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GRAPE VINE

CALIFORNIA RAISINS' UK UPDATE: ISSUE 50





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Overview

Peter Meadows, UK and Scandinavia Representative, gives his update on the UK



2019 proved to be another challenging year for California Raisins in the UK, once again, mother nature, exchange rates, impending Brexit and recent tariffs and proposed retaliatory tariffs all played a part.

Despite these challenges, California Raisins' UK activities have helped drive demand in some key sectors during 2019 and the 2019/2020 marketing year will be no different.

Continuing on with supporting trade activities, the primary strategy is to continue to work closely with importers and their direct customers. Trade campaigns will communicate safety, usability, versatility consistency and of course the superior taste of California Raisins.

In order to continue our own campaign regarding the confusion around added sugar and raisins, our consumer focus remains on parents with pre- and primary school children and will continue to position California Raisins as a healthy, natural alternative to added sugar. During 2018/19 the RAC brought together for the first time ever around 55 of the UK's leading dieticians, HCP's and opinion formers from Weightwatchers, Boots, Tesco and Sainsbury. After years of negative press towards dried fruit, the HCP Conference aimed at dispelling the myth that raisins contain added sugar and highlighted the lack of research available to support such myths.

During this challenging year, our trade and consumer constraints were successfully met and in some cases we exceeded our goals set for 2018/19.

Results are collated based on surveys conducted by California Raisins when visiting events, conferences and trade shows.

Thanks to you all for your continued support and looking forward to a positive future.

TRADE facts:

92 new products containing California Raisins.



aware of the **HEALTH BENEFITS** California Raisins add to a product's nutritional profile.



aware of California Raisins **HIGH PRODUCT SAFETY STANDARDS**



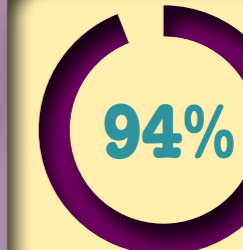
trade aware of the possible **SHELF-LIFE EXTENSION** using California Raisins



of targeted trade selecting **CALIFORNIA RAISINS ABOVE ANY OTHER** dried fruit variety

Gathering information and data from the UK food industry is a key part of our campaign. We conducted an online survey and questionnaire targeting UK wholesalers, food manufacturers, chefs, bakers, confectioners, retailers and importers. After reviewing the 625 responses, we found that 70% work within the retail industry, 30% are wholesalers, 42% buy from wholesalers, 57% purchase their raisins from California.

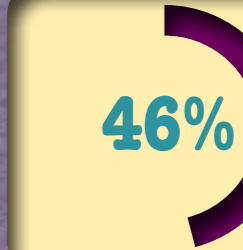
CONSUMER facts:



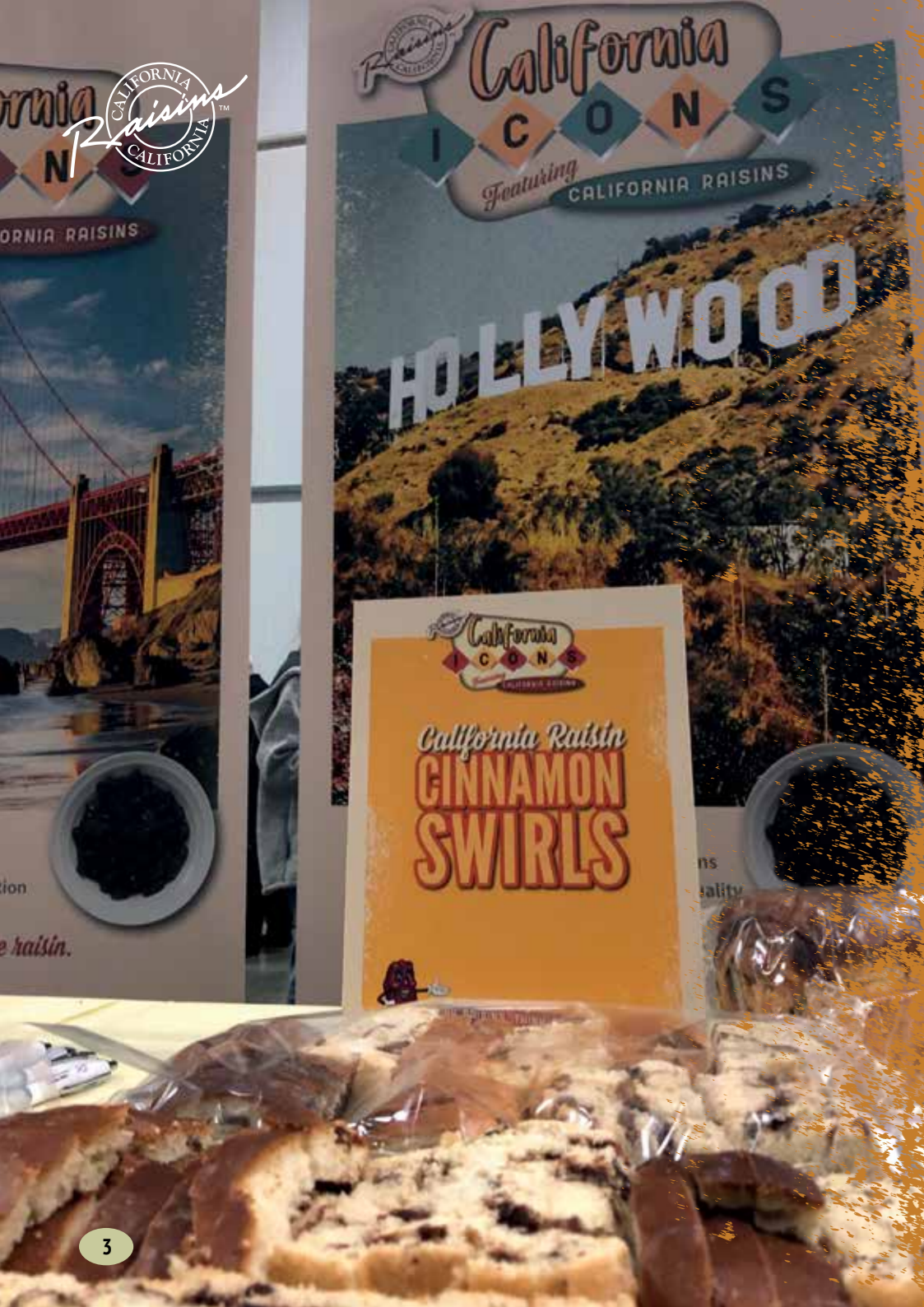
are aware of at least one health benefit of California Raisins



serve California Raisins to their children as a healthy snack.



view California Raisins as **value for money**



14 YEARS

in Partnership with

BAKO WESTERN

On Sunday 13th October 2019 we once again attended the popular BAKO Western trade day in Cullompton, Devon to promote California Raisins to the UK craft bakery trade.

BAKO is one of the largest ingredients suppliers to the UK baking and food-to-go industry. The annual BAKO Western trade event aims to facilitate trade in and around the West Country and offer seasonal price incentives.



The event attracts over 500 suppliers and key buyers, who typically take advantage of all the special deals and price offers available on the day. Visitors to RAC's booth were invited to sample a selection of products containing California Raisins.

CALIFORNIA RAISIN FRUIT LOAF CONTEST

Dee Cassey from The Garden Marketing & PR, the trade representative for California Raisins in the UK, commented:

"The quality of the entries this year were exceptional and California Raisins would like to extend our congratulations to all entrants."

Judging took place by the Western Region CBA during the annual open day and the winner of the California Raisin Fruit Loaf Contest was **Somerset based, Bakery Roy-al**.

RESULTS OF THE CALIFORNIA RAISIN FRUIT LOAF CONTEST

- 1st Prize**
Roy Legg, Bakery Roy-al,
Martock, Somerset
- 2nd Prize**
Clive Williams, Williams the Baker,
Wool
- 3rd Prize**
Lee Smith, Poppyseed Bakery,
Bexhill
- 4th Prize**
Nicola Lowe, Somerset Bakehouse,
Bridgwater





Keeping you posted!

A key part of the RAC's social media strategy is to communicate the various health benefits of California Raisins as well as challenging some surprisingly common misconceptions about raisins. A series of articles have been shared via Twitter and Facebook, related to relevant on-trend topics. Articles have been written on topics such as Bowel Cancer, National Cereal Day and Gut Health as well as posts which rebuff the myths about raisins and added sugar.

Communicating the versatility of California Raisins has also been at the forefront of social activity by sharing recipe videos, showing how to use California Raisins in meals or as snacks which collectively have received over **70,000 views on YouTube**.

