shorter at c. 250,000 tons, even though slightly **up by 6% on 2017**. Due to reduced availability of California Raisins in the export market, in early 2018 pricing reached record levels for UK importers.

In recent years however the UK imports have slowed with little or no growth in the category. Some would argue that in real terms the imports have declined over recent years. Concerns about sugar, the natural sugar versus fruit or natural sugar debate rages on and continues to confuse consumers, maybe one of the key reasons behind the static numbers. In 2018 California Raisins, in partnership with Sun Maid, California Prunes and Whitworths brought

together around 55 leading dieticians in the UK at a venue in Central London. After years of negative press towards dried fruit, the HCP Conference was entitled 'Dried fruit and Public Health: what does the Evidence tell us?' was aimed at dispelling the myths behind the research.

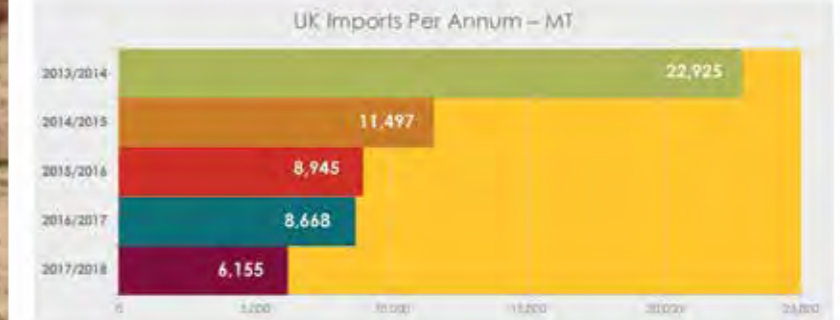
A peer reviewed paper following the event was published in March 2019 in the International Journal of Food Sciences and Nutrition. The paper questions and refutes much of the so-called existing evidence aimed at aligning poor dental health with dried fruit consumption. The paper sets out clear guidelines for future research positively promoting the consumption of dried fruit as part of a healthy diet.



California Raisins' UK activities continue to drive demand in some key sectors. The 2019 consumer focus remains on parents with pre- and primary school children positioning California Raisins as a healthy, natural alternative to added, or sucrose based sugar.

The key strategy with the UK trade is to continue to work closely with importers and their direct customers. In some cases partnering with importers and conducting activities in UK mainstream retailers. The RAC continues to communicate safety, versatility, consistency and of course the superior taste of California Raisins.

California Raisin Imports into the UK



Principle Usage



2018 Imports 103,000mt



California Raisins Spring into action

Following on from the successful online consumer advertising campaign and the partnership with publishing company Immediate Media (one of the largest media publishers in the UK), the RAC launched its Spring Advertising campaign during 2019.

IMMEDIATE
MEDIA CO

The campaign was aimed at parents and parents to be of primary and pre-school children. The 'Made for Mums' networking website which generates an audience of 3 million users a month hosted the campaign which displayed banners and a competition page focussed on background info and ideas on picnic dishes.

Website banners directed viewers to a dedicated California Raisin page, providing the background, benefits, versatility and usage ideas for California Raisins in not only everyday dishes, but also as a healthy snack.

Targeted questions were created for consumers, and those who answered the questions correctly were entered into a FREE DRAW.

4 lucky winners won a family picnic hamper and 100 runners up were sent a limited-edition T-towel and a copy of a bespoke California Raisin picnic booklet, providing ideas for Summer picnics and days out.



Limited Edition
Tea Towel



3,682
ENTRIES

AUDIENCE:

3 million
mums, mums to be and dads

Age group
25-45

85%
of the audience are
first time mums

34%
of audience are pregnant

84%
have children aged 0-15

OBJECTIVES:

- To promote California Raisins via on-line media
- To engage with consumers and encourage them to use California Raisins
- To educate the consumer of the versatility of using California Raisins
- To highlight the safety and high-quality standards of California Raisins

FREE DRAW
win 1 of 4 picnic baskets
and 100 limited edition
T-Towels



Social Media on the UP

RAC continue to communicate the versatility of California Raisins and have been busy on social media activity. In the UK 78% of businesses have a dedicated team for Social Media (an increase of 67% five years ago).

Since July 2017 the RAC Facebook page has experienced tremendous growth, with an increased following of 82%.

