

SUMMER 2020

SCANDINAVIA



Grapevine.

.....
FACEBOOK
COMBINED
59,152
FOLLOWERS

.....
WEBSITE
23,000+
VISITORS

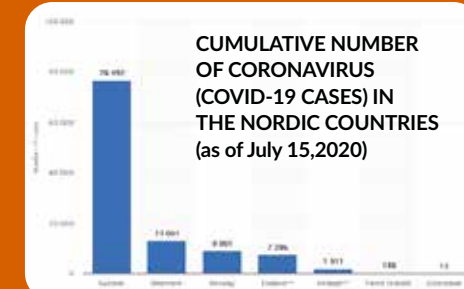
.....
FACEBOOK
TOP POST
67,797 VIEWS

SWEDEN
RECIPE PAGE
3.6K VIEWS

.....
4.6 MILLION
READERS

SCANDINAVIA COVID-19

Given the similarity of the Nordic societies, it is interesting to note how differently some of them have reacted to the current COVID-19 crisis.



DENMARK

Denmark's government has called on people to stop hoarding food and other essentials after supermarkets were hit by a sudden rush on Wednesday night.

The country's leading supermarkets, Salling Group, Coop, Dagrofa and Rema 1000, on a joint press release assured consumers that they had adequate supplies of all products, asking them not to change their shopping habits. The government is in close contact with the retailers and the message from the supermarkets was clear: The shops are open as usual.

Denmark's Salling Group had announced plans to pay DKK500 million (€66.92 million) to small and medium-sized local suppliers. The initiative aimed to provide immediate cash to suppliers so that they can manage operations during the crisis. The money covered

both suppliers of services and goods used by the Salling Group. It operates the retail chains Netto, Føtex, and Bilka in the country.

In the initial stages of the panic buying, the supermarket struggled to maintain stocks of some products, but supplies have since returned for normal. Vejlbæk-Zerr decided that if anyone bought two bottles of hand sanitiser at his supermarket, the second would be priced at 1,000 Danish kroner, and the sign he posted up in his supermarket went viral, with more than two million views on his Twitter.

The Danish government has worked hard to reassure citizens that there is no risk to basic supplies. Food Minister Mogens Jensen told a press conference that the government was working hard to ensure that cross-border trade was continuing as normal. "Goods are flowing freely

across borders, and as long as we continue to trade as we usually do, there will be no trouble providing supplies," he said. At the press conference, Peter Høgsted, chief executive of the Coop supermarket chain appealed to customers to shop normally. All of Coop's 3,000 supermarkets were fully stocked, as well as its warehouses, while food producers both in Denmark and internationally continue to produce food, he said.

FINLAND

Taksi Helsinki had responded to falling demand from passengers by launching its own home delivery service for groceries. Given that the social distancing practices necessitated by the Covid-19 outbreak have resulted in demand for taxi service plummeting, the company saw this to keep drivers employed.

Taxi rides in the capital region had dropped by around 70%, with thousands of drivers being faced with imminent unemployment. Rather than ceasing operations, Taksi Helsinki decided to put its large fleet of cars to new use, providing food delivery at a time where the entire country is being urged to stay at home as much as possible.

Their delivery service, which puts the taxi company in competition with major retailers like Prisma, Alepa, and K-Market, costs €20 and does not include alcohol or tobacco delivery. Customers simply call Taksi Helsinki and provide a shopping list, and the drivers head to the store before delivering the goods to your house.



Two of Finland's biggest food and grocery delivery companies provided options for a no-contact drop-off service. Wolt and Foodie, the S-Group delivery service, say it's already possible to request a no-contact delivery, but confirmed to News Now Finland that this was part of the online ordering process. In Finland, Wolt have updated their app to make the no-contact option available. Founded in 2014 in Helsinki, Wolt now operates in 20 Finnish cities with 1,200 restaurants and 2,200 couriers.