To date the videos shared on FB and Twitter reached an audience of

Facebook: 35k

Twitter: 18k

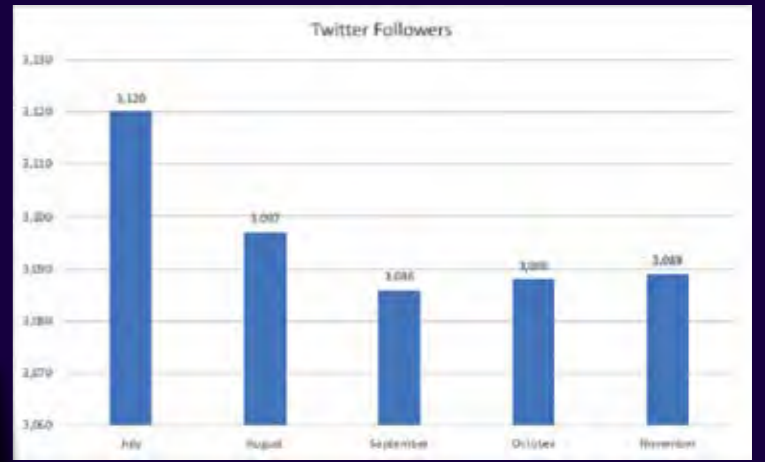
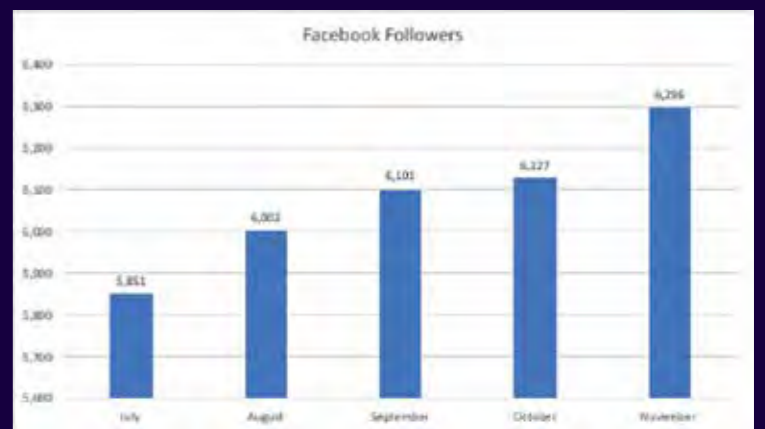
Over **70,000** video views on YouTube.



TWITTER:
Impressions on Twitter reached in excess of **25K** in 2019.

FACEBOOK:
Between July and November (2019) our Facebook following increased by **7%** to **6,296**.

This has been achieved by communicating the various health benefits of California Raisins, as consumers are becoming increasingly aware of what they are eating and how their daily food consumption impacts their overall health.



California Raisins Social Media following has continued to thrive. This has been achieved through consistent activity and relevant campaigns that have engaged users.

