

WINTER 2017



SCANDINAVIA

Grapevine



AN UPDATE FROM THE CALIFORNIA RAISIN INDUSTRY



Welcome to the latest issue of the California Raisins newsletter, which covers the California Raisin Administrative Committee's activities in Scandinavia.

Our current crop year began on August 1 2017 and so far, shipments of California Raisins into Denmark, Finland, Norway, and Sweden are reduced by 13% as customers wait for new prices and crop reports. Remember, if your products contain California Raisins we may be able to help you promote them, and if they don't then read on to find out how you could increase sales by using them, whether you're in the baking, confectionery, HoReCa or any other part of the food business.

California raisins looks back on 2017

Collectively Scandinavia represents the second largest export market for California raisins with a combined total for Sweden, Denmark, Norway and Finland of 2,983 (3,320) tons to Oct 31st 2017. Although this total is 13% down from 2016, it is still early in the season and new crop has not yet been shipped from California. Continued loyalty shown by many premium suppliers towards California raisins has been strong. Scandinavia accounted for around 8% of the total California raisin exports of 119k tons at the end of the crop year in July 2017. Scandinavian imports of California raisins have averaged 12,802 tons since 2011 which consistently rates Scandinavia as one of the top 5 export destinations for California raisins including Canada.

Sweden remains the number one market in the region having imported 1,217 tons, to end of October, Norway is second in the region with 852 tons, then Denmark 476 tons, followed by Finland with 436 tons.

Once again, competition has been strong from both Turkey and South Africa, the 'traditional' competitors to California raisins in the region. Turkey looks again to have a large crop - potentially in excess of 300,000 tons, however the bumper crops seen over the last years from South Africa appear to have been diminished somewhat

by adverse weather. The anticipated crop this year is closer to 40,000 tons, a reduction of 15,000.

Although price is important it appears that this is not the only driving factor behind the purchase of quality dried fruit across Scandinavia. Particularly among bakery and confectionery, where quality is paramount. Private label across the region has seen increasing amounts of South African raisins in the market. With the reduction in anticipated crop from that origin California could swing back into the private label sector.

remains on partnering with the trade such as a long and profitable relationship with bakery ingredients supplier KOBIA near Stockholm, and now with the Swedish Bakery Federation.

Despite the challenges, 2018 looks to be another strong year for California raisin exports to the region.

LUSEKATTA WITH CALIFORNIA RAISINS



Cover Recipe

INGREDIENTS

- 0.4 g (½ tsp) Saffron threads, 1 packet
- 3 g (½ tsp) Sea salt
- ½ tbsp Vodka
- 36 California raisins
- 250 ml (1 cup) Milk
- 75 g Unsalted (sweet) butter
- 450 g (3½ cups) Strong (bread) flour
- 65 g (4½ tbsp) Caster (superfine) sugar
- 1 tsp Baking powder
- 7 g 'fast action' dried yeast, 1 packet
- 1 Egg, lightly beaten to glaze

METHOD

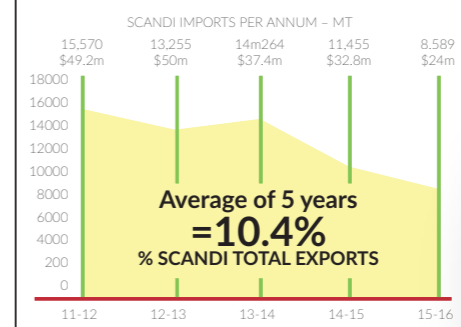
1. Grind saffron and salt until evenly mixed. Pour over vodka and stand for 30 mins.
2. Place the raisins in a bowl, pour over hot water and then leave until required.
3. Warm the milk, 35°C-40°C (95°F-105°F).
4. Melt butter, allow to cool slightly and

5. stir into milk mixture.
5. Sift flour into a bowl. Add sugar and baking powder and mix.
6. Add the yeast and mix.
7. Stir in the saffron, salt, vodka and the milk mixture. Form a dough.
8. Knead on a floured surface for 5-10 minutes until smooth and elastic. Put the dough in the bowl, cover and leave in a warm place for an hour.
9. Tip the dough out on to a floured surface and punch once or twice to knock it back. Divide into 16.
10. Roll each piece so it is about 30 cm (12") long, as thick as your finger and curl into tight S shapes. Place on a greased baking sheet. Cover loosely and leave for 30 mins until doubled in size again.
11. Preheat oven to 220°C (425°F, gas 7, fan 190°C).
12. Brush buns with beaten egg add a California raisin into each coil. Bake for 8-10 mins until golden. Leave to cool. Enjoy with coffee or glögg!

Scandinavian imports of California raisins

Sweden	4,026 tons	(-14% ↓)
Denmark	1,863 tons	(-46% ↓)
Finland	1,186 tons	(-26% ↓)
Norway	2,383 tons	(+31% ↑)

Scandi California Raisins - % Total contribution 2011-2016



California raisins activities have helped drive demand in some key sectors, the 2017 consumer focus





BAKERY AND CONFECTIONERY EXHIBITION 2017 – Stockholm

RAC took space and exhibited at the 3 day exhibition to demonstrate the versatility of California Raisins, as well as engage with suppliers and users of dried vine fruit within bakery, retail, food service and confectionery.

