



Industry Newsletter

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UVA PASA DE CALIFORNIA: UN POTENCIAL QUE POCOS HAN SABIDO APROVECHAR

Las pasas que se producen en el Valle de San Joaquín, California, pueden revolucionar varios segmentos del mercado alimentario si se les presta atención. Desde etiquetado limpio hasta el secado de cárnicos, sus posibilidades son infinitas.



DE TAMAÑO PEQUEÑO, PERO APORTES ENORMES

En su estado más puro, que se recomienda consumir a manera de snack, las pasas no contienen azúcares añadidos y la cantidad de grasas y sodio es del 0%, como parte de una dieta balanceada, aportan diariamente el 1% de fibra, 6% de potasio y 6% de hierro. Al ser un alimento 100% natural, no se le agregan sabores artificiales ni colorantes.

Para cumplir con la recomendación de consumo diario de fibra, basta una taza de la fruta, equivalente a 40 gramos y aproximadamente 120 calorías. De acuerdo con los expertos, "lo mejor es agregar a diferentes preparaciones, mantener estable el azúcar en sangre,

Hay un alimento natural y saludable que ha acompañado a la humanidad desde tiempos prehistóricos, desde que existió el primer cultivo de pasas hasta como parte bien conocida en algunas regiones las pasas, también conocidas como uvas pasas. Existen en México por ser un acompañante ocasional de la panificación, entre pequeños frutos deliciosos de textura blanda tienen una buena cantidad de beneficios para los consumidores y la industria, que no ha aprovechado totalmente.

Indice los valores agregados que las pasas pueden dar a un perfil de productos y procesos.

En entrevista, el Dr. y médico pediatra **Klaus Teuberges**, así como la Dra. e Inesitóloga **Priscilla Santiago**, representantes de **California Raisins**, nos explican los alcances de este alimento que es sistema del estado de la fruta, y que ha acompañado en los campos del Valle de San Joaquín California un parcelero para su producción y procesamiento.

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ENTREVISTA

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JULIO 2021 INDUSTRIA ALIMENTARIA

Mexico

Trade PR

RAC Mexico secured placement of a 2 -page article in Industria Alimentaria magazine reaching 100k food industry professionals. The article highlighted the high quality of California raisins and the benefits of using them in a variety of food formulations.

Japan

New Product Development and Launch

RAC Japan partnered with Fuji Baking to conduct an internal product development contest featuring California raisins. Five new products were chosen to be launched and were featured in a California Raisin Fair display for one month in all 617 stores. Usage of California raisins by the chain increased 53% during the month of the promotion.