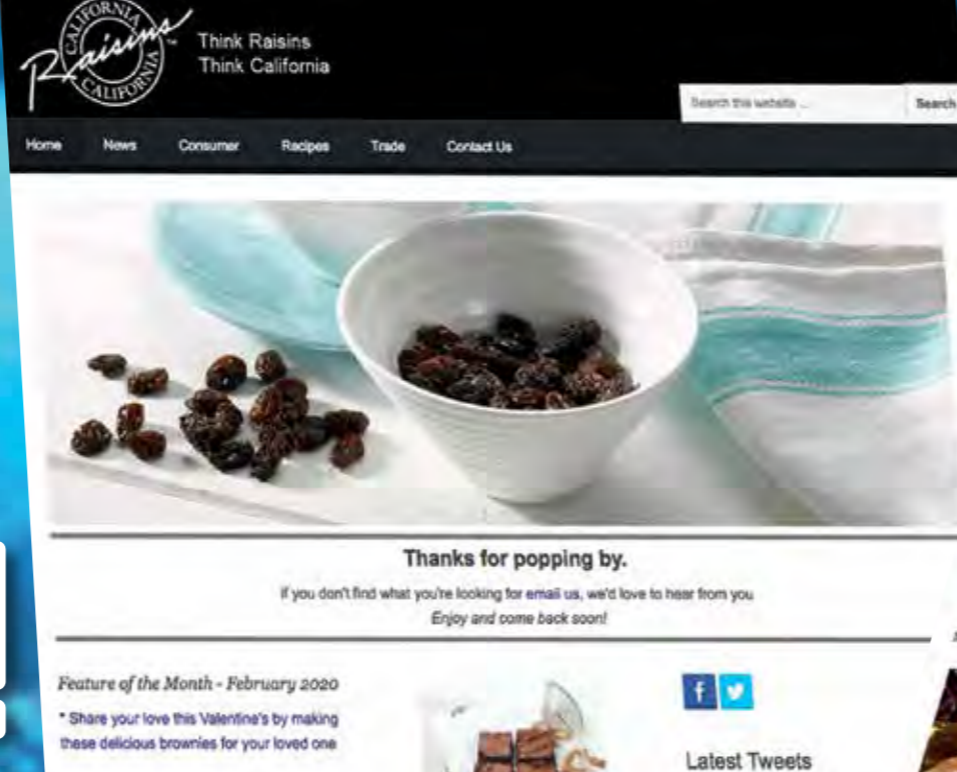


Hello world!

CALIFORNIA RAISIN WEBSITE SINCE 2005

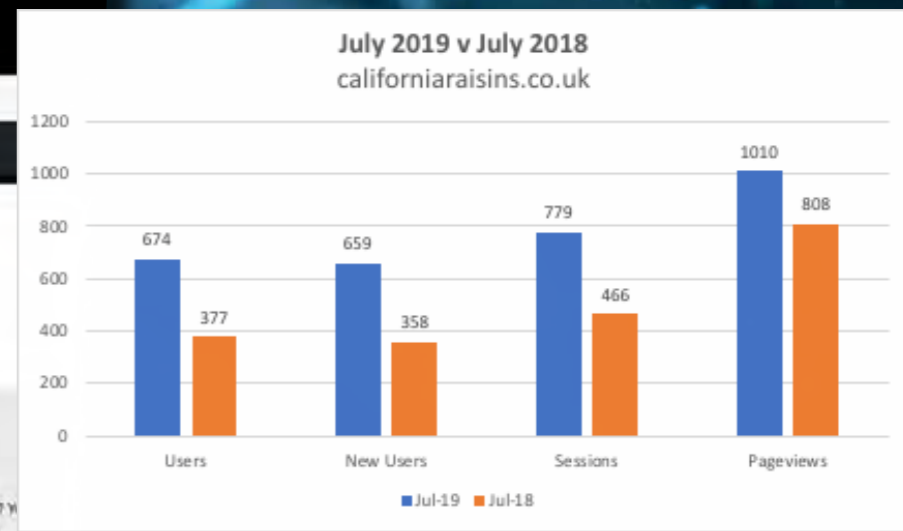
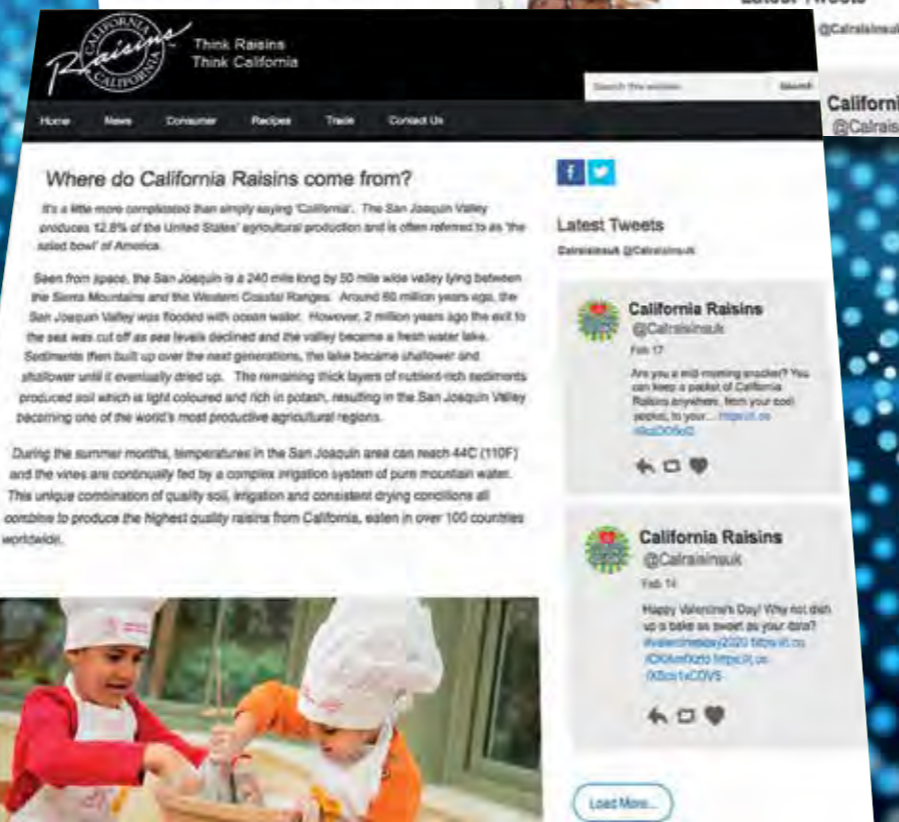
Since its launch the RAC website has gone from strength the strength and is continually updated and developed to address consumer trends.

