







British Blackcurrants

Best berry for health

FRESH FROZEN
FOR LOCKED
IN FRESHNESS



- High in Vitamin C
- High in antioxidants
- Naturally good for you



Windmill Hill Fruits
Herefordshire

DISPLAY UNTIL - END	BEST BEFORE - END	VARIETY

KEEP FROZEN

400g e



British Blackcurrants

Windmill Hill Fruits
Herefordshire

- High in Vitamin C
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**PR Campaign
2009 Summary**



Are you eating your purple?



Survey:

- As part of the campaign to encourage the public to 'eat a rainbow', Cirkle conducted a survey amongst over 2,000 Brits which highlighted purple as the colour missing from people's diets

Radio Day:

- To support these results, Cirkle conducted a radio day discussing the findings with well respected nutritionist, Juliette Kellow
- An impressive 20 pieces of radio coverage were secured including key BBC stations; BBC Radio 5 Live, BBC Cumbria, BBC Solent and BBC Norfolk
- Total listenership was over 9 million people

Announcement to wider media:

- Cirkle drafted a press release to announce the findings to mainstream nationals, regional's, online and women's press as well as the trade media to generate quality coverage
- To date 9 pieces of press coverage have been generated with more expected as the season gets underway

Coverage highlights so far... Are you eating your purple?



Shoppers 'unaware' of purple properties

Shoppers are entirely unaware that purple foods are as healthy as greens, according to a new survey. A study by the Blackcurrant Foundation found that 53% identified 'green' foods as being beneficial to health. Some 26% named 'red' foods but only 14% suggested 'purple'. Blackcurrants contain



Only 8% of consumers seek out purple fruit and veg.

High levels of vitamin C and anthocyanins that protect against conditions including joint inflammation, kidney stones and cardiovascular disease. Only 8% of respondents actively seek out purple foods as part of their daily diet to stay healthy, compared with 53% for green foods. Some 56% it never occurred to link food colour with health benefits. "It is imperative that we

The Grocer

Foundation promotes purple food benefits

By Rachel Smith
The message that "green is best" is being challenged by the Blackcurrant Foundation in its latest campaign which aims to raise awareness of the health benefits of purple foods. The foundation has been set up by growers to raise awareness of the health benefits of purple foods, which are rich in antioxidants and other nutrients. These antioxidants are also known to help fight against cancer, heart disease, obesity, diabetes, osteoporosis, stroke and many other ailments. However, a survey carried out by the foundation on 2,000 people aged 16 to 65 found that only 8% of respondents actively seek out purple foods as part of their daily diet to stay healthy, compared with 53% for green foods. Some 56% it never occurred to link food colour with health benefits.



Hilson calls 'purple' 'superfood'

THE BEEHIVES
Hilson is a leading grower of blackcurrants in the UK. She says that purple foods are rich in antioxidants and other nutrients. These antioxidants are also known to help fight against cancer, heart disease, obesity, diabetes, osteoporosis, stroke and many other ailments. However, a survey carried out by the foundation on 2,000 people aged 16 to 65 found that only 8% of respondents actively seek out purple foods as part of their daily diet to stay healthy, compared with 53% for green foods. Some 56% it never occurred to link food colour with health benefits.

HorticultureWeek

For horticulture professionals

Sixtyplusurfers

BBC KENT | BBC RADIO 5 live | BBC SOLENT | Lincs FM 102.2 | BBC CUMBRIA | BBC Scotland | BBC NORFOLK | NORTHAMPTON 104.2FM | 103.6FM | Be part of it.



Press Office

Recipes:

- Cirkle worked with a home economist to develop a range of delicious recipes to demonstrate the many ways blackcurrants can be used in cooking and baking. These are currently being placed in the consumer and online press

News Hooks

- Cirkle continues to identify topical news hooks to tie in British Blackcurrants to the current news agenda as well as selling in newsworthy stories such as the new asthma research. Cirkle is also working to secure coverage on 'In Season' pages within the consumer press



Online



Website:

- New recipes have been uploaded and the 'desserts' page is currently the third most popular page on the site with almost 300 unique visitors since launch.
- Going forward, Cirkle will be creating a 'grower profile' section under the 'about us' tab which will provide some personal insight into Foundation members
- The website has an average of 2,000 unique users a month with people spending an average time of 2 minutes and 31 seconds on the site
- The most searched for term on the site is 'recipes' and the key term driving people from Google is 'blackcurrant recipes'



Online



Facebook:

- To maximise current trends and improve the online presence of blackcurrants, Cirkle created a facebook profile to encourage interactivity with consumers and ultimately drive traffic back to the website
- The fan page currently has 150 fans of which 68% are female and 32% are male
- The page is updated at least 3 times a week – maximising all newshooks

Twitter:

The key to Twitter is not only to attract relevant followers but also to 're-tweet', getting other people tweeting about your subject and creating an on-going viral effect

- Purple Power Man tweets an average of 3 times a day on topics such as foundation news, recipes, research, responding to questions from followers and engaging with other users (via re-tweeting etc).



Social Media in 2010