SOCIAL MEDIA OBJECTIVES

1. **To build** a community of California Raisins fans on Facebook and Twitter
2. **To communicate** the culinary and nutritional benefits of California Raisins to key audiences including mums with primary school or younger children, health focused foodies
3. **To encourage** consumer dialogue and interaction about California Raisins via Facebook and Twitter
4. **To create** and distribute engaging content that showcases the versatility of California Raisins
5. **To drive** traffic to the California Raisins website

The RAC have focussed on key consumer audiences and streamlined its activity to maximise impact. By using engaging visual content, the RAC has grabbed consumers attention, and tapped into current trends in food, cooking, baking and healthy snacking.

TARGET AUDIENCE PROFILE

Females Aged **25-50**

New parents with children **0-12 months**

Parents with toddlers aged **1-2 years**

Parents with pre-school children **3-5 years**

Parents with primary school children **6-8 years**

Parents with pre-teens **8-12 years**

with interests in:
wide variety of foods
health & wellness
physical fitness
healthy diet
physical exercise

PRIMARY MESSAGING

The primary messaging for California Raisins over the years has been consistently communicating the health benefits, quality, and high safety aspects of California Raisins. Messaging also aims to educate trade and consumers on the benefits of using California Raisins over other origins, specifically sultanas. In addition, RAC challenge the common misconceptions about raisins and dried fruit generally.



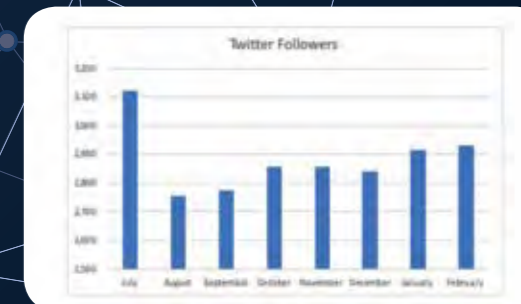
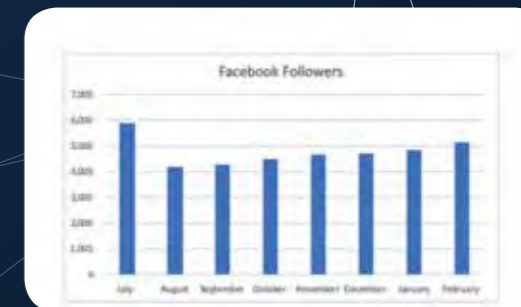
TWITTER:

Followers on Twitter has increased since the start of July 2018 from 2,757 to 3,121 (13.20%) in June.



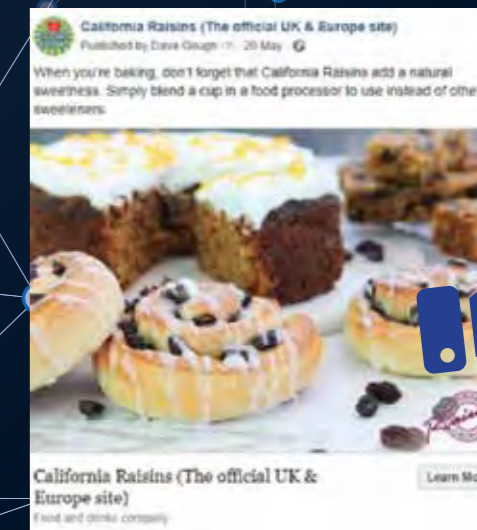
FACEBOOK:

Since July 2018 Facebook following has increased by 50% from 3,908 to 5,899. This has been achieved by communicating the health benefits of California Raisins, as consumers are becoming increasingly aware of what they are eating and how it impacts their overall health.



72,000 recipe views

The highlights





WEBSITE update

Since the launch of the RAC UK website in 2005 it has gone from strength to strength. News updates, articles and recipes are regularly posted on the site. Since June 2018 the website has welcomed 9,132 new users!

MOST POPULAR WEBPAGES IN THE LAST 12 MONTHS:

So, you want to learn about California Raisins:

Why are California Raisins so popular?

2,598 views

No World Shortage of Raisins

1,488 views

9,132 new users

380 views

Page views in the past 12 months
20,352

RAC UK TRADE SURVEY

To gather information from the UK industry, RAC conducted an online survey and questionnaire. Participants included wholesalers, food manufacturers, chefs, bakers, confectioners, retailers and importers.

OBJECTIVES:

- **To encourage** feedback from key trade users of dried vine fruit in the UK.
- **To engage** with wholesalers, bakers, confectioners, chefs, retailers and importers to gain an insight on the volume and usage of California Raisins.

