

SUMMER 2018

SCANDINAVIA



Grapevine

A TASTE OF
California

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





A look back at 2017-2018

“California Raisins promotional activities have helped drive demand in some key sectors.”

Scandinavia still represents a significant export market for California Raisins with a combined total for Sweden, Denmark, Norway and Finland of 6,639 MT for the 11 months to June 2018. Continued loyalty shown by many premium suppliers towards California Raisins remains strong.



Scandinavia accounted for around 7.5% of the total California Raisin exports of 98,000 MT during the crop year, which ended in July 2017.

Scandinavian imports of California Raisins have averaged 11,347 MT a year since 2011 which consistently rates Scandinavia as one of the top 5 export destinations for California Raisins.

Sweden remains the number one market in the region during the 11 months of 2017/2018 (Aug to Jun) having imported 2,702 MT, Norway is second in the region with 1,907 MT, then Denmark 1,082 MT, followed by Finland with 948 MT.

As with 2016, competition has been strong from both Turkey, South Africa and this year, Chile, all competing with California Raisins in the region. Turkey looks again to have a large crop – potentially in excess of 300,000 MT. In South Africa, the anticipated crop in 2018 has been estimated to be between 50,000-65,000 MT, which is proving to be the ‘norm’ now.

A late frost did reduce the vine fruit crop in some areas and the berry weight might be lower than the previous year, resulting in a slightly smaller tonnage. The earlier drought in South Africa has had no real effect on the size of the vine fruit crop grown.

Although price is important, it appears that this is not the only driving factor behind the sales of quality dried fruit across Scandinavia. Particularly among bakers and confectioners, where quality is still the most important factor. Private label across the region has seen increasing amounts of South African raisins in the market. Particularly in the larger retailers.

So far, as at the end of June 2018 Scandinavia has imported 6,639 MT which equates to an average monthly total of 603 MT exported to the region in 11 months.

California Raisins promotional activities have helped drive demand in some key sectors, the 2018 focus remains on partnering with the trade, such as our long and profitable relationship with bakery ingredients supplier KOBIA. Activities are also being organised with the Swedish Bakery Federation with planning well under way for 2018-19.

SWEDEN	2,702 MT
NORWAY	1,907 MT
DENMARK	1,082 MT
FINLAND	948 MT



5,000
visitors
per month

Spreading the word

To further increase the relationship with the baking, confectionery and foodservice sectors RAC conducted an online, print advertising and PR campaign across Scandinavia.

The RAC's most recent Scandinavian campaign is aimed at the Bakery, Confectionery and Food Service sectors, focussing on the key attributes of quality, safety and that California Raisins are 100% natural.

The 4 month campaign ran in leading trade publication 'Fodevarefokus' with banners and a 'partnership page'. This area of the website contains links to California Raisin articles and news stories. These are updated throughout the year and allow readers the chance to visit on multiple occasions.

The articles are also circulated to 4,000 registered users every two weeks via an online newsletter.

Fodevarefokus distribute around 80 newsletters each year and each remain available online for customers from across the food industry.

See the link below to visit the site.

<http://www.fodevarefokus.dk/arkiv-over-senste-nyhedsbreve>

Please feel free to leave any comments or feedback.



Fika = Coffee break

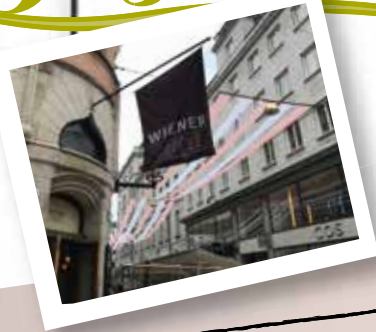
Many Scandinavian bakery and confectioners remain loyal to California Raisins. The specific qualities of California Raisins (stronger skins and more wrinkles) make them ideal for chocolate coating. They are therefore, the preferred choice of confectioners and chocolatiers throughout the Scandinavian region.

The trend in Scandinavia toward healthier foods is set to grow and grow and underlined by the continued interest among consumers in premium, healthier breads. New 'light breads' rich in fibre, as well as functional breads with added ingredients such as ginseng, iron, vitamin B and calcium continue to be popular throughout the region. Fruit breads also continue to be popular, a trend from which sundried California Raisins continue to benefit.



