

SUMMER 2019

SCANDINAVIA



# Grapevine

.....  
PROMOTING  
CALIFORNIA RAISINS  
ACROSS SCANDINAVIA  
.....

AN UPDATE FROM THE CALIFORNIA RAISIN INDUSTRY





Welcome to the Summer issue of the California Raisins newsletter, which covers the California Raisin Administrative Committee's activities in Scandinavia during 2018/19.





# Imports to Scandinavia

Continued loyalty shown by many premium retailers towards California Raisins remains robust as consumers across Scandinavia prefer the richer, fuller taste of sun-dried California Raisins over other origins. California Raisins account for 57% of all raisins sold across Scandinavia with the majority being sold via retail outlets in a range of pack formats.

*Sweden remains the largest importer of California Raisins in Scandinavia.*

In 2017/18 Sweden imported 2,812MT (source: RAC). Retail remains the strongest sector in Sweden for California Raisins (2018/19), accounting for 90.5% of sales with 2,050MT while bulk sales account for 9.5% totalling 215MT (source: RAC). Imports from 1st August 2018 to date (May 2019) account for: 2,265MT (4.1% of overall world sales)

*Norway is now the second largest export market in Scandinavia for California Raisins.*

2,060MT of natural seedless California Raisins were imported during 2017/18. Of the raisins imported to Norway in 2018/19, 92.8% were retail packed totalling 1,719MT. Bulk shipments of California imports accounted for approximately 7.2% of imports and totalled 133MT (source: RAC - 1 Aug 2018 to 31 Mar 2019). Imports 1st August 2018 to May 2019 total 1,853MT (3.4% of overall world sales).







***Denmark imported  
1,112MT of natural  
seedless California  
Raisins during 2017/18.***

Of the California Raisins imported to Denmark in 2017/18, 49% were retail packed totalling 649MT. Bulk shipments of California imports accounted for approximately 51% of imports and totalled 462MT (source: RAC from 1st Aug 2018 to 31st Mar 2019).

Imports 1st August 2018 to March 2019 account for: 457MT (1% of overall world sales).

***Finland imported  
1,099MT of natural  
seedless California  
Raisins during  
2017/18.***

A 5% increase over the previous year's imports of 1,045MT (source: RAC). Of the California Raisins imported to Finland in 2017/18, 57% were retail packed totalling 705MT. Bulk shipments of California imports accounted for approximately 43% of imports and totalled 393MT (source: RAC).

Imports from 1st August 2018 to March 2019 account for: 631MT (1% of overall world sales).



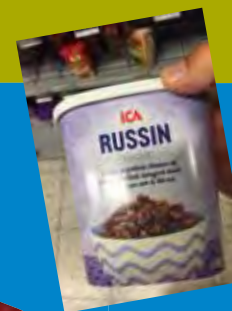
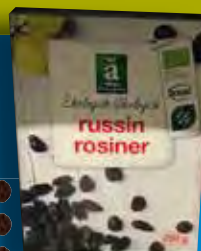


# Grapevine

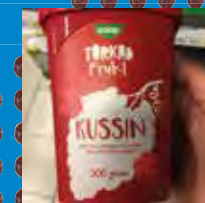
SCANDINAVIA

During 2018, California Raisins recorded some great results in many different categories.

**Denmark**  
607 MT\*



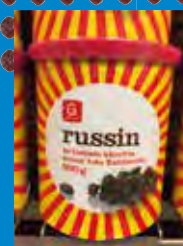
**73 new products**  
containing  
California Raisins  
were produced  
during 2018.



**Sweden**  
2,265 MT\*



**Finland**  
831 MT\*



**59% of bakers, cereal producers are using California Raisins over and above any other vine fruit.**



**69%**

of the trade are currently using California Raisins in their products which is 2% more than 2016.



**Norway**  
1,853 MT\*





# launches new

## California Raisins

**Consumers in Scandinavia are among the highest users of social media in Europe (at least 50% of the overall population). Facebook has the largest following in each country along with high numbers of Instagram users.**

With the successful launch of the RAC social media channels in May 2019, RAC will continue to raise awareness of California Raisins across Scandinavia and drive traffic to the new California Raisins EU website.