FINDINGS

AFTER REVIEWING THE ENTRIES, WE FOUND THAT:

70%



WORK WITHIN THE RETAIL INDUSTRY

25%



ARE WHOLESALERS

5%



ARE IMPORTERS

57%



PURCHASE THEIR RAISINS FROM THE USA

100%



OPTED TO RECEIVE SOME MORE INFORMATION ABOUT CALIFORNIA RAISINS

42%



BUY FROM A WHOLESALER

55%



SEEN COMMUNICATION ABOUT CALIFORNIA RAISINS FROM MEDIA AND PUBLICATIONS

25%



VISITED THE CALIFORNIA RAISINS UK WEBSITE.



BIRDS THE CONFECTIONERS, as it was known in the early days has a long, proud history and has become a household name in the Midlands region of England. In 100 years, the company has gone from humble beginnings to an established thriving business employing over 500 people.



2019 marks the company's 100-year anniversary.

Birds was founded by three brothers; Frank, Thomas and Reginald Bird in 1919.

During WW2 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. Birds bakery was even included in a war time film!

In 1961 the First shop opened in Nottingham city centre. In 1975 A Bakery and Confectionery business was purchased in Nottingham providing a second modern bakery and production facility.

In 1998 the first Espresso shop was opened in the Eagle Centre, Derby selling take away food. The concept proved successful and was rolled out to other town and city centres in the Midlands region. Often this has resulted in two shops in one town, one with Birds' traditional full range, the other a newer 'Espresso' concept concentrating more on take away items.



Anyone for tea... California style?

CALIFORNIA RAISINS PARTNERS BIRDS OF DERBY.

Today, in 2019 Birds of Derby has **62 shops** spread across the Midlands region of the UK serving around **20,000 customers per day** – around **6.8m customers** a year.

As part of a modernisation programme in its stores, in 2018 Birds invested in screen technology in around 35% of the shops and hopes to install screens into all stores by the end of 2019.

The screens situated behind the counters are instantly updateable with prices, recipes and advertising messages, all controlled from one central point.

Together with California Raisins, Birds developed an afternoon tea promotion producing bespoke Tea Cakes containing 40% of California raisins to flour weight and after some trials has rolled the concept into all 62 of its stores.

The California Raisin Tea Cake proved an instant success and sales in the first weeks were very encouraging with over 1,000 packs sold in the first week.

The California Raisin Tea Cake will remain a key product in Birds Stores throughout 2019.

"We pride ourselves in using only the finest ingredients and California Raisins were the perfect choice fruit for our Afternoon Tea promotion"

Mike Holling, Managing Director, Birds of Derby.

The RAC also produced a range of items to support the launch and encourage on-going sales including POS materials, posters, and instore digital POS.



"The California Raisin Tea Cakes have been an instant success"

Mike Holling,
Managing Director,
Birds of Derby.



MUDDY, WELLIES AND CALIFORNIA RAISINS

"Muddy Productions proudly present 'The Little Wellies 2019.' RAC joined the fun..."



The Little Wellies 'Goes Wild' is an outdoor event for children and their families. It all began in 2014 and are now proud to run the UK's biggest obstacle courses for children. In 2019 they have grown from one location to 3 covering the UK Nationally and around **6,000** excited children take part. The heart of the event is an obstacle course with more than **30 challenges** over a 3 km route including foam run, climbing walls, ball cage and an enormous slide. But this is not just an obstacle course; the festival part of the event is all about getting children outdoors, active and taking on new challenges and experiences. They can bounce on trampolines, drive electric cars, try the caving challenge, scale the climbing wall, enjoy family games and so much more. There are plenty of options to refuel with tasty food and drink stalls. There's also live music on the stage all day, the circus skills workshops and more in the Show Tent.

California Raisins were the official partner of the Little Welly events and handed out **5,000 leaflets** educating parents on the benefits of California Raisins and their versatility, safety and quality attributes.

In addition, there was a great Glamping experience on offer, courtesy of California Raisins. The handouts urged visitors to visit the RACUK website where they had the opportunity to **win a family glamping holiday for 4.**

896
Entries received

5,000

California Raisin sample packs were distributed.





Having their say (about California Raisins)

WHAT DO YOU THINK OF CALIFORNIA RAISINS?

The target audience was trade users of dried vine fruit including: chefs, bakers, confectioners, importers and retailers and consumers.

During the summer of 2019, we took to the streets to hear what UK consumers really think about California Raisins. These discussions were filmed to use at various events and to be posted on the RAC You-Tube channel, Facebook and Twitter.