24,000
visitors in 2019



The website is updated throughout the year with new recipes, usage ideas, nutritional information about California Raisins, consumer competitions, news, and views, as well as general information about California Raisins. The website also provides a useful platform to launch new products and competitions. RAC connect with respected food and drink bloggers and influencers, using the website as a valuable resource.

The most recent FREE DRAW uploaded to **the website attracted nearly 75% of the mailing list which totalled 843**. Consumers received the mailing and requested that they visit the website and complete a short form then their details would be submitted into a FREE DRAW. 5 winners from the FREE DRAW won a limited-edition issue of the California Raisin Perfect For Christmas handbooks, co-written with Charlotte White, Celebrity cake maker.





California Raisins has been at the forefront of supporting healthy children over the years with educational programmes that in the past have included the English Schools' Football Association (ESFA) and Tennis for Free Scheme. These campaigns reached well over 100,000 school children allowing California Raisins the opportunity to partner with Premier League Football teams and leading tennis players.

In order to expand its reach among the sports community, California Raisins approached the Rugby Football Union in the UK to support and recognise the benefits that the sport of rugby can bring to children, and how California Raisins can help aid performance through slow release natural sugars contained within raisins. In the UK, Rugby is highly regarded both on and off the field. Attributes such as, team play, discipline, social interaction, mental toughness and of course health & fitness. Haywards Heath RFC (HHRFC) have a long-standing record of developing players who go on to play professional rugby. Many of whom have continued on to play for the England National team. California Raisins' association with HHRFC has allowed access to a number of UK professional Rugby players as well as providing a platform to communicate the various benefits for California Raisins in a sports orientated diet.



CALIFORNIA RAISINS



SCRUMPTIOUS SUPPORT FOR RUGBY

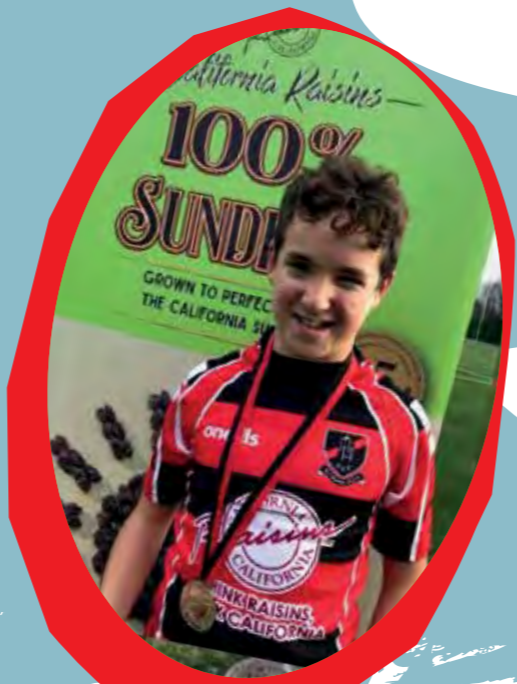
CALIFORNIA RAISINS SUPPORTS KICK OFF

The 2019 Festival of Rugby at Haywards Heath Rugby Club kicked off early as the Heath mini's completed a Big Club Run around the grounds, followed by the Heath U16s competing against Horsham and tourist sides from Leicester Forest and Ashby. There was a celebratory feel to the day, and California Raisins were there to lend support.

- The partnership activity throughout the year included:
- Logo on shirts across all junior players (4 age groups - Under 12 to Under 15)
 - Editorial coverage and advertising opportunities in each club programme
 - Website coverage both editorial and advertising
 - Distribution of samples at key club events
 - Social media posts and activity promoting the organisations
 - Regional press exposure and additional tie-ins for CA Raisins
 - Information leaflet distribution across the club and local networks - outlining the benefits of California Raisins
 - Additional PR at matches and key club events, such as the Christmas lunch and the end of season supporter lunch.

