

The main title is centered within a white circular area with a dark blue border. The text is in a bold, red, sans-serif font. The background of the entire slide is a photograph of fresh red cherries, some in a dark wooden bowl and others scattered on a light-colored, weathered wooden surface.

**N.A. Chilean
Cherries
Promotion
Review
2022-23**

Comments on 2022/23 Cherry Season in the U.S.



In general, 2022/23 was a step in the right direction

- Bigger Volumes
- Marginally Better Quality (late fruit seemed to be better tasting)
- Stronger Information Flow from Chile
- Stronger Promotion Support from Chile

On the other hand, there is still much room for improvement

- Issues with pitting and too much fruit that tasted just “ok”
- Abrupt, early end to the season, with large retailers like Publix and Wakefern communicating that the season was a month shorter than last season
- Much buildup for February ads, but not enough fruit to support it
- Need better information from the START of the season as to what is being shipped, where and when

Trade Promotions

Custom Content Trade E-newsletter and Ad in Vision Magazine

Kick off season with custom content E-newsletter sent to 80k retailers, wholesaler and importers and ran Cherry ad in Vision Magazine.

E-newsletter included information of the season and a link to FruitsfromChile website's Cherry page

Cherries from Chile
CHERRY PICKED JUST FOR YOU

125 THE PRODUCE NEWS
ESTABLISHED IN 1974 - 1987

SUMMER HAS BEEN EXTENDED. GOOD NEWS FROM CHILE!

Cherries from Chile

CELEBRATE CHERRIES. CELEBRATE SALES.
 HOLIDAY SEASON, SUPER BOWL, VALENTINE'S DAY, NATIONAL CHERRY MONTH.

BRING EXCITEMENT TO THE PRODUCE DEPARTMENT.
 Take advantage of occasion-driven opportunities to create awareness and encourage impulse purchases as consumers shop in the produce department. From the Holiday Season to Super Bowl, Valentine's Day and National Cherry Month in February, Cherries from Chile will help you hit your sales sweet spot.

BIGGER, JUICIER & SWEETER THAN EVER!
 Look south to Chile for consistent quality, dark rich color, perfectly sweet flavor, and the size your customers expect. Promotable volumes will be available from early January through Valentine's Day, and well into March. Now is the time to start planning your promotions!

CREATE BUZZ & LIFT SALES.
 Use both print and online ads to grow cherry category sales this winter. Visit the link below to download our POS and digital materials or contact your regional merchandiser to create a custom program.
fruitsfromchile.com/fruitscherries
 Central and Eastern U.S. Allison Myers: 913 940-0510
 Western U.S. Steve Hattendorf: 916 206-2855

Cherries every moment.
Cherry flavor is any place.

THE PRODUCE NEWS
 CUSTOM CONTENT NEWSLETTERS
 SUBMIT YOUR OWN ADVERTISING MESSAGE [LEARN NOW](#)

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Cherries from Chile

For promotional support, please contact your regional merchandiser:
 Central and Eastern U.S. Allison Myers | allisonmyers@gmail.com
 Western U.S. Steve Hattendorf | hat022@aol.com

fruitsfromchile.com/fruitscherries

CHERRY PICKED JUST FOR YOU.

Cherries from Chile

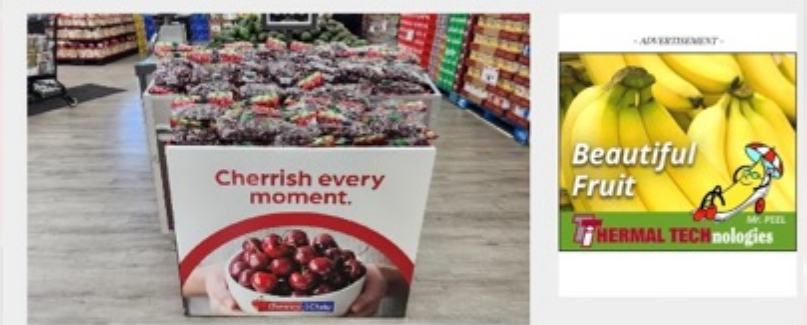
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Trade Ad in Vision Magazine; circulation of 3,000

Press Release sent on Feb. 1 144,300 Impressions



With volume up, now is the ideal time to promote Chilean cherries

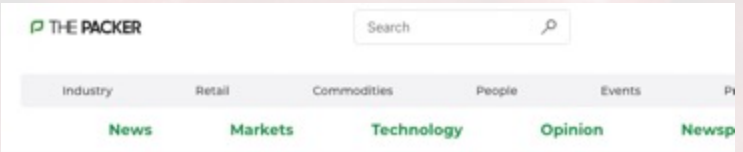
February 1, 2023

Chile has shipped 58 percent more volume to the U.S. compared to the same time last year, and Chilean cherry promotions have been in full swing since late December. In addition to point-of-sale material, videos, new recipes, custom digital ads and in-store merchandising support, the committee has engaged in several new programs, including influencer marketing and TikTok.

The committee also worked with four large retail chains on the design and production of cherry bins. According to Karen Brux, managing director of the Chilean Fresh Fruit Association, the bins have been instrumental in driving consumer awareness and sales. "Many shoppers have no idea that cherries are available during our winter months, so these bins have been incredibly effective in grabbing their attention and driving category sales. We currently have more than 1,000 bins on display, and we're planning to expand the program next season."

There's still time to promote cherries, but the clock is ticking. Retailers interested in February promotions should contact their regional merchandiser to coordinate.

To strengthen consumer awareness, Cherries from Chile is undertaking a national ad campaign in conjunction with Audacy. Radio ads and online ads are running in Los Angeles, Boston, Chicago, Tampa, San Antonio and Cincinnati through Feb. 4. As part of the campaign, consumers can enter to win a trip to Los Angeles to catch some of music's biggest superstars in the 2023 "We Can Survive" concert. Previous concerts have included such stars as Coldplay, Jonas Brothers, Taylor Swift, Lizzo and Billie Eilish, among others. Check out www.audacy.com/contests/cherries-from-chile by Feb. 4 to enter. The prize package includes two concert tickets, access to a VIP party at the Hollywood Bowl, airfare for two, and spending money.



Chilean cherry promotional opportunities plentiful for retailers



The Chilean Cherry Committee worked with four retail chains on the design and production of cherry bins to help drive consumer awareness and sales. (Photo courtesy of Chilean Fresh Fruit Association)

By THE PACKER STAFF January 31, 2023

Chilean cherry promotions have been underway since late December, and retailers have even more opportunities heading into National Cherry Month in February. In addition to POS material, videos, new recipes, custom digital ads and in-store merchandising support, the Chilean Cherry Committee has engaged in several new programs, including influencer marketing and TikTok, according to a news release. The committee also worked with four retail chains on the design and production of cherry bins, which have been instrumental in driving consumer awareness and sales, Karen Brux, managing director of the Chilean Fresh Fruit Association, said in the release.



HOME > PRODUCE > It's a Cherry Good Time to Promote Cherries from Chile

It's a Cherry Good Time to Promote Cherries from Chile

Chilean Fresh Fruit Association Produce February 1, 2023

Did you know that February is National Cherry Month? Some say it's connected to George Washington, who we celebrate in February and who chopped down a cherry tree as a young boy, but it actually dates back to 1912, when Japan sent 3,000 cherry trees to the United States as a symbol of friendship between the two nations. February and cherries just go together, and with an array of available merchandising materials and marketing programs, the Chilean Cherry Committee is making it easy for retailers to join the celebration!

Chile has shipped 58% more volume to the U.S. compared to the same time last year, and Chilean Cherry promotions have been in full swing since late December. In addition to point-of-sale material, videos, new recipes, custom digital ads, and in-store merchandising support, the Committee has engaged in several new programs, including influencer marketing and TikTok.