3 videos in total will be produced as follows;

1. A testimonial video.

This video includes interview snippets, with wholesalers, importers, confectioners, bakers and retailers who share their views of California Raisins.

2. A Vox Pop video.

This video includes interviews with consumers filming their response to origin taste, texture and usage of California Raisins.

3. The whole story.

A third video which includes edits from the testimonial and Vox Pop videos with additional clips from sections of the existing industry videos previously produced by the RAC.

" You could say we're a raisin kind of family! "

" I carry them around everywhere with me, they are so handy... "

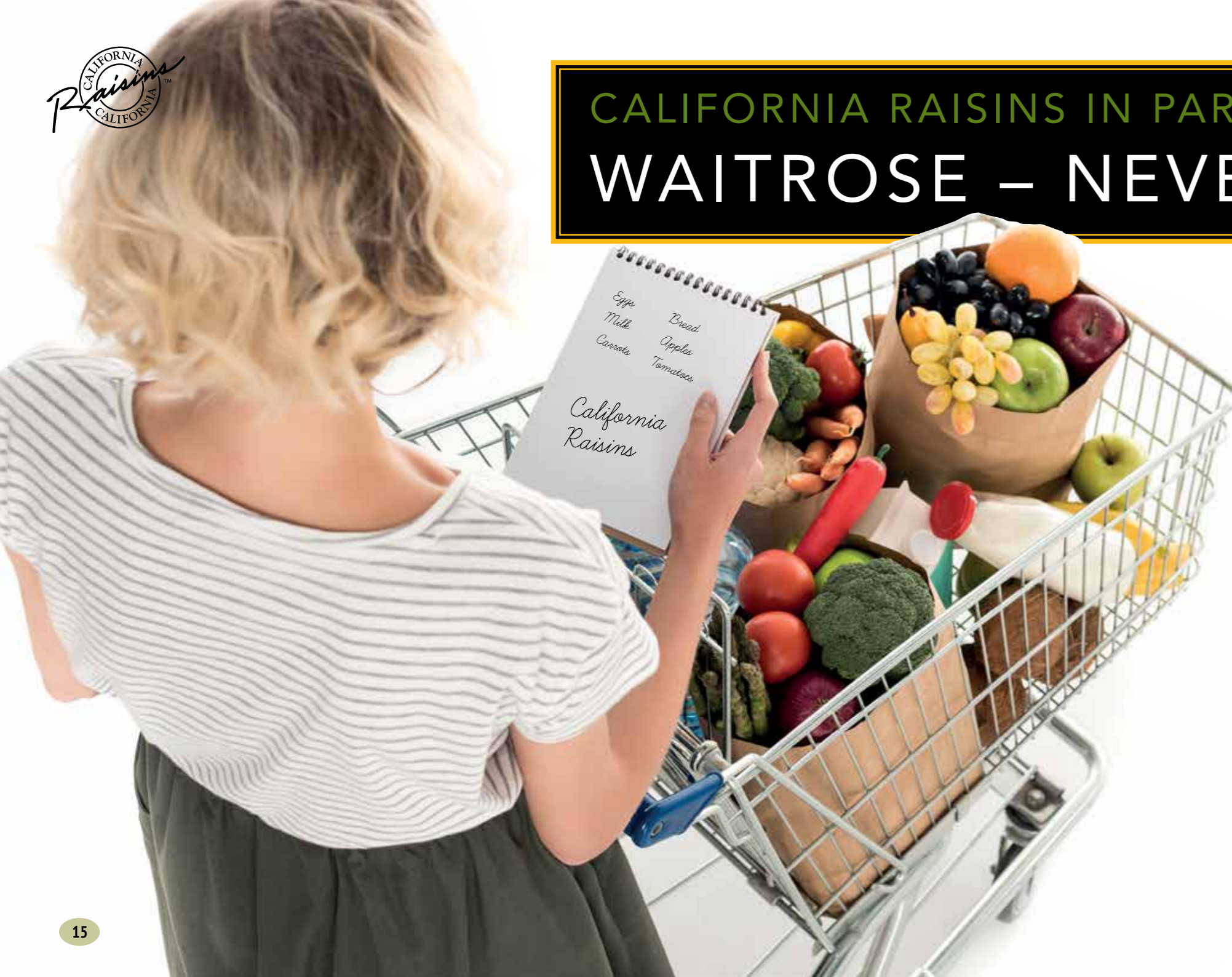
" California and raisins go together! "

" When I'm baking I throw some in, whatever I'm baking... Carrot cake... throw some in... "

" Small, sweet and delicious... much more healthy than regular snacks "



CALIFORNIA RAISINS IN PARTNERSHIP WITH WAITROSE – NEVER KNOWINGLY UNDERSOLD



RAC produced a media campaign with Waitrose & Partners in their instore magazine and on the Waitrose online app. The activity directed consumers to visit Waitrose stores and encouraged them to buy California Raisins. They were also invited to enter a FREE prize draw competition answering a few simple questions.



