

SPRING 2019

SCANDINAVIA



Grapevine

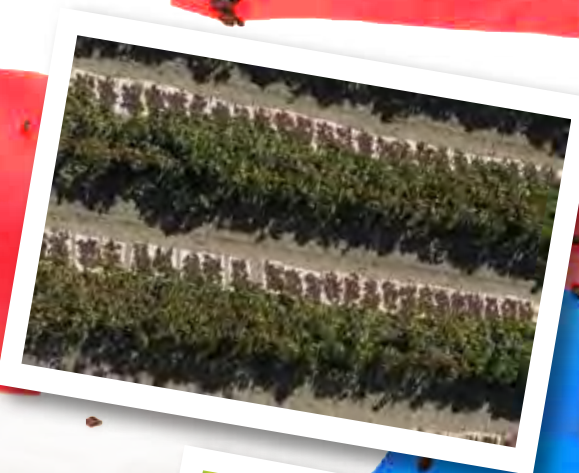


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PROMOTING
CALIFORNIA RAISINS
ACROSS SCANDINAVIA
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AN UPDATE FROM THE CALIFORNIA RAISIN INDUSTRY

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





Imports to Scandinavia



Sweden remains the largest importer of California Raisins in Scandinavia.

In 2017/18 however imports decreased by 9% from 3,271MT to 2,971MT (source RAC). Retail remains the strongest sector in Sweden for California Raisins, accounting for 76% of sales with 2,496MT while bulk sales accounted for 14% totalling 474MT (source RAC).

Imports 1st August 2018 to date (March 2019) account for: 1,584MT (4% of overall world sales)



Norway is now the second largest scandinavian export market for California Raisins

2,060MT of natural seedless California Raisins were imported during 2017/18. Of the raisins imported to Norway in 2017/18, 63% were retail packed totalling 1,876MT. Bulk shipments of California imports accounted for approximately 37% of imports and totalled 183MT (source RAC).

Imports 1st August 2018 to date (March 2019) account for: 1,404MT (3% of overall world sales)



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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 – 1st Aug 2018 to 31st March 2019).

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



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

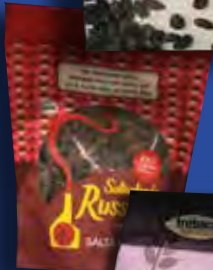
A 5% increase over the previous year's imports of 1,045MT (source RAC).

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

California Raisins remained the most popular raisin throughout Scandinavia.





The California Raisins performance measures have performed well during 2018 with the following results:

- 69% percent of the trade are currently using California Raisins in their products which is 2% more than 2016.
- 73 new products containing California Raisins were produced during 2018.
- 59% of bakers, cereal producers are using California Raisins over and above any other vine fruit.

Activities that have contributed to the success of the RAC program include online and printed media campaigns, PR coverage and co-promotions with key suppliers.

Finland
631MT

Denmark
457MT

Sweden
1,584MT

Norway
1,404MT





CALIFORNIA RAISINS LAUNCH NEW SOCIAL MEDIA CHANNEL

Consumers in Scandinavia are using social media in high numbers (at least 50% of the overall population of just over 27m). Facebook has the largest following in each country and there are also high numbers of Instagram users.

Over a 3-month period the RAC will launch and run a campaign on Facebook and Instagram which will include monthly posts and advertising.

Each month there will be four adverts running, one per country. The ads aim to engage and inspire consumers to select and trial California Raisins and access California Raisins through Scandinavian retailers.

The target audience is 18.3m Facebook and 10.7m Instagram users.

The objective of the campaign is to encourage buyers of dried fruit to offer California Raisins to consumers over and above any other dried vine fruit. The campaign will communicate the health benefits, versatility and taste of California Raisins as well as directing consumers where to buy California Raisins via Scandinavian retail.

Denmark...

| | |
|--------------------|--------------------------|
| Social media users | 4.1m (71% of population) |
| Via Mobile | 3.6m (63% of population) |
| Facebook users | 4.1m |
| Instagram | 2m |



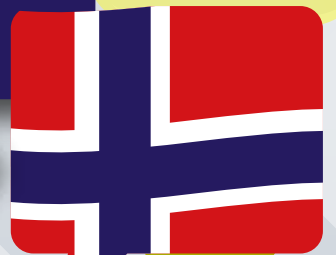
Finland...

| | |
|--------------------|--------------------------|
| Social media users | 3.2m (58% of population) |
| Via Mobile | 2.6m (47% of population) |
| Facebook users | 3.2m |
| Instagram | 1.7m |



Norway...

| | |
|--------------------|--------------------------|
| Social media users | 3.7m (69% of population) |
| Via Mobile | 3.4m (64% of population) |
| Facebook users | 3.7m |
| Instagram | 2.3m |



Sweden...

| | |
|--------------------|--------------------------|
| Social media users | 7.3m (73% of population) |
| Via Mobile | 3.4m (73% of population) |
| Facebook users | 7.3m |
| Instagram | 4.7m |



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**NEW
MICROSITE**

After several months of hard work, we are thrilled to announce the launch of our new Scandinavian microsite.