S-Group, which offers grocery deliveries from Prisma, S-Market, Alepa and Sale stores through their Foodie online shopping service have launched a process for contactless deliveries. S-Group delivers more than 45,000 orders every month, from 50 online grocery stores in Finland.

All three of Finland's major grocery store chains have installed plexiglass shields at the store checkout counters to protect workers from coronavirus infections. The shields, made from plexiglass, were installed between cashiers and customers, in order to reduce the chances of spreading the virus. Grocery store chain Lidl installed the shields at its 186 stores around the country. S-Group installed the plexiglass shields in some of its stores, and Kesko, have been installed at several of its stores.

Avoiding touching surfaces that strangers have touched is one of the ways to lessen the risk of contracting COVID-19, but some surfaces, such as door handles, are harder to avoid than others.



Shoppers in Finland, however, have avoided the dreaded freezer handle in grocery stores with a lever that allows you to open freezer doors with your forearm instead of your hand.

The lever juts out from the existing handle on the freezers, allows patrons to minimize contact by placing their forearm on the lever and pulling the door open instead of grasping the usual handle. It was first introduced to the Alepa supermarket in Helsinki and rolled out more widely across the country.

NORWAY

Norgesgruppen assured growers that products grown in Norway are given priority over their supermarket chains. Norgesgruppen manages the supermarket chains Kiwi, Meny, Joker and Spar. They have chosen to use Norwegian products. They gave priority to Norwegian fruits and vegetables.

The Norwegian Group, Coop Norge and Rema 1000 prioritized the sale of fruits and vegetables from Norway following talks with Agriculture and Food Minister Olaug Bollestad (KrF).

SPAR Norway has introduced an online tool called Shopping Help, to make shopping easier for someone in need of assistance. The vulnerable person can make an online shopping list of items from the nearest store, then send the list with comments to a specified person who carries out the grocery shopping for them.

SWEDEN

Reassuring words from government officials and the industry alike, pointing out that there's no shortage of toilet paper and that citizens should stop buying rolls by the dozens. Many Swedes continued to stock up, leaving the supermarket shelves empty at the beginning of lockdown.

While coronavirus has not stopped Swedes from eating in restaurants, drinking in pubs or playing organised sport, it has halted the country's love of pick & mix candy. Swedes chew through almost 33 pounds of candy per person each year - around 15 bags of sugar - more than any other nation, according to a 2018 study by the Swedish Board of Agriculture.

Displays of colourful sweets, marshmallows and liquorice are prominent sections of most Swedish supermarkets. However, candy-crazy Swedes now skip these. Although health authorities have not cautioned the public against pick & mix, shoppers fear touching the well-handled shovels and loose sweets.

Worried about the risk of infection while eating out? One restaurant in rural Sweden has taken the guidelines on social distancing to the extreme, serving individual diners in an empty field with the meal arriving by zipline.

Located in the middle of a field in the small town of Ranseter, Bord for En (which means "table for one" in Swedish) sets up a single table with a single chair every day so that one person can be served without breaking social distancing guidelines. Meals are delivered from a zipline that runs from the couple's kitchen window.

The couple opened their establishment on May 10th and are fully booked through August 1st when they will close. They offer a set menu, but guests decide how much they want to pay for it.

Rasmus, a former chef turned freelance radio host, and Linda, a former waitress who is now a production company executive, work their normal jobs during the day before opening the restaurant at the end of the afternoon.

In Sweden, which focused on voluntary measures in the fight against the new coronavirus has reported more than 5,100 Covid-19 deaths, most restaurants have remained open throughout the pandemic.



However, they must follow guidelines such as marking distance between groups of diners, offering table service only, and taking other measures to ensure social distancing. Restaurants, cafes and bars that violate these rules risk being shut down.