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There are many new and interesting bakeries popping up in Sweden.

CALIFORNIA RAISINS VISITS LEADING SWEDISH BAKERIES



California Raisins visited various bakeries in Stockholm during their traditional 'fika' - or Swedish Coffee Break, to learn more about traditional Swedish baked goods.



A typical Swede eats 316 cinnamon buns a year! This cinnamon-spiced doughy delight is essentially a long string of pastry dough wrapped into a ball and stuck together with sticky-sweet cinnamon buttery syrup. In Sweden, fika is an essential part of the day. In fact, fika is so sacred to Swedes that it is even built into many employee contracts and, while newcomers to Sweden are often skeptical about fika at first, many end up admitting that some of the best ideas are hatched on fika breaks.

Nothing says fika more than a cup of coffee and a cinnamon roll. At Christmas and during Easter, these rolls would typically contain raisins and a lot of them are from California. The cinnamon roll or bun (or kanelbulle) was first created after the First World War but, as the ingredients (flour, sugar, egg, butter, sugar cinnamon and cardamom) were expensive and hard to find, it did not become popular until the 1950s. These days, it is the ultimate symbol of Swedish home cooking and, as any Swede will tell you, the smell of newly baked cinnamon rolls is the best smell in the world.



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MR CAKE

Although we occasionally see a touch of America in Swedish culture, Stockholm remains loyal to Swedish traditions. However, an exception can be found at Mr. Cake where the team combines influences from both grandma's cook book and Mr. Holmes Bakehouse in California. A pairing that has proven a huge success with guests lining up for sweets and savouries seven days a week since opening in late 2017.



Founded and run by two famous Bakers, Roy Fares and Mattias Ljungberg of nearby Tössebageriet, Mr. Cake operates from an old Architectural College. The team at Mr. Cake have converted a forgotten space into one where families and friends can sit outdoors amongst sculptures or inside where the influence of pop-culture cannot be ignored. Upon entry guests are treated to a lengthy counter overflowing with delicacies and the combination of refrigerator displays and racks, further complimented by a menu of choices from the fully-visible kitchen. It was after watching several locals make their educated selections, whilst being continuously tempted by more and more treats, that an order of eight items was chosen. Each carefully placed on plates and trays, with boxes and bags kept close by for tasty treats to share and enjoy later.

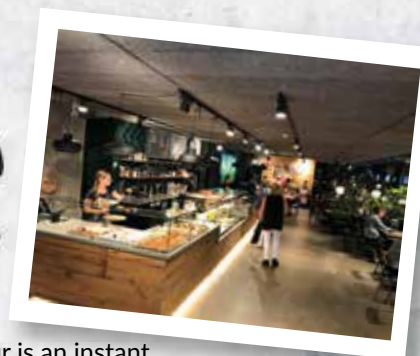
Still with roots firmly planted in traditional favourites, we saw the fluffiest Solbulle featuring the soft brioche doughnut packed with creamy custard. However, there is no doubt that Mr. Cake's Red Velvet Croissant remains the store's best seller some 9-months

after its debut. The colour is an instant hook, as the flaky layers devoid of cocoa surround a core of tangy cream cheese frosting.

By no means abandoning the classics in favour of novelty, Chef Ljungberg's Tosca recipe from Tössebageriet simply piled higher here while coconut heavy Chokladboll are cut square like a Brownie. It is here, from the kitchens of Mr. Cake, that one of Stockholm's best Cardamom Rolls is available, a distinct butteriness creating a flavour nearly as savoury as it is sweet.

Rounding out the collection with quick breads and cake slices, with everything from seasonal berries to a particularly decorative Princess cake and a sumptuous carrot loaf, loaded with aromatic spices and covered in delicious cream cheese frosting.

Roy Fares has published a number of books – one we particularly liked was the **'United States of Cakes'** featuring many recipes including California Raisins.





WIENER CAFEET

The inspiration for this cafe comes from Paris and Vienna with serving at tables, a generous display of delicacies and a love of the good life, as hot as their new baking oven. Under star chef Daniel Windelhed's creative management the focus is on gastronomic crafts, lust and expertise permeates into everything produced from pastries and coffee to crepes and champagne.