The RAC will conduct a Facebook advertising campaign targeting consumers in Denmark, Sweden, Finland and Norway. Attention grabbing ads will tap into consumer interest in food, cooking, baking and California provenance, these images will inspire consumers to use California Raisins in new and innovative ways.



**Eight new recipes** have been produced and requests are coming in for more information and the full recipes. Recipes and Facebook activity throughout 2019/2020 will continue to be the focus of the campaign.

## media campaign

Advertising will target foodies who shop at stores where California Raisins can be found. Videos will also be produced throughout the year including Christmas to tie in with instore promotions.

**10.7 million  
on Instagram**

**18.3 million  
on Facebook**

The campaign will also encourage dried fruit buyers to offer California Raisins to consumers over and above any other dried vine fruit. The campaign aims to communicate the health benefits, versatility and superior taste of California Raisins as well as highlighting where to buy California Raisins.







# New website launched

**We are pleased to announce the launch of our new Scandinavian website.**

The design provides an interactive experience so visitors can browse based on their location.

The RAC wanted to give Scandinavian consumers the opportunity to learn more about California Raisins and increase product awareness.

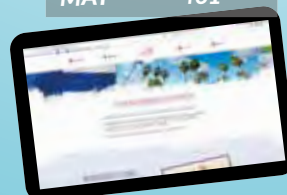
Our new site is divided with content relevant to 4 regions, Denmark, Sweden, Norway and Finland. Each region will include up-to-date news, general local information on instore promotions, consumer activities and events.

The new website will be kept up-to-date with useful information as we establish this portal as a primary source of information for Scandinavian consumers.

We invite you to visit us at [www.californiaraisins.eu](http://www.californiaraisins.eu)



**FINLAND VISITORS**  
JUNE 1,414  
MAY 461



**DENMARK VISITORS**  
JUNE 889  
MAY 435

**NORWAY VISITORS**  
JUNE 877  
MAY 362



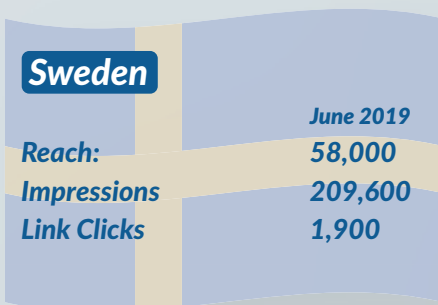
**DENMARK VISITORS**  
JUNE 1,334  
MAY 599





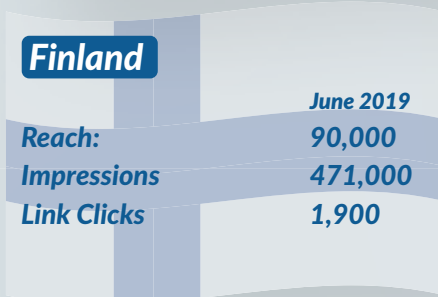
# Socially Inter-Active

California Raisins has been active on Facebook in 2019. Results are on the up with more impressions and clicks month by month.



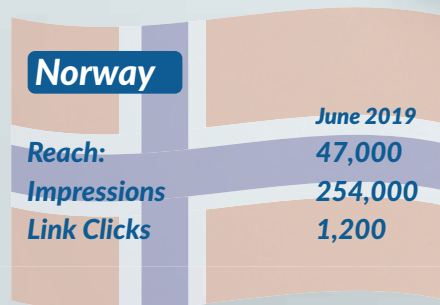
Clicks  
up by  
**316%**

Impressions  
up by  
**381%**



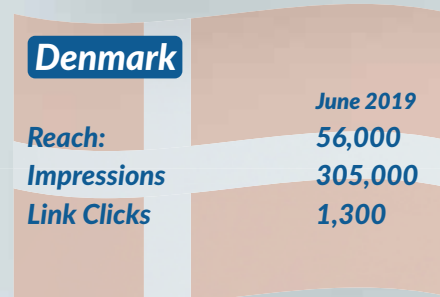
Clicks  
up by  
**428%**

Impressions  
up by  
**413%**



Clicks  
up by  
**396%**

Impressions  
up by  
**333%**



Clicks  
up by  
**302%**

Impressions  
up by  
**412%**







# Targetting Scandinavian retail

*During 2019/2020 the RAC will be targeting the Retail sector.*

The retail market is an important sales channel for California Raisins in all 4 countries across the region. Across the region around 70% of California Raisins are sold via retail outlets. ICA and Co-op dominate the Swedish retail market with 1,951 stores, and in Norway Norges Gruppen and Co-op have a 60% share of the retail grocery market with 2,416 stores. In Denmark Co-op and Salling Group have the majority of market share with 44% and 1,606 stores. In Finland Kesko is by far the dominant force in grocery retail with 1,180 stores followed by S Group who market under a variety of individual sub-brands which collectively account for 690 stores.