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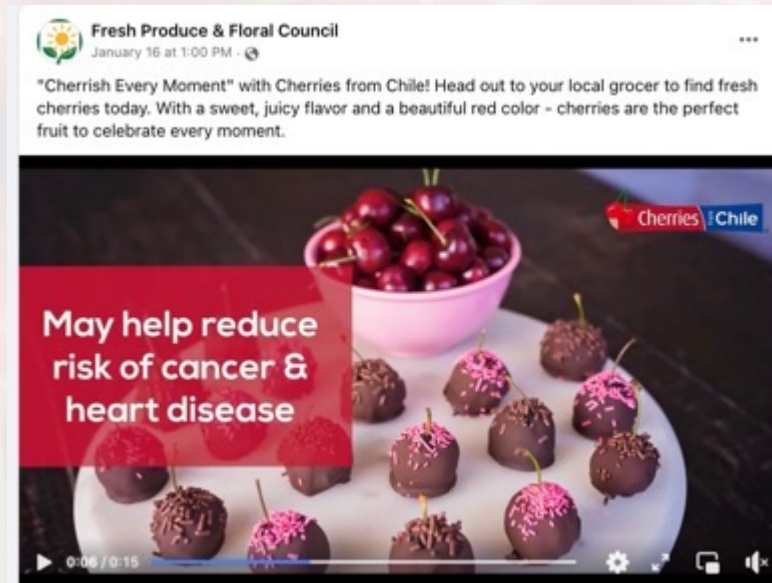
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Trade Shows 2022-23



- The Global Produce and Floral Show 2022 (Orlando, FL), October 27-29, 2022
- FPFC Holiday Luncheon & Charity Auction (Cerritos, CA), Dec 7, 2022
- New York Produce Show (New York), Nov 28-Dec 1, 2022
- Global Organic Produce Expo (Florida) Jan 30-Feb 1, 2023
- FPFC Northern California Membership Luncheon (Pleasanton, CA) Jan 18, 2023



Retail Promotions

Retailer/Wholesaler # of Stores	Promotion Overview	# of Promo Stores	Spend	Demo Days	# of POS Days	Impressions	Incremental Sales
99 Ranch	web banner, mobile app, Demos	54	\$ 1,630		756	350,000	
Affiliated Amarillo	Volume Incentive	700	\$ 2,500				\$ 21,627
Albertsons Mid Atl. (Acme & Safeway Eastern Region)	JustforU offer - \$2.99	273	\$ 5,000		1,911		\$ 33,057
Albertsons Portland	ads volume	140	\$ 2,000		2,940	500,000	\$ 179,251
Albertsons So Cal	Bin		\$ 14,530				\$ 264,322
Albertsons Southern California	3 digital coupons	330	\$ 10,000		19,470		\$ 264,322
Albertsons Southern Division - 3 banners	Ad & Volume Incentive	148	\$ 5,000		10,360		\$ 446,933
Aldi	Ad & Volume Increase	2,285	\$ 12,500		68,550		
Allegiance Retail	Ad support at Foodtown and 7 other banners	130	\$ 3,000		6,370		\$ 55,903
Alpha Marketing (Bravo - 70 stores) & Ctown (200) stores	Digital Marketing - web banner, social media, ads, in-store radio, etc.	271	\$ 2,000		3,794	511,797	
Associated Wholesale Grocers (AWG)	Corporate Web Blast & Volume Incentive	3,200	\$ 5,000				\$ 195,738
BJ's	Digital Target Banner Ad	246	\$ 6,501		3,444	260,047	\$ 52,141
Brookshire Grocery	Ad & Volume Incentive	180	\$ 5,000		7,560		\$ 376,655
C & C Produce	Volume Incentive	4,000	\$ 1,500				\$ 49,059
Charlies	Web banner	54	\$ 1,000			7,000	
Costco	Costco TV Network	156	\$ 20,700		2,184	19,495,478	\$ 452,120
Crest	Demo	6	\$ 600	6	6		\$ 932

Retail Promotions



Retailer/Wholesaler # of Stores	Promotion Overview	# of Promo Stores	Spend	Demo Days	# of POS Days	Impressions	Incremental Sales
Food Lion	Ad & Volume Support	1,103	\$ 4,230		38,605		\$ 724,247
Food Lion	eCom Package and coupon in January;	1,103	\$ 10,766			40,764	\$ 726,691
Giant Eagle (216 stores based in PA)	Ad & Volume Support	216	\$ 5,000		9,072		\$ 474,168
Grocery Outlet	Display Bins	50	\$ 2,050		1,950		
Hannaford - 183 stores based in ME	Ad & Volume Program for the Season	183	\$ 3,000		2,562		\$ 169,004
Hannaford - 183 stores based in ME	Digital Coupon - \$1 off minimum 1 lb. Purchase	183	\$ 2,850				\$ 28,483
Harris Teeter - 230 stores based in NC	Ad support and season-long volume incentive	230	\$ 5,500		8,050		
HEB	Sales/Volume Incentive	325	\$ 4,000				
HEB	Digital Coupon - \$1 off minimum 1 lb. Purchase	325	\$ 1,330				\$ 13,263
Hy-Vee (based in IA)	Ad and Volume incentive	280	\$ 2,000		5,880		\$ 74,331
Jewel-Osco - 188 stores based in Chicago	Ad & Volume Incentive/Bin Production/T-Shirts Production	188	\$ 27,886		19,740		\$ 871,212
Kroger	Ad Support	2,797	\$ 17,500		137,053		\$ 11,339,511
Kroger	Targeted Onsite Ads	2,797	\$ 22,504			794,246	
Kroger	Targeted Onsite Ads (production charge from TMD)		\$ 451				
Lunds/Byerly's	Volume incentive with 1 lb. clamshell program	28	\$ 2,000				\$ 87,999
Lunds/Byerly's	Custom Signage - Iron Man Posters & 7 " x 11P POS - production/print charge		\$ 1,281				\$ 120,000
Price Chopper/Market 32 (Golub)	Ads and Estacion Signage; volume incentive	133	\$ 4,000		5,586		\$ 442,199
Publix	Ads and sales volume	1,333	\$ 10,000		102,641		

Retail Promotions

Retailer/Wholesaler # of Stores	Promotion Overview	# of Promo Stores	Spend	Demo Days	# of POS Days	Impressions	Incremental Sales
Pyramid Foods (Price Cutter)	Ad Logos and volume/data	37	\$ 1,000		1,036		
Rouses (65 stores based in LA)	Ad logo and volume data	65	\$ 3,000		910		\$ 228,115
Safeway Nor Cal	ads social media	288	\$ 3,000		16,992	1,200,000	\$ 436,323
Safeway Seattle	Front Page digital coupon ad, February big book of savings	220	\$ 5,000		6,160	700,000	\$ 214,706
Sam's Clubs	77 Demos Scheduled; 68 actually ran	68	\$ 13,320	68	68		
Save Mart	Mobile app digital coupon/2.1 ad	204	\$ 3,500		5,916	280,266	\$ 166,036
Smart and Final	2 email blast ads	255	\$ 5,000		15,045	5,000,000	\$ 345,011
Southeastern Grocers (Winn Dixie & Harvey's)	Ads and volume program	523	\$ 5,000		25,627		\$ 129,675
SpartanNash - corporate stores	Ad & Volume Incentive	2,068	\$ 5,000		5,880		\$ 236,817
Sprouts	Digital Ad email blasts	370	\$ 10,000			10,500,000	
Stater Bros.	4 Digital Ad/Email blasts	171	\$ 5,000		12,996	3,200,000	\$ 174,486
Stop & Shop	Ad & Volume Incentive	416	\$ 7,500		17,472		\$ 574,056
Strack & Van Till	Ad/Volume Increase	23	\$ 2,000		805		\$ 86,966
Super King Market	ad, email blasts, bins	8	\$ 3,025		472	34,000	\$ 410,858
Tops - based in NY	Logo Ads & Volume Incentive	149	\$ 3,600		6,258		\$ 195,738
United Supermarket	Ad and Volume incentive	96	\$ 5,000		2,688		\$ 4,753
Wakefern/Shoprite	Sales & Volume Incentive	344	\$ 7,500		12,040		
Winco Foods	Social Media story post	115	\$ 1,000			268,916	

Ad Support 2022/23

Total of 1,912 cherry ads this season, **an increase of 71% over same period last year**



Acme Markets (NAI), 1/6/2023, Weekly Ad, Philadelphia, PA, Front, [Page 1 of 6](#)



Albertsons POR, 2/1/2023, Weekly Ad, Portland, OR, Front, [Page 2 of 7](#)

Weeks	Total AdBlocks 21/22	Total of AdBlocks 22/23	Difference
12/04/2022 - 12/10/2022	37	44	19%
12/11/2022 - 12/17/2022	83	113	36%
12/18/2022 - 12/24/2022	42	116	176%
12/25/2022 - 12/31/2022	135	177	31%
01/01/2023 - 01/07/2023	170	239	41%
01/08/2023 - 01/14/2023	160	213	33%
01/15/2023 - 01/21/2023	189	326	72%
01/22/2023 - 01/28/2023	115	227	97%
01/29/2023 - 02/04/2023	59	214	263%
02/05/2023 - 02/11/2023	57	139	144%
02/12/2023 - 02/18/2023	36	99	175%
02/19/2023 - 02/25/2023	25	4	-84%
02/26/2023 - 03/04/2023	13	1	-92%
Grand Total	1,121	1,912	71%

Heaviest ad support corresponded with biggest arrivals



Acme Markets Weekly Ad, Philadelphia, PA,



Albertsons SOC, 1/25/2023, Weekly Ad, San Bernardino, CA, Front, [Page 1 of 4](#)