Conclusion

Whilst Scandinavia wasn't in total lockdown it was still apparent that consumers stayed home and avoided eating out. More and more people stayed inside their homes, whether because they're at high risk of contracting COVID-19, their employers are allowing them to work remotely, or they're choosing to limit contact with others in an effort to lessen the transmission of the virus for the sake of more vulnerable citizens. Unsurprisingly, those who are stuck at home with no conclusive end in sight are looking for ways to pass the time.

Among the plethora of activities one could do with an abundance of free time at home, baking seems to be a no-brainer. The RAC encouraged consumers to produce mouth-watering dishes. A consumer recipe media campaign took place educating the Scandinavian audience on the benefits of using California Raisins in their dishes and baked goods.



Targeting 4.6 million consumers

With high quality products, sustainable and safe production practices, the Scandinavian market represents an opportunity to grow sales of California Raisins across all food sectors. A new campaign of online Advertising and Editorial articles went live across all Nordic countries.

The campaign ran from March through to June 2020 and reached 4.6million consumers throughout Scandinavia. The ads were used to educate the reader on the benefits of using California Raisins as well as in-depth editorials highlighting its nutrition benefits.

Thanks to the high purchasing power and the good quality of life, **Danish** consumers are generally attracted by quality and innovative products. The consumption habits of Danes are becoming environmentally focused. Behaviours are increasingly adapting to responsible consumption for the planet but also for health benefits; Our messages focused on safety and health.

Finnish consumers are increasingly moving towards the consumption of prepared meals that are good for health. Products that are simple and practical, with minimal packaging are increasingly popular. Our messages included versatility and health benefits.

ILTALEHTI
AUDIENCE
2.5 MILLION

+

DN LÖRDAG
AUDIENCE
2 MILLION

+

KK MAGAZINE
AUDIENCE
49,000

+

ALT
AUDIENCE
35,000

+

TOTAL AUDIENCE
4.6 MILLION

Norwegians are gradually adopting a more environmentally friendly mode of consumption. Expenditure on fruit and vegetable consumption is up, while meat and fish consumption are decreasing. Consumers are generally loyal to national brands and after recent research the 'American Dream' is at the forefront of your consumers. Message included provenance, quality, 'good sugars'.

Sweden is among the leading countries where health is important when it comes to consumption. The demand for fresh, eco-friendly, and healthy-friendly products that are transparent on ingredients is on the rise. Message included provenance, quality, 100% natural.

The concentrated campaign promotes the unique attributes of California Raisins with the focus on:

- Consistency
- Versatility
- Quality
- Country of Origin
- Nutritional elements and 100% natural product





European consumers are amongst the highest users of social media. That is at least 50% of the overall population, and with Facebook being the largest following in each country it really is only the beginning for California Raisins Scandinavia FB platform.

Like us



facebook... breaks free



In early 2020 California Raisins created a new facebook account specifically for Scandinavian consumers. Aimed at food lovers across Denmark, Sweden, Finland and Norway. The aim is to raise awareness, website traffic and ultimately increase sales of California Raisins.

The launch of the new Facebook site enables California Raisins to grow their market by further interacting with consumers in each Scandinavian region. To date we have a total of **59,152 fans/followers** on our combined Facebook. The success of this was developed by strong marketing techniques and keeping up to date with current affairs as well as engaging with those that are passionate about food, cooking and baking. The page will continue posting recipes ideas, engaging video content, kitchen hacks, tips and more! With these posts we inspire the RAC audience to eat healthy in fun and enjoyable ways.

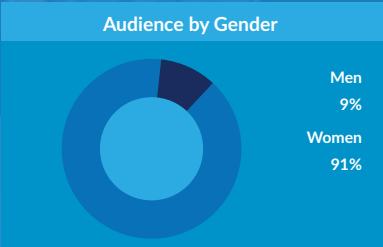
In 2017, there were 3.8m social network users in Denmark, at 67% penetration, up 9% since January of 2016. In the same year, Norway had 3.5 million active social network users, at 66% penetration, also up 9% since January of 2016. Sweden had the highest number of active social network users at 6.6 million but hovered around the same penetration as the other Scandinavian countries at 67%. Sweden recently came first in a global index by the World Wide Web Foundation, which ranked nations according to internet penetration and the social and political impact of internet access. Norway also ranked in the top ten, coming in at ninth place.