Supporting HHRFC enables the RAC to openly encourage children to snack more healthily and to consider California Raisins as a healthy snacking option, which can aid performance on the pitch. Our activity also offers a platform for CA Raisins to reach the wider West Sussex community".

Peter Meadows, UK California Raisins representative



CALIFORNIA RAISINS LAUNCH PLAYER OF THE MONTH AWARDS.

The RAC partnering with Haywards Heath RFC, Youth teams aged 12-15 has offered a mutually beneficial link-up and highlighted to many other children in the South East of England that California Raisins can offer an alternative for healthy snacking (100% natural with no added sugar) and provides benefits such as performance on the pitch. During 2019 California Raisins launched their 'Junior Play of the Month' Awards.

California Raisins have helped recognise individual performances across all junior squads by awarding California Raisins Players of the Month medals from the Under 12 to Under 16 age groups.

The winners of the awards for October are Jack Swain (U16s), Wilf Batham-Read and Dan Jarman (Under 15 squads), Ed Hartley and Max Barnett (U14 squads), Oscar Mann (U13s) and Theo Polhill and Harry Mather (U12 squads).

The coaches across all age groups were keen to reward commitment and development, and the many other important factors that come into play when participating in a team sport, not solely recognising outstanding individual performance of which there are currently many examples across all junior squads at the club.

A GREAT KNIGHT OUT WITH THE PRESIDENT.

The Royal Armouries, North Yorkshire, UK played host to the 132nd Craft Bakers Association conference in October 2019.

In addition to the well attended **'business day'**, the Association launched its **'Rewards & Recognition Scheme'**, providing CBA the opportunity to reward long-standing members for their loyalty as well as recognising newer members, and how they too can positively influence the association by being actively involved.

From 7am a mini exhibition ran alongside the business day, where California Raisins joined 15 other key industry bakery suppliers in the exhibition area of the conference.

The event was officially opened by George Fuller, Chairman of the CBA. Delegates were able to visit each individual stand which gave California Raisins the opportunity to network with visitors and exhibitors.



135
Bakery Owners attended



Throughout the day delegates were kept up to date regarding such agenda items as discipline and grievance procedures and invaluable information on compliance with the new allergens and labelling regulations.

The launch of the CBA's new Reward Scheme and the Recognition Program followed with a brief awards ceremony.

Colin Lomax, CBA President handed over his chains to Heather Fuller, only the 3rd lady President in the association's **133 year history**.

Later on during the evening, entertainment began with a drinks reception and medieval tournament. The event continued with a formal dinner.

"Networking with the delegates and exhibitors has once again proved beneficial, keeping Craft Bakers aware of California Raisins and their naturally sweet taste."

Dee Cassey, California Raisins



Fine dining - USA style

The Escoffier Rooms restaurant at Kingsway College, London hosted the 'USA Week' on behalf of the US Embassy.

The event ran through the whole week in November and was well received each day by key industry figures. The Escoffier Rooms are part of the Kingsway College London and the centre is home to the award-winning School of Culinary Arts and Hospitality.

Jose Souto, Chef Lecturer at the college, who was closely involved in the event and many other culinary weeks said: "We are arguably the leading culinary school in the UK. Our expertise and contacts, plus the fact that we're part of Capital City College Group – one of the UK's biggest college groups – means that Westminster Kingsway College can play a really useful role in showcasing the best of British culinary expertise and enabling other countries to learn from our experiences. It also gives our students amazing exposure to new cultures and their cuisines, which can only be good for their culinary CVs and their future employability."

200
Meals served during the week



The three main lecturers in attendance throughout the week were:

- Jose L Souto (Senior chef Lecturer in Culinary Arts),
- Simon Stocker (The Escoffier Kitchen)
- Mark James Whitely (Lead Lecturer in the Escoffier Restaurant & Bar)





NDFTA AND TNA HIGHLIGHT SUCCESSFUL TRADING PARTNERSHIP

The Nut Association and the National Dried Fruit Trade Association worked together to host a conference on US Nuts and Dried Fruits for all members during November, which took place in the US Embassy in London.

California Raisins were invited to provide support of this event in return for the opportunity to address the **150 strong trade audience.**

RAC UK Representative, Peter Meadows addressed the audience and provided a 30min overview and update on the California Raisin industry, which was followed by a short Q&A session.



THE AIM OF THE EVENT WAS TWOFOLD:

- **Educational** – to provide those members newer to the two industries with a brief overview of the U.S. nut and dried fruits industries.
- **Networking** – to give all members an opportunity to network, engage and learn from others from both industries.



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