Examples of cherry ads



Acme Markets (NAI), 1/6/2023, Weekly Ad, Philadelphia, PA, Front, [Page 1 of 6](#)



Acme Markets (NAI), 12/23/2022, Weekly Ad, Philadelphia, PA, Back, [Page 8 of 8](#)



Acme Markets (NAI), 12/16/2022, Weekly Ad, Philadelphia, PA, Back, [Page 8 of 8](#)



Albertsons POR, 2/1/2023, Weekly Ad, Portland, OR, Front, [Page 2 of 7](#)



Albertsons POR, 1/18/2023, Weekly Ad, Portland, OR, Back, [Page 5 of 5](#)



Albertsons SEA, 2/8/2023, Weekly Ad, Seattle, WA, Front, [Page 2 of 7](#)



Albertsons SEA, 1/11/2023, Weekly Ad, Seattle, WA, Middle, [Page 3 of 6](#)



Albertsons SOC, 1/4/2023, Weekly Ad, Bakersfield, CA, Back, [Page 6 of 6](#)



Albertsons SOC, 1/25/2023, Weekly Ad, San Bernardino, CA, Front, [Page 1 of 4](#)

Alb/Von \$2.97lb front page digital coupon

Albertsons Seattle \$2.99lb front page digital coupon

SAFeway Albertsons

SEE GAME DAY SAVINGS INSIDE!

perfect matches for VALENTINE'S DAY

deli itly design™ 12 Stem Roses \$21.99 every day

deli itly design™ Custom Arrangements starting at \$49.99 every day

deli itly design™ Unforgettable Rose Arrangements starting at \$59.99 every day

Chocolate Dipped Strawberries 1 ct \$9.99 every day

deli itly design™ Deluxe Unforgettable Rose \$69.99 every day

deli itly design™ Lilly Bear Bundle \$79.99 every day

USDA CHOICE USDA Choice Beef Ribeye Steaks Bone-in • Value Pack • Limit 1 \$6.99 lb member price

Signature SELECT™ Pick Appetizers 16 oz. Shrimp Cocktail, Smoked Salmon, Smoked Turkey, Smoked Ham, Smoked Beef \$2.49 lb member price

Wild Caught Salmon Fillets 3-4 oz. Cooked Freshly Frozen \$3.99 lb member price

Large Sweet Onions, Roma Tomatoes sold by the lb or Medium Hass Avocados \$99¢ member price

Sweet Red Cherries \$2.99 lb member price with digital coupon

VIEW OUR AD ONLINE! SCAN HERE!

DIGITAL ONLY -U Signature SELECT™ Pizza 16-20 oz. Individual varieties Limit 4 \$4 for \$10 member price with digital coupon

Clear-Cola, Pepsi, 7UP, A&W, Sunkist 12 pk • 12 oz Cans \$3.49

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VONS Albertsons

Score BIG with These offers!

Large Mangos or Medium Ripe Hass Avocados \$99¢ ea Member Price

Signature Farms® Boneless Skinless Chicken Breast or Thighs Value pack or Pork Baby Back Ribs Previously frozen \$2.99 lb Member Price

Ribeye Steaks Bone-in, Value pack or waterfront BISTRO® Raw Peeled & Deveined Shrimp 16-20 ct., Frozen Sold in a 2 lb. bag at \$13.98 each Limit 2 \$6.99 lb Member Price

Lay's Potato Chips, Kettle Cooked, Tostitos, Popcorns or Tostitos Salsa 4.75-5.5 oz. Selected varieties Member Price Up To \$4.99 \$1.87 ea Digital Coupon Price

Breyers 1.5 qt. or Ben & Jerry's Ice Cream 1 pint Selected varieties Member Price: \$5.99 \$2.97 ea Digital Coupon Price

Luvsen® Chunk or Shredded Cheese 12 oz. Selected varieties Member Price: \$7.99 \$6.77 ea Digital Coupon Price

Cherries from Chile Large Cherries \$2.97 lb Digital Coupon Price Member Price: \$4.99 lb

Super King Ad Feb 1

Beef Shoulder Clod Steak or Roast Regular or Marinated \$3.99 lb

USDA CHOICE

SK SUPER KING FOUNDED 1993

Cherries from Chile

Cherries \$2.99 lb

Don Francisco Bagged Coffee 10-12 oz, Single Serve Coffee 12 ct or Canned Coffee 12 oz \$4.49

Provolone or Muenster Cheese \$2.99 lb

Zergüt Danish White Cheese 800 Gram or Coffee-mate Coffee Creamer 64 oz Assorted Varieties \$5.99

DANISH White

100% Coffee-mate

Safeway Seattle (288 Stores)

Front page digital coupon ad \$3.99/lb

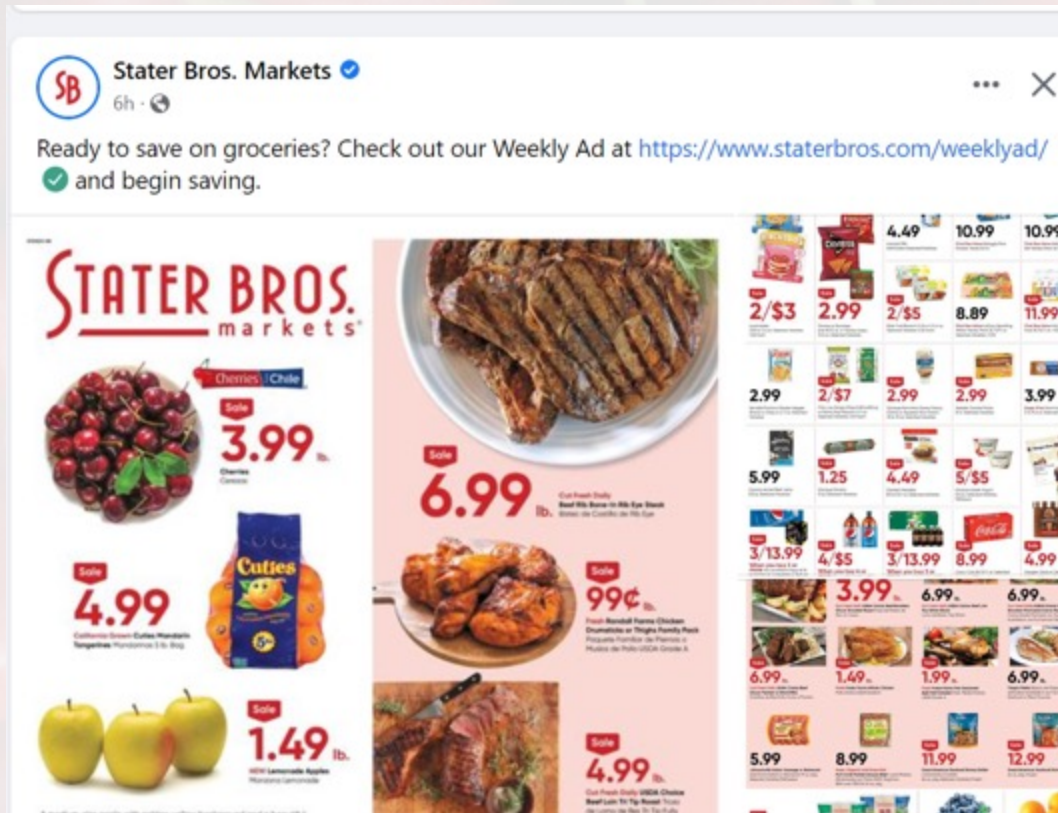
Result: **Incremental Sales: \$214,706 and 700,000 total impressions**



Stater Bros (171 Stores):

front page Jan 4 #1 feature, Jan 19th email blast, Face Book post, Ad #1 feature front page, store poster and display photo

Result: **Sold: 16,563 Cases, Total Sales: \$635,853, +37% increase over prior year**



Cherry Bin Promotions



Designed and produced cherry bins for 4 retailers

- Albertsons So California (330 Stores)
- Super Kings (8 Stores)
- Grocery Outlet (50 Stores)
- Jewel Osco (188 Stores)



Albertsons Vons Bin Promotion Los Angeles (330 Stores)



- Designed and produced bins for 330 stores
 - Ran ads all season starting in early January; three front page digital coupon ads
 - Albertsons wants to expand this program next season
- Result:** Sold 60,079 cases; +11.25% over prior year, Sales \$3,297,736; +20.28% over prior year **+\$528,645 Incremental Sales**