California Raisins captivated their audience by distributing engaging visual content and healthy eating trends and California provenance. As a result, consumers are inspired to use California Raisins in new and innovative ways, and part of their everyday diet.

New Facebook Page (Scandi Only) May 2020 – June 2020	
Total Impressions	1,755,593
Organic Impressions	3,122
Paid for Impressions	1,750,149
Total Engagement	21,178
Total Engagement Rate Per Impression	3.2%
Total Followers/Fans	1,367

Combined Facebook Analysis Totals for Year July 2019-June 2020	
Total Impressions	2,939,468
Organic Impressions	100,399
Paid for Impressions	2,833,266
Total Engagement	371,648
Total Engagement Rate Per Impression	46.6%
Total Followers/Fans	59,152

Audience by Age	
13-17	0%
18-24	0%
25-34	27.3%
35-44	30.3%
45-54	29.6%
55-64	12.8%
65+	0%



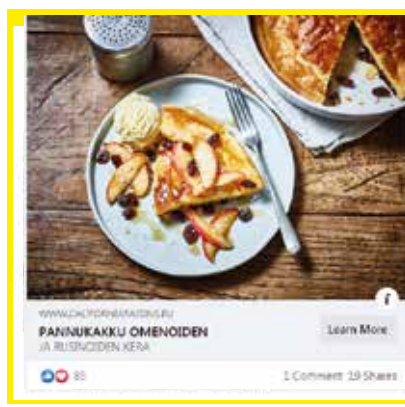
DENMARK

TOP PAGE POST	
Reach:	67,797
Total Engagements:	1,761
Reactions:	6
Comments:	8
Shares:	1
Post Link Clicks:	1,176
Other Post Clicks:	570
TOP ADVERT	
Reach:	49,312
Total Engagements:	1,112
Reactions:	44
Comments:	11
Shares:	11
Post Link Clicks:	675
Other Post Clicks:	371



FINLAND

TOP PAGE POST	
Reach:	61,219
Total Engagements:	1,818
Reactions:	107
Comments:	0
Shares:	24
Post Link Clicks:	1,117
Other Post Clicks:	570
TOP ADVERT	
Reach:	45,018
Total Engagements:	2,272
Reactions:	81
Comments:	1
Shares:	20
Post Link Clicks:	920
Other Post Clicks:	1,250

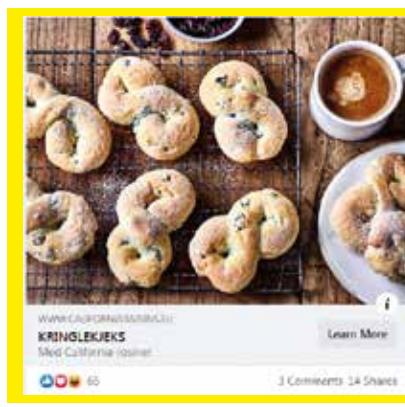


SWEDEN



TOP PAGE POST	
Reach:	58,757
Total Engagements:	5,992
Reactions:	315
Comments:	25
Shares:	72
Post Link Clicks:	2,052
Other Post Clicks:	1,145
TOP ADVERT	
Reach:	42,704
Total Engagements:	2,549
Reactions:	187
Comments:	12
Shares:	53
Post Link Clicks:	1,597
Other Post Clicks:	700

