the GRAPEVINE

CALIFORNIA RAISINS' UK UPDATE 2024



Welcome to the UK's Summer newsletter 2024.

Below is a selection of some activities the RAC have conducted in the first 6 months of 2024

HITTING THE SHOPS (Raisins in retail)

Over the years, California Raisins have forged successful partnerships with leading retailers such as Tesco, where in 2024 California Raisins promoted Whitworths, 400g tubs. These partnerships have provided a prominent platform for showcasing the quality and versatility of California Raisins to a wide consumer base. Through joint marketing efforts and strategic placement in stores and online, the partnership has strengthened the visibility of California Raisins products, making them readily accessible to consumers. Additionally, these have facilitated innovative promotional campaigns and product placement strategies, highlighting the various culinary uses and nutritional benefits of California Raisins. As a result, these partnerships have significantly contributed to raising awareness and driving consumer engagement with California Raisins' 400g tub products.



Supercharging Tesco Digital Banners

Negotiations took place to partner with Whitworths, one of the UK's leading importers of California Raisins, alongside, Tesco owned, Dunnhumby, who provide customer data science and marketing insight. This partnership aimed to boost sales of California Raisins by promoting the Whitworths 400g tub of California Raisins for 3 weeks via promotional banners on the Tesco website. The promotional segment is called 'My Favourites', which is the second most popular way for Tesco shoppers to add items to their online baskets. Banners will be targeted at customers who have purchased items within the 'Dried Fruit, Nuts, Nutrient Powders and Seeds' grocery section.

Tesco are the UKs largest grocery supermarket chain with a 27% share of the market.

RESULTS

2.57M IMPRESSIONS, WITH A SALES CONVERSION OF **£77.5K ($99.3K)**

Banner which appeared on pc and mobile platforms



Making a social IMPACT

A key part of the RAC's ongoing Social Media strategy has been to continue communicating the health benefits of California Raisins, as well as their versatility in everyday dishes.

To encourage consumers to engage with California Raisins, intermittent giveaways and prizes are offered throughout the year. In addition, generic posts are uploaded to encourage consumers to visit the website for new and exciting recipes relevant to the season. Reels/videos are consistently posted on both IG and FB platforms to promote seasonal recipe ideas.

IMPRESSIONS DURING THIS FISCAL YEAR:
9.6M (July 2023 – June 2024)

AUDIENCE REACH:
171,955 Of which 5,389 were organic

Followers at end of June 2024 on both IG and FB social media platforms:

8,315 FB Followers

1,143 IG Followers



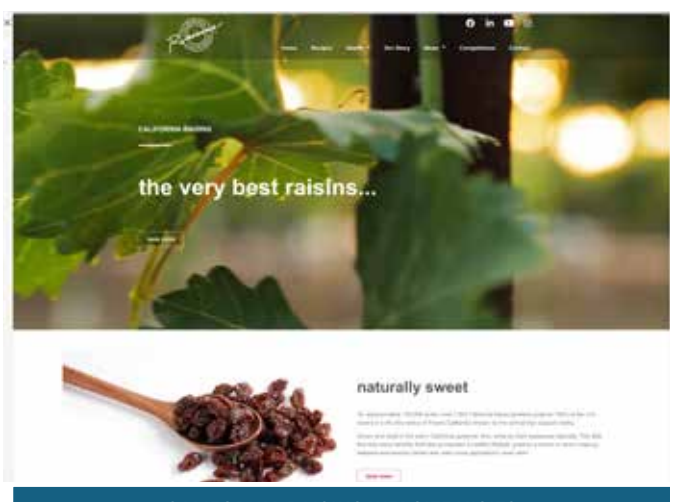


TRADE ADVERTISING

Over the years, the RAC has remained a committed advocate of the numerous benefits of California Raisins by consistently implementing targeted advertising campaigns and comprehensive public relations efforts to grow volume. These activities have highlighted the diverse advantages of California raisins, solidifying their position and reputation in the UK market. Through strategic promotional strategies, the RAC continues to emphasize the nutritional value, exceptional quality, and versatility of California raisins, and continues to raise awareness and increase their appeal among the trade.

Reach = 1.2million

FOOD manufacture | Kennedy's Confection | BritishBAKER | Ooh.. | CONFECTIONERY PRODUCTION





California Raisins ON THE WEB

RAC UK continued to update the UK website throughout the year with new recipes, usage ideas, nutritional information, consumer news and views, as well as general market and relevant information on California Raisins. The website also provides a platform for consumers to visit when boosting social media posts and competitions on Facebook and Instagram.

From July 2023 to June 2024, website visits 17,540.

The chart opposite shows steady consistent website visits across the fiscal year, along with a continued and consistent increase in site visits as the summer campaigns were posted. The large spike during October and November, was caused by strategic boosting of social media posts for the pre-Christmas campaigns.

17.5K VISITS