February 8th Digital Coupon Ad



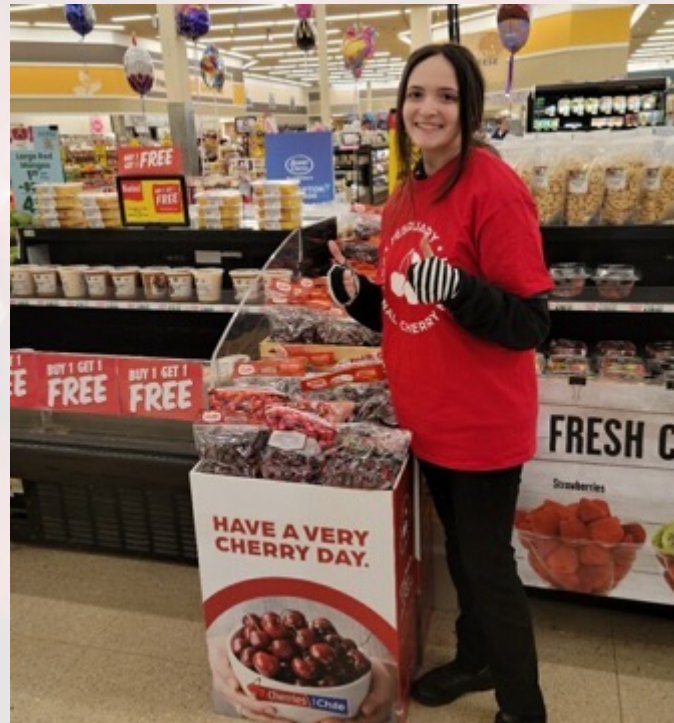
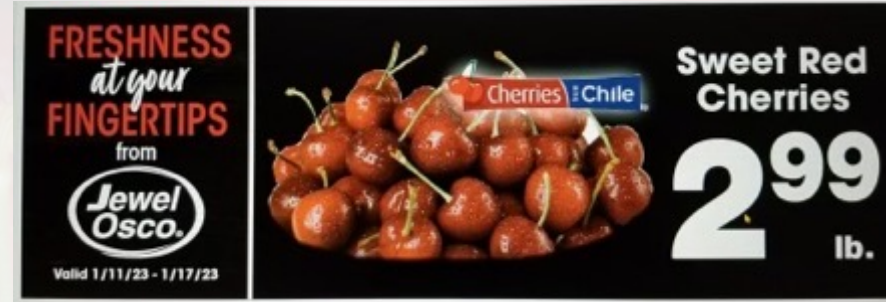
January 11th Digital Coupon Ad

Cherry Bin, T-shirt, Billboard and Ad Program with Jewel Osco (Safeway Banner: 188 stores in Illinois, Iowa and Indiana)



- Ran ads 9 different weeks from Dec 14-Feb 14
- Billboards ran throughout Chicago from Jan 11
- Produce staff wore Cherry branded shirts in February, National Cherry Month.
- Cherry bins in store throughout the season

Result: Total sales of \$1,406,694; incremental sales of \$871,212 (162%)

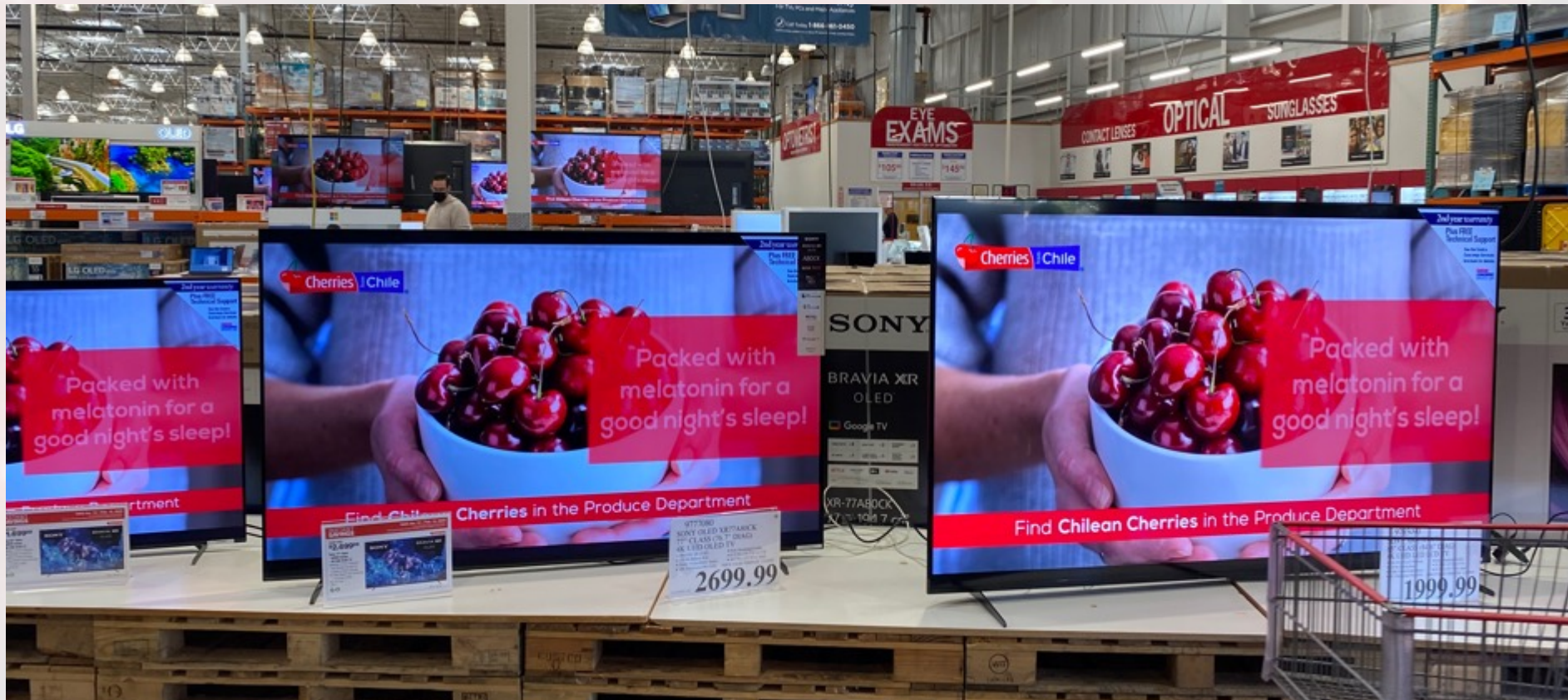


Chilean Cherry Video Promotion at Costco (156 locations)

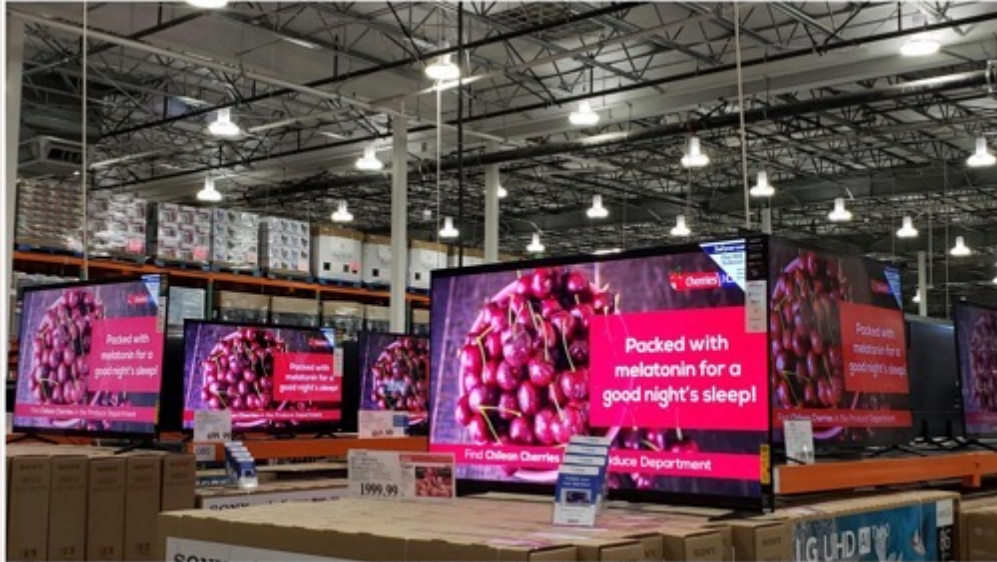


- 15 second video developed for Costco highlighting health benefits; ran from Jan 14-29.
- Videos ran on multiple TVs in the front of stores, so high visibility.