Sumptuous breakfast, lunch sandwiches, after-work candies and all sorts of freshly baked pastries are available all day. California Raisins feature in some traditional fare too. Here you can buy a wonderful cake, take away fabulous Danish pastries and rolls to the office or home. Freshly baked baguettes are also created using the finest flour from Paris – without additives. The perfect partner for 100% natural California Raisins.

VETE-KATTEN

Vete-Katten (the Cat Knows) is a Stockholm institution – written about, spoken about and above all visited by most Stockholmers, both well-known and unknown, from Greta Garbo's time to the present day.

Vete-Katten carries the torch for proud Swedish baking traditions and feels a great responsibility to continue the art, which means that they make all of their pastries and bread from scratch, using the best ingredients – and yes one of these ingredients is California Raisins.

Behind Vete-Katten's serving counter and coffee rooms is an area even larger than that reserved for guests. A labyrinth of corridors, rooms, stairwells and conduits crisscross the old turn-of-the-century building. Here bakers, confectioners, chefs, cold-buffet specialists and serving personnel rush back and forth with pans, mixing bowls and trays, just as they've done for almost a century. The place is steeped in history, and the sweet aroma of freshly-baked bread finds its way up into the surrounding stairwells. Someone once said that even if the house was razed to the ground, the scent would still linger in its place as a sugary cloud of cardamom.



GREEN RABBIT

At the Green Rabbit Cafe and Bakery, traditional craftsmanship is spiced with new ideas and playfulness. Here, they bake organic rye bread every day, and at the same time help to safeguard the future of rare Swedish grains by finding new ways to use them. In addition to a wide variety of bread and baked goods, they also serve breakfast, soup of the day and Swedish varieties of Danish smørrebrød, which can be enjoyed as a take away or savoured on the spot. Some fabulous Raisin breads made with California Raisins were also on offer.

RETAILERS

Various retailers stock California Raisins. K-Markt, Co-op, Lidl, Hemkop





Partnering with Kobia in 100th Anniversary Celebrations



RAC partnered with Kobia, (now 100 years old) who account for 35% of the Swedish bakery ingredients market and conducted a media campaign, targeting the Swedish craft industry bakery sector. Advertising and editorial coverage encouraged bakers to try California Raisins and trial the delicious recipes produced by Stefan J Petersen, resident craft baker and patissier for Kobia. Six fabulous recipes were produced specifically with California Raisins. Media coverage encouraged buyers to purchase California Raisins over other origins of dried fruit. The campaign included a full page advertisement in the Kobia catalogue/buyers guide and 4 issues of 'Frestelser', Kobia's in-house magazine, distributed to their entire database.



The teams from Kobia, The Association of Swedish Bakers and RAC.

The RAC were also delighted to be part of Kobia's 100th Anniversary celebrations. Ads, articles and a specifically commissioned booklet with Kobia was produced and distributed to an audience of 7,000 individuals and companies in Scandinavia in the baking, confectionery and foodservice sectors.



Supporting Swedish Bakers

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

The RAC partnered with the Association of Swedish Bakers and Confectioners and conducted an advertising/editorial campaign in their official magazine 'BROD'.

The Swedish bakery and confectionery market is currently valued at \$2.7bn US dollars.

BROD is distributed directly to around 950 shops and all 430 members of the Association.

RAC are proud to support the Association and are looking forward to many exciting and positive activities.



WHAT'S COMING UP

California Raisins' activities in Scandinavia during 2018-19 will include:

- Advertising and PR campaign 18-19 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 2019
- Wholesale partnerships
- New product development with key Scandinavian bakers and bakeries
- Plus much more



Calling all importers, suppliers and food professionals

Here at the Raisin Administrative Committee (RAC) 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



OUR OBJECTIVES

- To strengthen California Raisins' **partnership** with key buyers within the Baking, Confectionery and Foodservice sectors.
- 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 dried fruit ingredients about the **qualities** and **benefits** of California Raisins.
- To **focus** on plant, artisan, craft baker, confectioners and food manufacturers who are looking for **quality** dried fruit products.

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

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