This event also hosts the Nordic Cup (Nordic Pastry Cup (NPC) and Nordic Bakery Cup (NBC) is the annual Nordic Championships for confectioners and bakers. The Nordic countries (Norway, Sweden, Denmark and Finland) sets with their official national

team in competitions. This show also saw the launch of the excellent California raisins video, featuring all aspects of growing, packing and shipping these wonderful California gems.

California Raisins...always 100% CHECKED
and approved for quality

California Raisins...always 100% SUNDRIED
...for better flavour

California Raisins...always 100% AVAILABLE
just ask for them by name

Think RAISINS, Think CALIFORNIA



New advertising campaign

Total impressions: 125,000 and OTS/Reach 345,000 - during the 4 month period.

RAC conducted a media campaign, targeting wholesalers and food manufacturers to run online over a 4 month period. Media coverage was aimed at convincing buyers to purchase California raisins over other origins of dried fruit.

The California raisins video attracted much attention over the 3 day show



Discussions with Landings one of the leading Swedish Bakeries and winner of Café of the Year 2017



California raisins key partner in the region, wholesaler Kobia.





Partnering with



RAC partnered with Kobia, (Baker/Wholesalers) who account for 35% of the Swedish bakery ingredients market and conducted a media campaign, targeting the Swedish craft industry bakery sector. Media coverage is expected to convince buyers to purchase California raisins over other origin of dried fruit. This campaign included a full page advertisement in the company catalogue/ buyers guide and 2 issues of 'Frestelser' Kobia's in-house magazine with additional recipes, created by Stefan Pedersen.



IN SUPPORT OF SWEDISH BAKERS

The RAC are partnering with the Association of Swedish Bakers and Confectioners and conducting an advertising/editorial campaign within their official magazine BROD.

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 accounts for 15.4 billion US dollars.

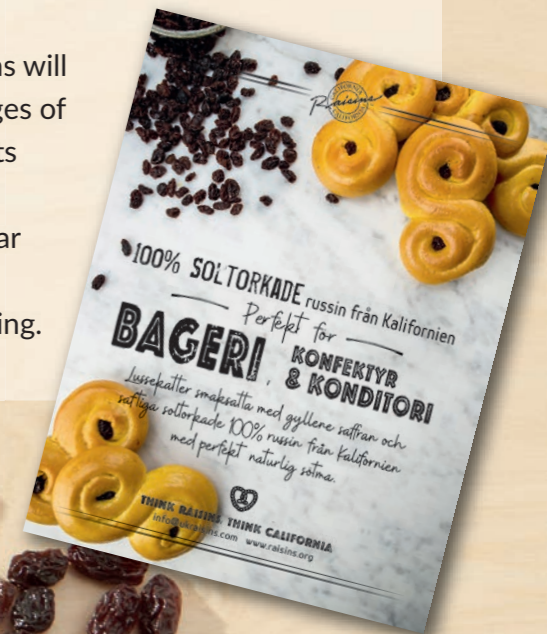
The magazine BROD is distributed to around 950 shops and all 430 members of the association.

Objectives

- To strengthen California raisins' partnership with the Association of Swedish Bakers and Confectioners and their 430 members.
- To increase awareness and sales of California Raisins.
- To demonstrate the versatility of California Raisins within baked products.
- To create new products using California Raisins.
- To educate users of bakery ingredients about the qualities and benefits of California Raisins.
- To focus on plant and artisan bakers who are looking for quality dried fruit products.

Strategy

- Advertising and Editorial/PR features will run throughout the year from November 2017 through to May 2018 in the official publication of the Association of Swedish Bakers and Confectioners - BROD.
- The run up to Christmas will feature specific messages of using quality ingredients in Christmas products, moving through the year incorporating Easter as well as generic messaging.



WHAT'S COMING UP

California Raisins have a very exciting year ahead planned which will include:

- Advertising and PR campaign with the Association of Swedish bakers and confectioners – online and print
- Exhibitions – Attending or Visiting
Support of Swedish Baker of the year – Gothenburg 2018.
Support of the Nordic Bakery Cup
Foodexpo Denmark – 18th – 20th March 2018 -
Foodexpo is the largest food trade fair in the Nordic countries and is the professional venue for visitors and exhibitors in the industry.
Foodexpo attracts the accurate visitors that love and work with food within: Foodservice and Catering, Hotel and Restaurant and Retail.
- Wholesaler Partnerships
- New product development with key Scandinavian bakers and bakeries.
- Plus much more



Calling all importers, suppliers and food professionals

Here at California Raisins 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 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

For information on how the California Raisin Administrative Committee can help or support you, or to arrange a meeting, please contact: Dee Cassey

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Or write to: California Raisin Administrative Committee UK,
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