Result: 19,495,478 Impressions



Costco TV visuals provided from different Locations



Costco Marina Del Rey, CA - 01/15/2023



Costco Manteca, CA - 01/19/2023



Costco Issaquah, WA - 01/17/2023

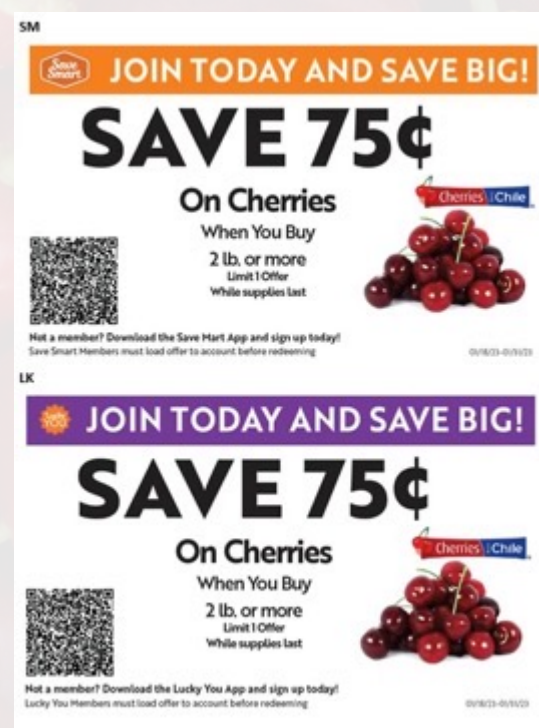


Costco Manteca, CA - 01/19/2023

Digital Promotions with Save Mart/Lucky/Food Maxx 204 Stores, Modesto, CA

- Digital app coupon program January 18th-31st
- They also ran digital coupon for .75 off 2lbs or more
- Ran Chilean Cherry Ad on February 1

Result: Sales \$183,168, +969% increase over prior year, incremental sales +\$166,036, sold 3,550 cases, +1,149% over prior year and total impressions of 280,266.



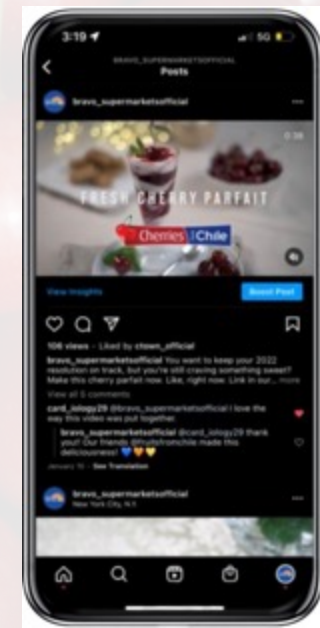
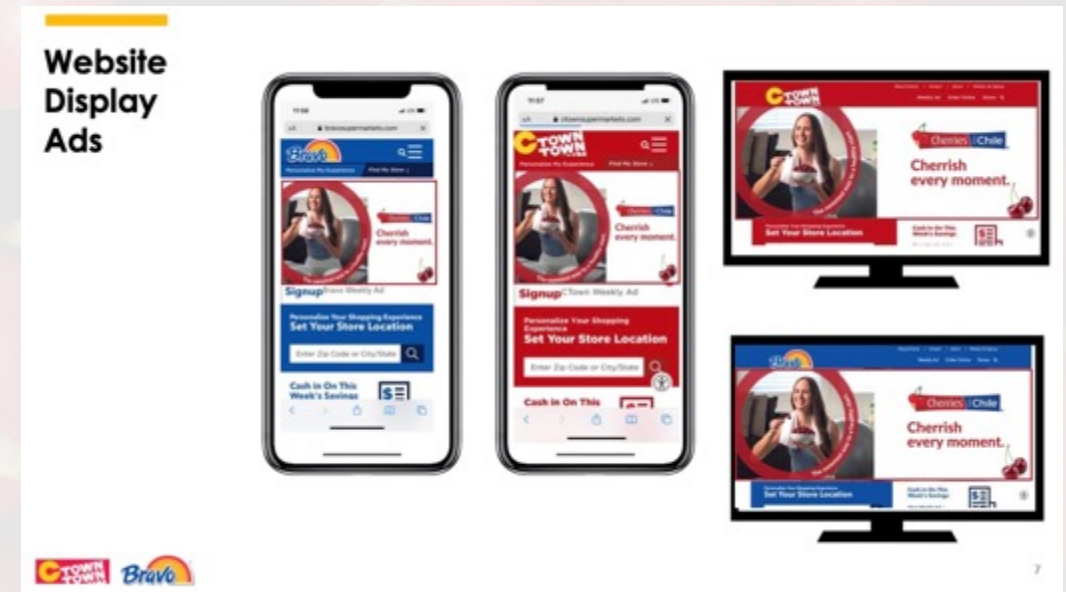
Alpha 1, the in-house marketing group for Bravo and CTown supermarkets (271 Stores) Web Banner Program



- Ran a digital cherry program to increase awareness and encourage purchase of Chilean Cherries in January. The program utilized in-store radio, web banners and social media (FB and IG posts) along with digital circular ads

Results:

- Recipe blog post with embedded YouTube video delivered **360,003 digital impressions** with 176,237 engagement (49%).
- The CTR (click through rate) was 19.1%.
- Viewership of the digital circular was 214,554 and there were 7000+ in-store radio plays.
- Each banner ran 5 ads - 1 ad in December, 2 in January and 2 in February.

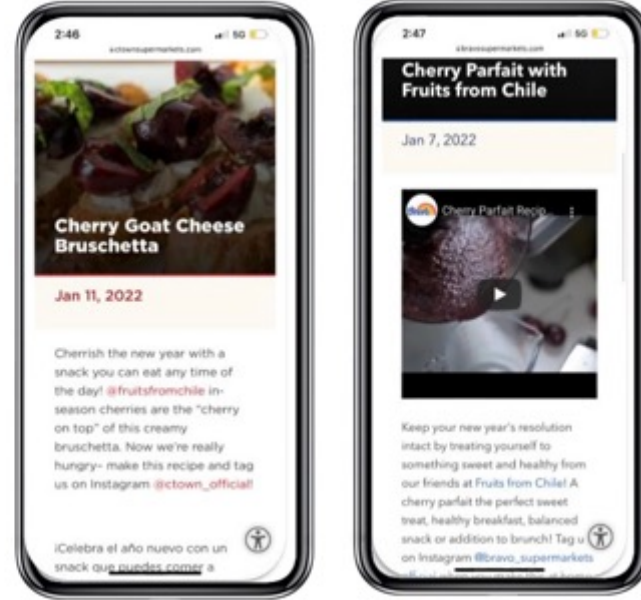


Alpha 1's promotion channels

Paid Pinterest Ads



Recipe Blog Content



Circular Block Ads



Organic Social Media



Smart and Final Chilean Cherry Email Blast digital ad

Ran 2 email blasts and ads; January 11 Front Page and and Email Blast and January 25 Email Blast and Ad

Result:

- Impressions: **900,000**
- Sold 18,635 cases; **+94%** increase over last year.
- Sales: \$715,397 **+\$345,011** incremental sales

Smart&Final.



Hi!

Tackle these new year's savings

[VIEW THE WEEKLY AD](#)

FEATURED COUPON



\$2.69 EACH

Digital Coupon Price

FLORIDA'S NATURAL

100% ORANGE JUICE

52 OZ.

LIMIT 4

[VIEW ALL DIGITAL COUPONS](#)

FEATURED PRODUCTS



\$1.99 PER LB.

FIRST STREET

FRESH GROUND BEEF

100% BEEF

LIMIT 2



\$2.99 PER LB.

RED

CHERRIES

LIMIT 10 LBS.



\$1.99

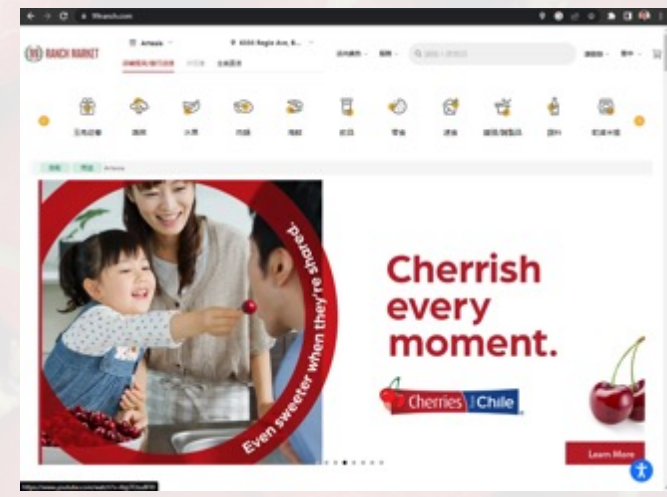


99 Ranch Chilean Cherry Online Web and Mobile Banner



- Sampled cherries at one 99 Ranch location on Feb 5th (Great timing with Chinese New Year); We utilized recipe cards, and our point of sale
- Web and mobile Banner featuring Cherrish Every Moment creative with linked to cherry video.

Result: **350,000 Impressions**



Cherry Demos at Sam's Club



- Ran 68 cherry demos at the top performing clubs on January 8th.
- Used side-of-cart signage that included our “Cherrish the Moment” slogan along with our logo.