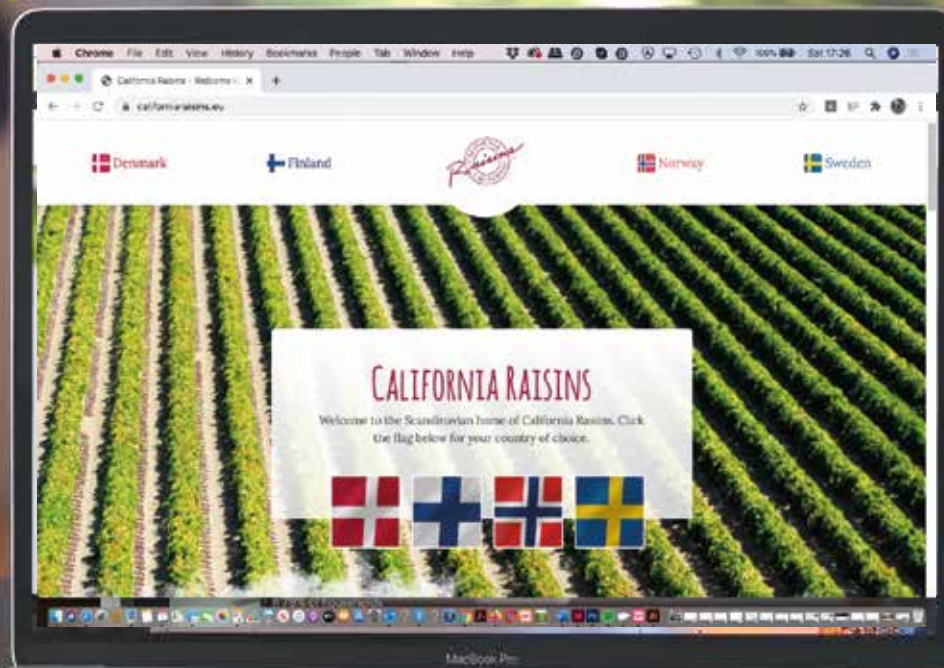
NORWAY



TOP PAGE POST	
Reach:	50,714
Total Engagements:	2,106
Reactions:	74
Comments:	0
Shares:	22
Post Link Clicks:	1,380
Other Post Clicks:	630
TOP ADVERT	
Reach:	59,104
Total Engagements:	3,443
Reactions:	60
Comments:	4
Shares:	12
Post Link Clicks:	1,564
Other Post Clicks:	1,803



The California Raisin Scandinavia website has now been live for a year and has grown from strength to strength with over 23,00 visitors.



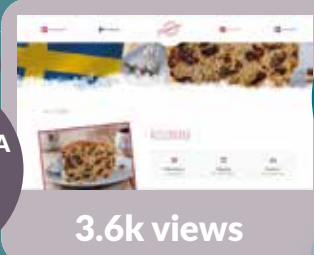
CALIFORNIA RAISINS' ONLINE ACROSS SCANDINAVIA



California Raisins have created a modern and immersive experience giving Scandinavian consumers the opportunity to browse content. Each country has dedicated sections for up-to-date news, general local information, consumer activities and events.

The website is updated throughout the year with new recipes, usage ideas, nutritional information, competitions, news, and views, as well as general information on California Raisins.

1
RUSSINKAKA
(Swedish
recipe page)



3.6k views

2
KRINGLEKJEKS
WITH RAISINS
(Norwegian
recipe page)



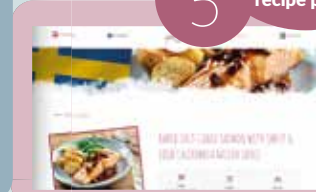
2.7k views

3
CALIFORNIA
RAISIN
PANCAKES
(Norwegian
recipe page)



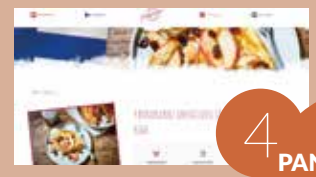
1.8k views

5
BAKED
SALT-CURED
SALMON WITH
SWEET & SOUR
CALIFORNIA
RAISIN SAUCE
(Swedish
recipe page)



1.1k views

4
PANCAKE WITH
APPLES AND
RAISINS (Finnish
recipe page)



1.4k views



Using Google Analytics we can analyse our engagements and structure our campaigns for the future.