The design provides an interactive experience so you can easily find the information you are looking for. Visitors to the site can browse based on their location and area.

The RAC wanted to give Scandinavian consumer audiences the opportunity to learn more about California Raisins, who we are as a company and also increase product awareness.

Our new site is divided into 4 main regions: Denmark, Sweden, Norway and Finland. Each region will share up to date news and general local information relevant to the area, to include instore-promotions and consumer activities and events.

We hope you find the new website easy to access information and we also wish to establish this portal as a primary source of information for those who visit our site.

**We invite you
to visit us at
www.californiaraisins.eu**





Spreading the love

To further increase the relationships with the baking, confectionery and foodservice sectors RAC conducted an online, print advertising and PR campaign in Denmark and Sweden.

The RAC's campaign focused on the 100% natural, quality and safety attributes of California Raisins aimed at the bakery, confectionery and food service industries.

The campaign ran with leading trade publication BRÖD, which is the official magazine of the Association of Swedish Bakers. Each month advertising and editorial is covered. FødevarerFOKUS in Denmark displayed banners and a 'partnership page', the partnership page allows the RAC to upload various articles and news stories throughout the year. Articles are saved and stored indefinitely to enable readers to visit repeatedly. FødevarerFOKUS distribute around 80 newsletters per year and store them in an open archive for customers in the food industry to read on their website <http://www.fodevarerFOKUS.dk/arkiv-over-seneste-nyhedsbreve/> each newsletter is sent to 4,000 key foodservice contacts twice a week.

The online banners were placed on www.fodevarerFOCUS.dk which attracts 5,000 visitors per month and 3,000 unique visitors per month. With both banners and partnership page, the RAC can

communicate with the leading companies and buyers within the Danish foodservice sector.

California Raisins also partnered with the Association of Swedish Bakers and Confectioners and conducted an advertising/editorial campaign in their official magazine BRÖD.

The Association of Swedish Bakers and Confectioners is the organisation for the bakeries and patisseries in Sweden, both artisan bakeries and industrial bakeries. The organisation founded in 1900 have around 430 members who together produce 75% of all baked goods in Sweden.

The Swedish bakery and confectionery market currently account for around 15.4 billion US dollars.

The magazine BRÖD is distributed to around 950 shops and the full membership of the association.

The campaign assisted in increasing awareness and sales of California Raisins and demonstrated the versatility of California Raisins when used in baked products.



Grapevine



100 years of success

100 År

För Bagare
Och Konditorer
Sedan 1918

RAC partnered with Kobia, (Baker/Wholesaler) who supply around 35% of the Swedish bakery ingredients market and conducted a media campaign, targeting the Swedish craft bakery sector covering 900 customers.

Advertising and Editorial coverage encouraged bakers to try California Raisins and trial the delicious recipes produced by Stefan J Petersen, resident craft baker/patisserie for Kobia. Six fabulous recipes were produced specifically for California Raisins. Media coverage was placed to encourage buyers to purchase California Raisins over other origins of dried vine fruit. This campaign included a full-page advertisement in the company catalogue/buyers guide and 4 issues of 'Frestelser' Kobia's in-house magazine.



The RAC were also delighted to partner Kobia during their 100th Anniversary celebrations. Ads, articles and a booklet showing recipes and details of RAC's partnership with Kobia was produced and distributed to an audience of around 7,000 individuals and companies throughout Scandinavia within the baking, confectionery and foodservice sectors.





California Raisins' activities in Scandinavia during 2019-20 will include:

- Advertising and PR campaign 19-20
with the Association of Swedish Bakers
and Confectioners – online and print
- Wholesaler Partnerships
- New product development
with key Scandinavian bakers and bakeries
- Retail promotions
- Plus much, much more

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 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

*Calling all importers,
suppliers and food professionals*

We are always looking to help and work with
organisations and people who use, or want to use,
California Raisins.

We can work with you to promote your business,
whether B2B or B2C.

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