Result: buyer reported a very solid season out of Chile with sales up **78.6% over LY** and units up **107.01% over LY**.



Consumer Marketing

Nationwide Radio Campaign, 'Cherrish' a special moment at the Hollywood Bowl



- Cherries from Chile gave consumers an opportunity to win an exclusive VIP experience at the 2023 **“We Can Survive”** Concert at the Hollywood Bowl. (2022 concert included Alanis Morissette, Halsey and OneRepublic, among others)
- The goal for this campaign was to build Chilean Cherries brand awareness throughout **National Cherries Month** via multiple touchpoints.
- The campaign featured custom brand creative, in conjunction with an exclusive Fly Away VIP contest to Audacy’s We Can Survive 2023 concert event.
- In addition to our paid media plan, Cherries from Chile was a sponsor to multiple concert contests, building on our already successful campaign.
- Supported the contest via Fruits from Chile social media platforms; 41,364 Impressions



[Contest Link.](#)

Radio ads ran in

- Los Angeles
- Boston
- Chicago
- Tampa
- San Antonio
- Cincinnati

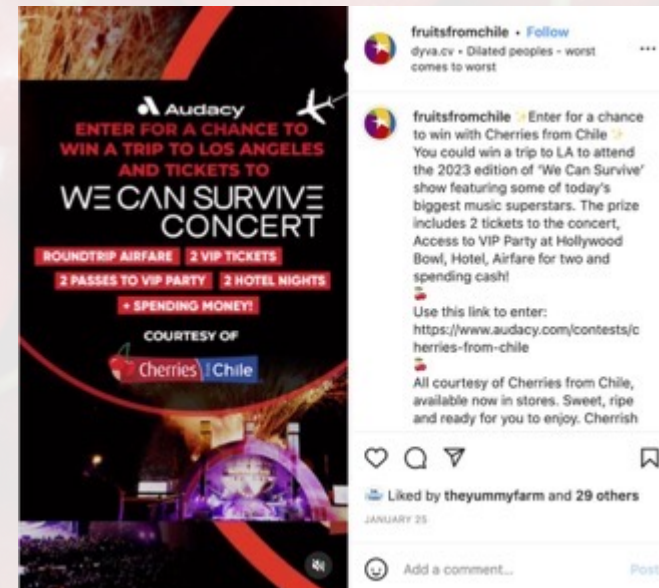
Timing:

Campaign Dates: January 22 - February 4, 2023, Concert: October 2023

Prize:

Airfare for 2, Hotel room, 2 passes to performance with VIP Viewing Area

Result: **Total Contest Entries: 5,053; Total Impressions: 8,647,151**



LA Wine Festival Sampling at NO COST



- Added value from radio campaign
- Served Chilean Cherries to Uncorked LA Wine Festival's 2,500 attendees on the weekend of Jan 28



Videos and recipes produced by Registered Dietitian Annessa Chumbley



Healthy Ideas for the New Year

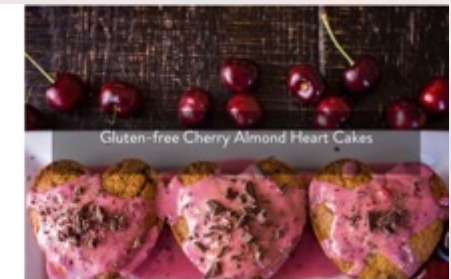
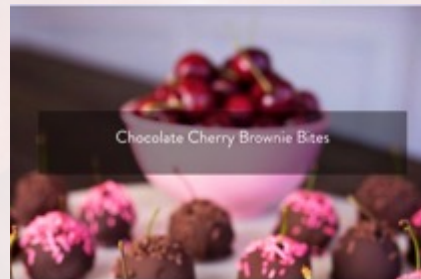
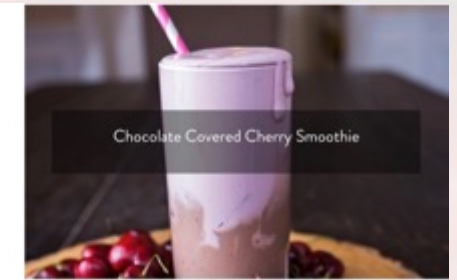
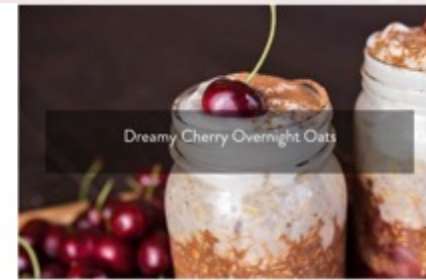


- RD Annessa Chumbley produced 2 videos; one focusing on Healthy eating ideas for New Year and the second on ways to celebrate National Cherry Month
- 7 New recipes

Ways to celebrate National Cherry Month



[Click here for video](#)



Cherry Consumer E-newsletter



February is right around the corner, and that means it's time to get ready for National Cherry Month! Head to your local supermarket and pick up some sweet, juicy Chilean cherries, available now through early March. Eat them by the bowlful, or try one of our new recipes. Cherries and chocolate have made a delicious pairing in our brownie cherry bites, cherry almond cake, and chocolate covered cherry smoothie.

Cherish every Moment with Cherries from Chile!



CHOCOLATE CHERRY BROWNIE BITES



CHOCOLATE COVERED CHERRY SMOOTHIE



GLUTEN-FREE CHERRY ALMOND HEART CAKES



Celebrate National Cherry Month with Cherries from Chile

Contest Alert!

VIP Treatment at the Hollywood Bowl...Courtesy of Cherries from Chile!

Win the trip of a lifetime to see some of the biggest music superstars in LA at the We Can Survive concert, courtesy of Cherries from Chile. Prize includes 2 concert tickets, access to VIP party at the Hollywood Bowl, hotel, airfare for 2 and spending cash! Past performers have included such mega artists as Coldplay, Maroon 5, Taylor Swift, and The Jonas Brothers.



Enter to Win

Did you know...

Cherries are high in antioxidants and packed with melatonin for a good night's sleep!



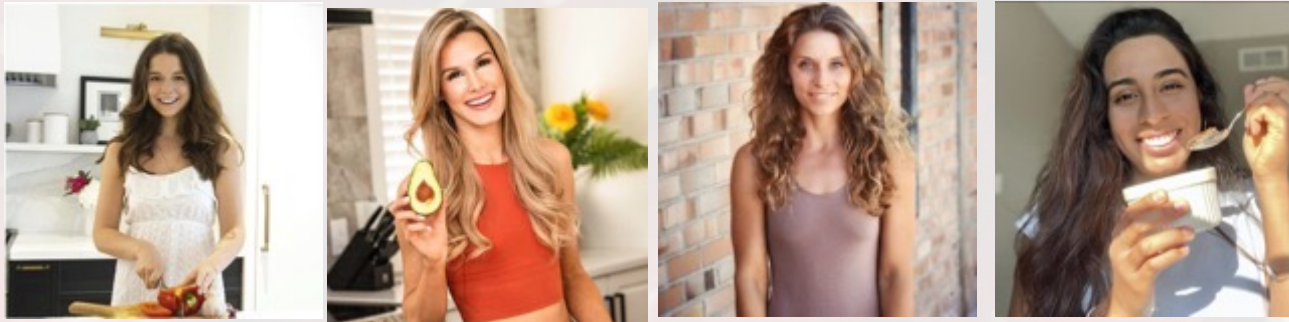
- Sent Cherry E-newsletter to **40,000 Subscribers**
- The newsletter featured new recipes from Annessa Chumbley and her video "Celebrate National Cherry Month".
- The highlight of this e-newsletter was the nationwide Radio Audacy contest!