November/December were busy months due to the launch of the Christmas campaign with consumers looking for cooking inspiration for the festive season.

March was a popular month due to the Covid lockdown, with June the busiest month coinciding with the new media campaign, which encouraged users to visit the website.

Visitor numbers increased with consumers visiting the website for recipe ideas during times when home cooking and baking were more popular. Time with family means more recipe inspiration needed.

SCANDINAVIA INTERNET USAGE INCREASING

Internet usage in Sweden is high at around 87.8% of the total population and is forecast to continuously grow year on year. By 2024, it is forecasted to reach 97.5%.

In Denmark in 2018 the rate was at 92.28% and is also forecast to continuously reach 97.5% by 2024. In 2019, 95% of Danish households had internet access. 95% of people reported to have been online once a week. There

were only 2% who had used the internet less often than once a week.

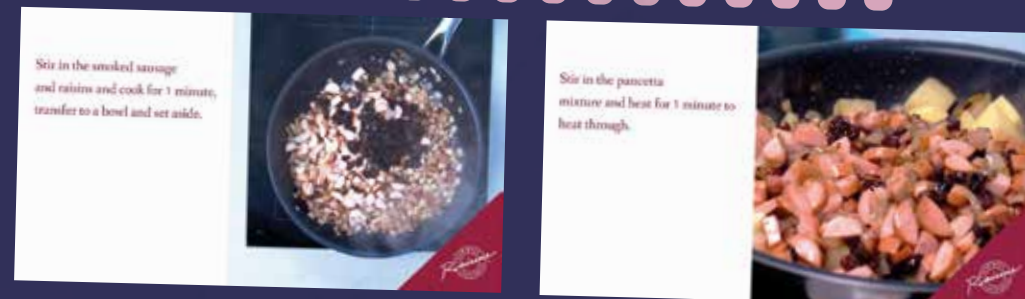
The share of Norwegians who used the internet reached 98% in 2019. Most Norwegians reported to be using the internet once a week, however, 93% used it daily. Only 1% reported to be using the internet less than once a week that year.

The share of households with internet access in Norway increased over the last decade. From 78% of households with internet access in 2007, the percentage reached

97% in 2018. The average number of devices with internet access per household in Norway that year was 7.96 million. This was the highest number across the Nordic countries. Second in the ranking was Sweden with 7.29 million devices.

In 2018 internet usage was 89.02% in Finland. The internet user penetration rate is forecast to continuously grow year on year. The number of internet users in Finland amounted to 4.92 million in 2018. The number is estimated to grow by 510,000 users by 2024.

RAC JOINS THE SCANDINAVIAN VIDEO MOVEMENT

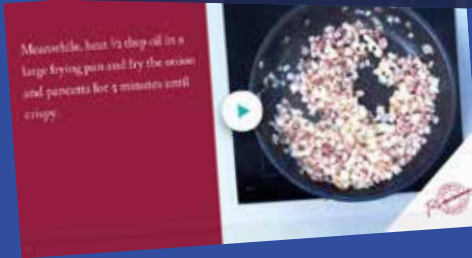


You do not have to work in food marketing to know that recipe videos have taken over the internet. And you do not even have to be an experienced home cook to enjoy them. As a source of inspiration, education, and entertainment, recipe videos are popular with everyone from aspiring chefs to anyone who simply loves to eat, and they are a great way for food brands to engage with fans on social media. RAC produced recipe videos to share on all media platforms including YouTube, Facebook, and Instagram.



Raisin Inspiration

California Raisins have devised new recipe ideas for each region. If you are interested in finding new ways of using your wonderful California Raisins, look online and be inspired.



*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

THINK RAISINS, THINK CALIFORNIA

 CalRaisinsUK  @CalRaisinsUK

For information on how the California Raisin Administrative Committee can help or support you, or to arrange a meeting, please contact: info@ukraisins.com Tel: +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