PRIZE DRAW
WIN £250-WORTH OF WAITROSE & PARTNERS VOUCHERS WITH CALIFORNIA RAISINS

California raisins – sold as part of the Waitrose & Partners essential range – are produced in the San Joaquin Valley, south of Fresno. The grapes are picked and left on paper trays to dry naturally in the warm American sunshine for three weeks. Once they have turned a dark brown colour, they are collected by hand to be cleaned, packed and sent all over the world. Naturally sweet, Californian raisins are high in potassium and a source of iron. What's more, a 30g serving counts as 1 of your 5 a day, so they make a healthy on-the-go snack as well as being a great cooking ingredient.

ENTER NOW! For your chance to win one of four prizes of £250-worth of Waitrose & Partners vouchers and for full terms and conditions, visit waitrose.com/raisins. The draw is open to UK residents aged 18 and over only.

over 1,000 entries so far....

THINK RAISINS. THINK CALIFORNIA

400 entries were received in the first 2 weeks and over 1,000 entries received by the end of the competition period.

Waitrose in-store magazine is the UK's highest circulating food, drink and travel title with a readership of around 3 million loyal customers. In addition to the printed issue there is an app which is the most downloaded food and drink app on Apple's newsstand for both iPad and iPhone. The app is available FREE to Waitrose members on their tablet and mobile devices. The app gives members the ability to search and save recipes and an option to

create shopping list of ingredients straight from the recipes. The Waitrose app boasts 1.1million content views per month with 34,000 downloads and the printed magazine has 2.5million readership.

The objective of the campaign was to promote California Raisins via instore magazine and the online app to engage with consumers and encourage them to enter an online and instore magazine competition/Free Draw. The campaign focussed on highlighting the benefits of using California Raisins in specific recipes, baked goods and snacking.

Trade education and awareness

RAC UK continue to promote the benefits of California Raisins through an ongoing PR and advertising campaign.

During 2019 the RAC focussed on a range of additional benefits including; extended shelf life, food safety standards and the highest standard growing practices. These benefits have positively influenced the UK trade in specifying California Raisins, rather than dried vine fruit from other origins. The RAC worked with all stakeholders in the UK trade, to ensure awareness and continued specification of California Raisins aimed at maintaining future loyalty.

The RAC's trade PR campaign provides an opportunity for the trade to request information and samples, which ultimately leads to new products being created by craft and plant bakers, foodservice groups, vending operators and food manufacturers each year.

RAC once again conducted an online and print PR campaign to clearly communicate new usage ideas and case studies, as well as the value-added benefits, differences between raisins and sultanas and the quality and food safety, consistency and taste of California Raisins.

CALIFORNIA RAISINS

92%

of trade are aware of the high product safety standards of California Raisins

100%

of trade aware of the health benefits California raisins add to products nutritional profile

The RAC have continued to communicate key messages about California Raisins to the UK trade by conducting mailings, distributing press releases and producing updates and newsletters for the UK industry.



California Raisins (The official UK & Europe Raisins)
 Published by Cassey (11 - 7) ...
 ...raisin. It may be ...
 ...for its substantial ...
 ...health-bes



August 2018
WHY WAIT UNTIL THE NEW YEAR?
 Try some back to school resolutions with California Raisins



100%
 of consumers reported they serve their children California Raisins as a healthy snack



CONNECTING WITH CONSUMERS

56%
 confirm they USE California Raisins in everyday dishes

RAC continue to communicate with consumers via online and printed media. Online media campaigns encouraged consumers to visit the RAC website. RAC generated dialogue with consumers, which helped increase awareness of California Raisins and related health benefits.

UK consumers are continually reminded of the benefits of California Raisins and how they can fit in with a healthier lifestyle. RAC continue to position California Raisins as a healthy snack and nutritional way to enhance popular UK recipes for adults. RAC are working with the new UK government legislation limiting the use and description of health claims and has assisted in producing a document with legal council and nutritionists to form a Health Claim document for the UK.



72,000
 consumers viewed RAC videos



THINK RAISINS, THINK CALIFORNIA
 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