Cherry Online Campaign (Nov-Feb 2023)



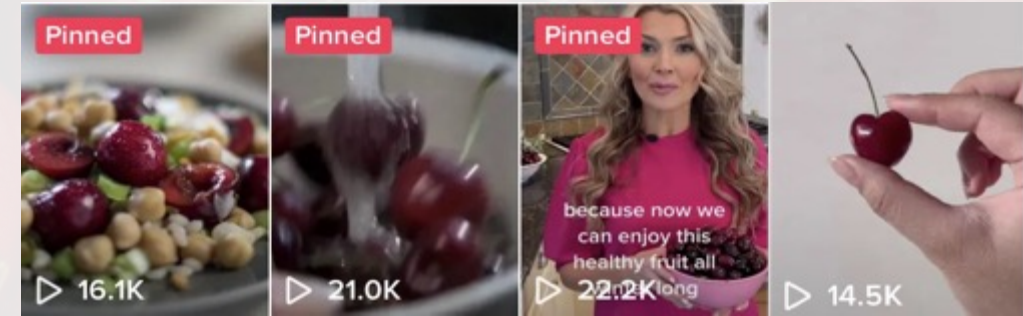
Total Impressions: 1,190,608

Influencer Partnership Program



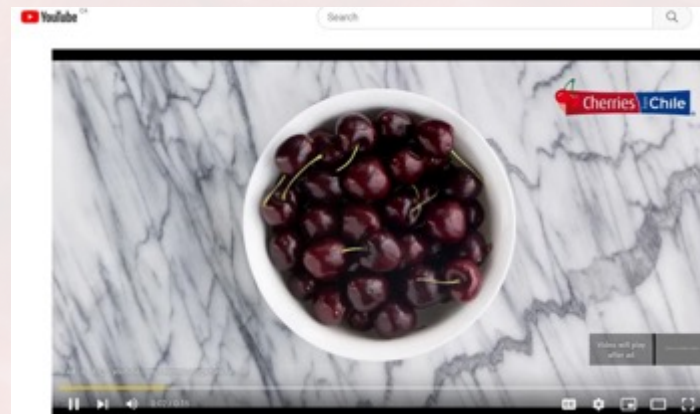
Worked with 4 influencers with a total community size of 271,625; created 10 posts

TikTok



Created NEW TikTok account. Added 41 TikTok's with 147,168 total video views. Grew community from 0 to 839 followers.

Digital Ads

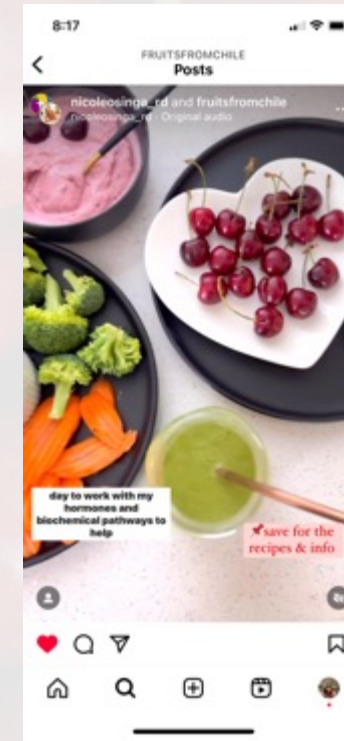
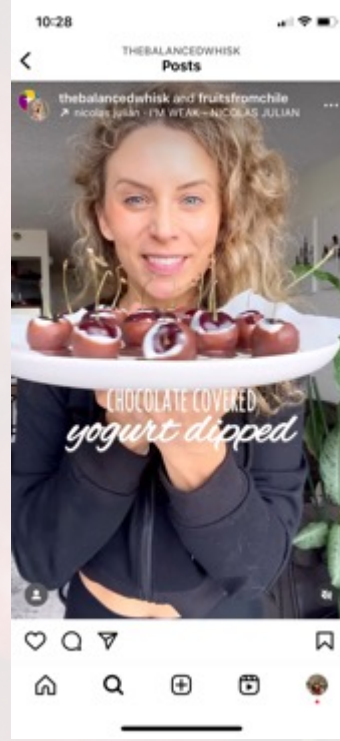
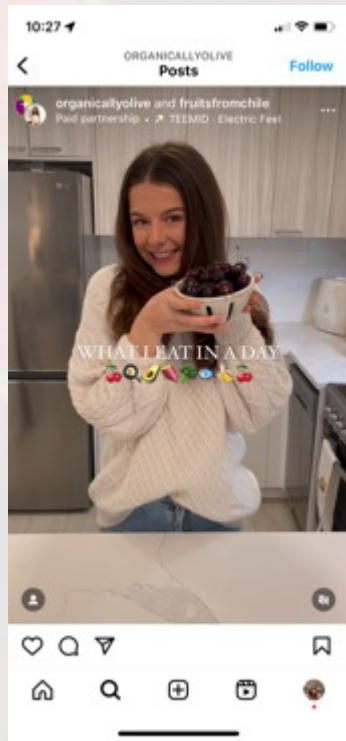


Increase Awareness of the seasonal key messages through Paid Impressions on YouTube. 924,849 Impressions

Influencer Partnership Program (Feb. focus)



4 influencers of different backgrounds had 10 posts promoting Chilean Cherries on TikTok and Instagram for the month Jan and Feb.



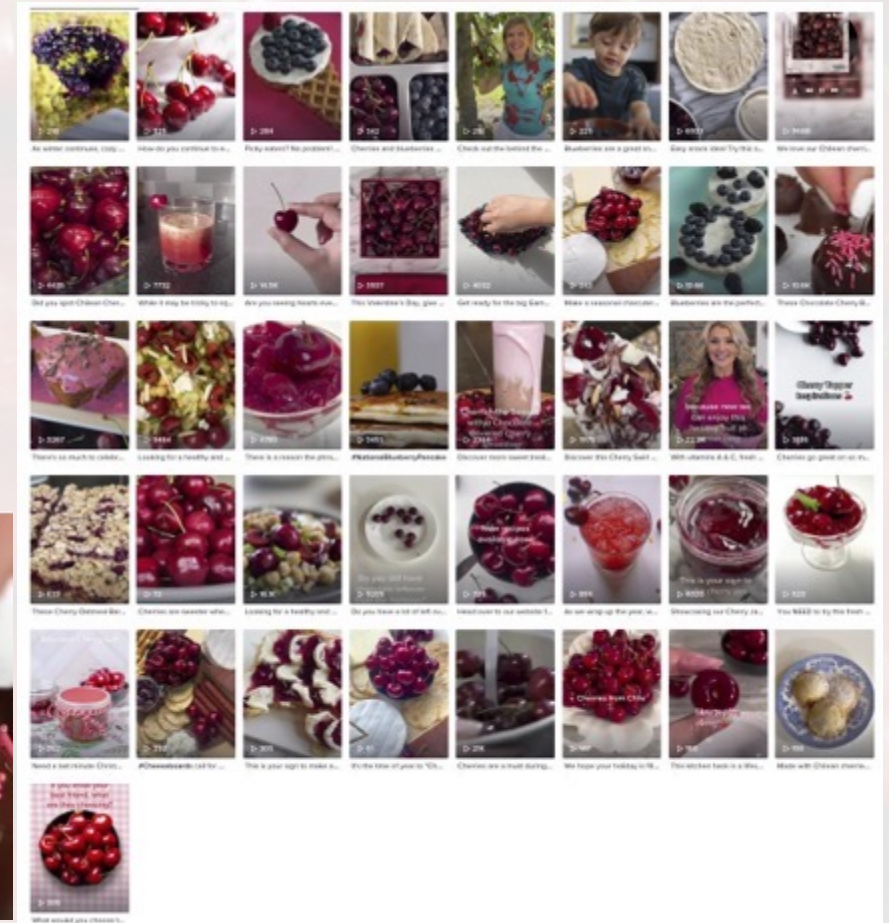
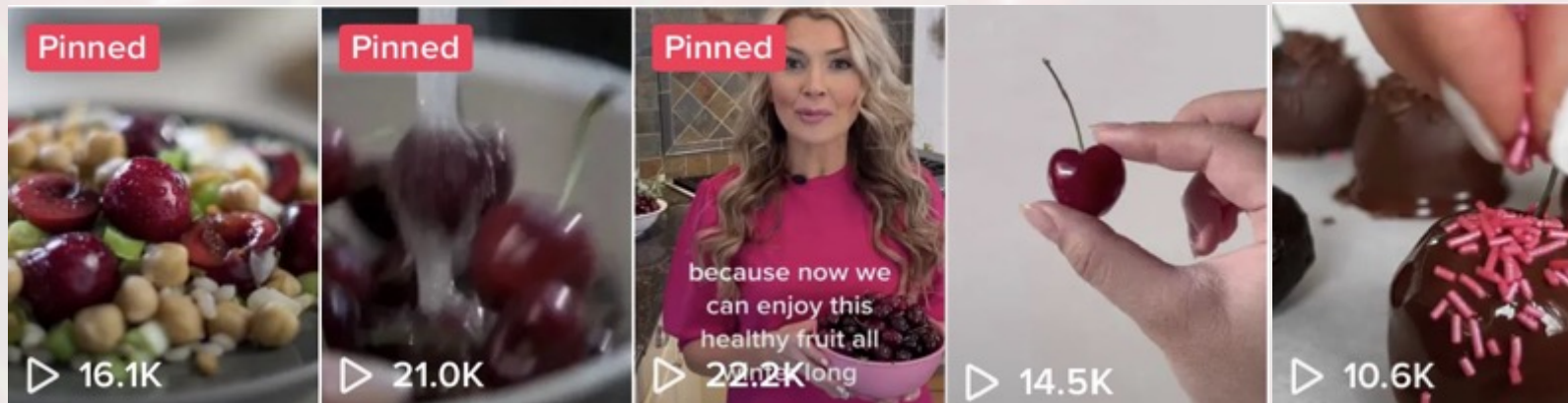
TikTok

- Launched **NEW TikTok** account featuring seasonal Cherries from Chile; Focused on sharing recipe, food tips and key messages.