Consumers throughout the region enjoy standards of living which are among the highest in the world and they demand convenience, variety and fresh nutritional foods. Consumers, in Sweden and Norway in particular, are willing to pay higher prices for food and drink products that they perceive to meet their health requirements. RAC will capitalize on this by educating retailers and consumers about the nutritional value of California Raisins whilst providing healthy ideas for consumers. RAC will liaise with retailers and partner them in communicating health orientated messages at point of sale and advertorial placements in in-store magazines as well as retailer websites.



Dansk  
Supermarked



# RECIPE DEVELOPMENT



6 exciting new recipes were produced and will appear in our advertising and PR campaign throughout the year.

If you would like more information please send an email to:  
[info@californiaraisins.co.uk](mailto:info@californiaraisins.co.uk)





## The world's favourite raisin... advertising campaign for 2019

In early 2019, RAC conducted an advertising campaign, targeting wholesalers, food manufacturers and retailers. Using targeted publications the RAC ran advertising and editorials throughout both printed media and online channels.



**California Raisins**

THE WORLD'S FAVOURITE RAISIN

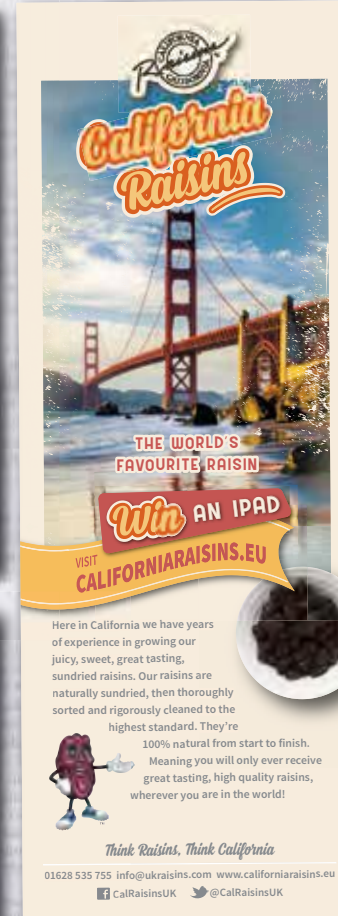
Win AN IPAD  
VISIT CALIFORNIARAISINS.EU

Here in California we have years of experience in growing our juicy, sweet, great tasting, sundried raisins. Our raisins are naturally sundried, then thoroughly sorted and rigorously cleaned to the highest standard. They're 100% natural from start to finish. Meaning you will only ever receive great tasting, high quality raisins, wherever you are in the world!

Think Raisins, Think California

01628 535 755 info@calraisins.com www.californiaraisins.eu

CalRaisinsUK @CalRaisinsUK



**California Raisins**

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CalRaisinsUK @CalRaisinsUK



fruit attraction

TOP STORY

There's been a lot of buzz about the new 'California Raisins' brand. It's not just the name, it's the quality. The new brand is a result of years of hard work and dedication to the highest standards of quality. The new brand is a result of years of hard work and dedication to the highest standards of quality.

EUROPEAN NEWS

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Driscoll's

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ESM

News

California Raisins

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*Calling all importers,  
food manufacturers,  
suppliers and food professionals*



We are always looking to help and work with organisations and people who use, or want to use, California Raisins.  
Promotions, direct mail, exhibitions, literature, advertising, PR, editorials and mailings are just some of the activities we can offer.

If you'd like to find out more on how the RAC and California Raisins can benefit your business then contact us and we'll arrange a time to meet.

*Contact: [info@ukraisins.com](mailto:info@ukraisins.com)*

#### 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

Mail: [info@ukraisins.com](mailto: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

 CalRaisinsUK  @CalRaisinsUK