- ✓ Community growth
- ✓ Total Impressions
- ✓ Engagement Rate
- ✓ Number of Posts

0 to 979
147,168
10%
48

Top TikTok Posts by Views



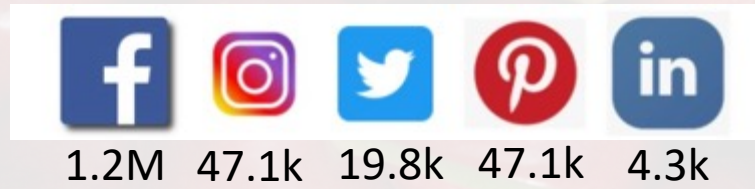
Chilean Cherry promotion on Fruits from Chile Social Media Channels



facebook 1.25M Fans



130,226 Organic Impressions in US and Canada from Nov 2022-Feb 2023



TikTok

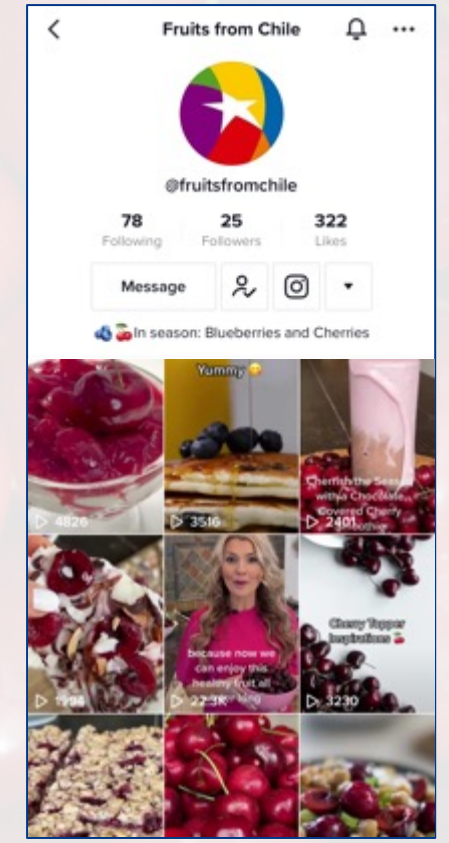
979 followers



Instagram 46.6k Followers



New! TikTok
Soft launch of NEW Tik Tok Channel!
138 million monthly active users in the US!!



[fruitsfromchile](#) TikTok

Chilean cherry article through News USA

165 Million Impressions
\$1.5 Million Ad Equivalency



The San Diego Union-Tribune

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Cherrish Every Moment with Cherries from Chile

By: NewsUSA

January 30, 2023 at 07:59 AM EST



(NewsUSA) - There's more to be sweet

about in February than just Valentine's Day. February is National Cherry Month, and you can find sweet, juicy Chilean cherries in your supermarket all month long.

Although cherries are available domestically in the United States in the summer, they bring a much-needed burst of color and flavor during the cold winter months. Winter cherries come from the Southern Hemisphere, primarily from Chile in South America!

Some people say that National Cherry Month was inspired by the legend of George Washington, whose birthday is a February holiday, and who chopped down a cherry tree as a youngster.

No matter the reason, it's the perfect season to enjoy Chilean cherries. Treat your Valentine, or yourself, with delicious cherry-filled treats for Valentine's Day, such as Chocolate Cherry Brownie Bites. Just get some Chilean Cherries, a box of brownie mix, and a cup of melted dark chocolate, and you are good to go. Add some sprinkles for an extra touch! You can find the full recipe at www.fruitfromchile.com.

NEWS USA

Chilean Fresh Fruit Association

Cherrish Every Moment with Cherries from Chile

Number of placements to date:

2,662

Cumulative unique visitors/month:

165,461,922

Equivalent ad value of web placements:

\$1,489,157.30

BREAKING Fleeing driver apprehended following crash

ADVERTISING

Cherrish Every Moment with Cherries from Chile

NewsUSA Jan 30, 2023 updated Feb 2, 2023



Listen to this article now
Download by Tristram

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Lab Diamond Engagement Rings
Make Her Your Forever Valentine. Save 30% on Select Lab Diamond Engagement Rings.
Open

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Chilean cherries don't just taste great, they're also great for you!

Cherries are rich in antioxidants, as well as vitamin C, which is important to maintaining a healthy immune system. They also contain vitamins A and K, along with potassium, magnesium, and even some of the recommended daily amount of calcium. Cherries are a tasty source of fiber, too.

A one-cup serving of cherries provides 25% of the recommended daily amount of vitamin C, according to the Chilean Cherry Committee. Cherry consumption also may help reduce the risk of cancer and heart disease. Finally, cherries contain a healthy dose of the sleep-promoting hormone melatonin.

Cherries from Chile is celebrating this month with a chance to win a trip to Los Angeles to catch some of music's biggest superstars in the 2023 "We Can Survive" concert. Check out www.audacy.com/contests/cherries-from-chile



Sections

Automotive

Bridal

Business And Careers

Community Cares

Education

Elegant

Family Living

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Home Improvement

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Lawn & Garden

Money & Finance

Pets

Real Estate

Seasonal

Senior Living

Tech Talk & Innovation

Travel

Local Events

CREATE AN EVENT

Search for events



Patty Mastracco 2023 TV News Segment

Patty Mastracco ran 2 segments on Chilean cherries.

- KMHP “Great Day Kitchen” 33000 audience-views, January 19th, 2023. Patty promoted health benefits of cherries, New Years healthy solutions, counter-seasonality, growing conditions in Chile, mentioned “Cherrish every moment”, and put together some fun recipes including a blueberry super salad and cherries with yogurt and toasty steel cut oat dipper.

- She also ran Super Bowl segments on the same Fresno TV network Superbowl week, 27,000 views, promoted Cherry salsa, National Cherry Month

Result: **526.2K Impressions**



Patty Mastracco making Blueberry Superfood Salad



Chilean Cherry Research

- Awareness, knowledge and perceptions of imported cherries
- Awareness, knowledge and perceptions of imported cherries, and specifically Chilean cherries
- Awareness of the country of origin of the cherries they purchase
- Brand awareness
- Recall of Cherries from Chile promotions



Cherry KPI Comparison

	2021/22	2022/23	Diff
Promo Stores	15,478	28,867	87%
Demo Days	97	74	-24%
POS Days	383,468	588,849	54%
Impressions Trade Promotion	25,406,790	43,142,464	70%
Impressions Consumers	215,410,459	184,811,299	-14%
Impressions PR	1,254,404	1,808,690	44%

Note: Consumer impression 14% less than last year because we didn't have Shopkick program this year.

Cherry KPIs



Campaign Category	Investment by Channel	Impressions	Cost per K	Incremental Sales	Cost per Sale	POS days	Cost per POS Day
			(CPM)				
RETAIL PROMOTIONS	\$ 313,254	43,142,464	\$ 7.26	\$ 20,666,709	\$ 0.015	588,849	\$ 0.5
Digital Coupon	\$ 40,446	1,521,030	\$ 26.59	\$ 1,625,809	\$ 0.025	36,397	\$ 1.1
In Store Merchadisings	\$ 83,392	19,529,428	\$ 4.27	\$ 2,119,444	\$ 0.039	24,420	\$ 3.4
Online Promotions	\$ 63,086	22,092,006	\$ 2.86	\$ 1,203,698	\$ 0.052	53,027	\$ 1.2
Total Sales/Ad/Volume Incentive	\$ 126,330	-		\$ 15,717,757	\$ 0.008	475,005	\$ 0.3
TRADE	\$ 24,210	1,808,690	\$ 13.39				
Custom Content Newsletter	\$ 7,950	83,000	\$ 95.78				
Press Release		1,725,352					
Events	\$ 4,676	338	\$ 13,834.32				
Retail Tour	\$ 11,584						
CONSUMER	\$ 155,157	184,811,299	\$ 0.84				
NewsUSA	\$ 4,000	165,461,922	\$ 0.02				
Wine Event	\$ 1,078	2,500	\$ 431.20				
Social Media Promotions	\$ 54,529	10,699,726	\$ 5.10				
Nationwide Radio Campaign	\$ 95,550	8,647,151	\$ 11.05				
DESIGN AND PRODUCTION	\$ 42,979						
RESEARCH	\$ 28,250						
Trade Research	\$ 12,000						
Numerator	\$ 6,250						
Consumer Research	\$ 10,000						
Merchandisers Fees/Supervision	\$ 47,691						
Total	\$ 611,541	229,762,453	\$ 2.66	\$ 20,666,709	0.030	588,849	\$ 1.04