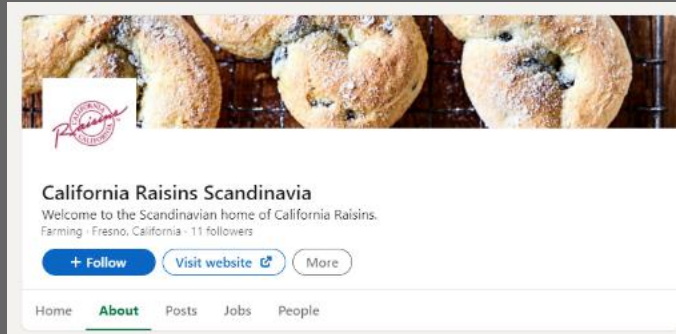


Scandinavia



LinkedIn Trade Advertising

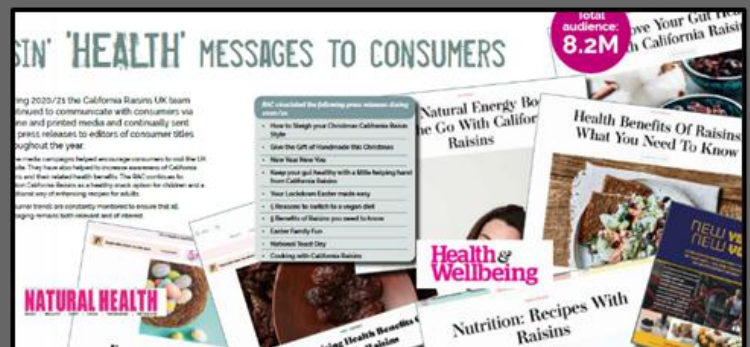
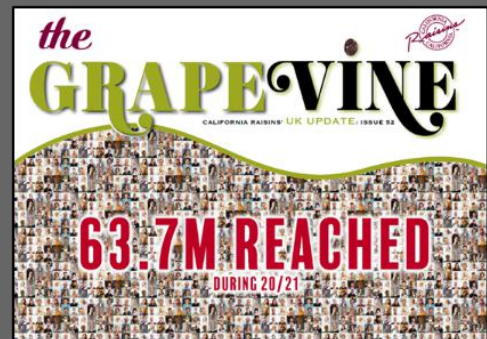
RAC Scandinavia created a new profile on LinkedIn as a new avenue to reach out and be visible to trade customers. An ad campaign was also launched, resulting in 1.3 million impressions and over 3k incremental visits to our region website including key retailers and food distributors.



United Kingdom

Annual Trade Newsletter

RAC United Kingdom created a newsletter to highlight California raisin marketing activities to trade customers. The newsletter highlighted the increased consumer campaign which helped drive overall campaign impressions to over 60 million for the year.



Vietnam

Consumer Social Media

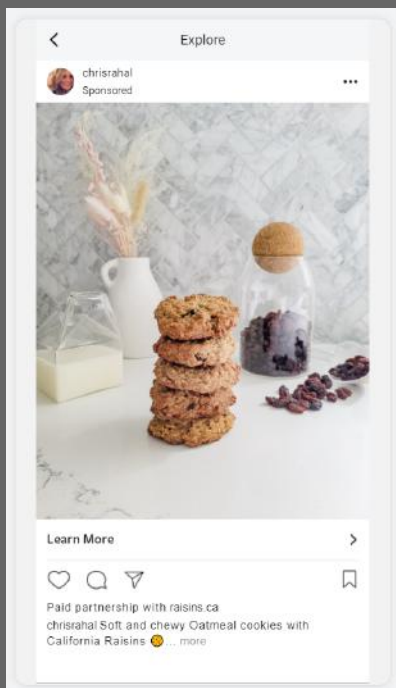
RAC Vietnam continued their consumer social media campaign. They post at least four times a month, highlighting benefits of using California raisins and creative recipe ideas. Each post reaches an average audience of 250k target consumers.



Canada

Back-To-School Snacks Promotion

RAC Canada partnered with twenty-one micro-influencers to create back-to-school snacks featuring California raisins. The Instagram posts and stories gained over 500k impressions with strong engagement.



-Anzeige-

HIER an Umfrage teilnehmen und gewinnen!



Was backen Sie mit Rosinen? Woher kommen Ihre Rosinen? Nehmen Sie sich 5 Minuten Zeit und beantworten Sie nur 5 Fragen rund um die beliebte Trockenfrucht. Unter allen Teilnehmern verlosen wir 3 handsignierte Exemplare des Buchs „So einfach geht Sauerteig“ von Back-Wellenmeister Siegfried Brenneis sowie 3 Pakete mit je 12,5 kg kalifornische Rosinen.



Neu: Kalifornischer Christstollen im Holzkrüchchen – alkoholfrei! Entdecken Sie tolle Rezepte!

HIER geht's direkt zu den Rezepten



Bestellen Sie hier einzelne Kartons zu je 12,5 kg zum Preis von 36,88 € zzgl. Versand.

HIER geht's direkt zur Bestellung



Sie hätten gerne eine kostenlose Produktprobe? Hier anfordern und überzeugen!

HIER geht's direkt zur Produktprobe

Kalifornische Rosinen sind sonnengetrocknet mit einzigartigem Karamell-Note. Höchste Qualitätsstandards und Sauberkeit ermöglichen die direkte Verwendbarkeit aus dem Karton heraus.



Germany

Bakery Direct Mail

RAC Germany targeted bakeries with a direct mailing featuring ambassador Siegfried Brenneis, former Captain of the German Bakers' National Team. In addition to highlighting the benefits of using California raisins, the mailer also featured a new stollen recipe.

Korea

Foodservice Menu Development

RAC Korea partnered with ATO Seoul in their 2021 Great American Culinary Camp. Culinary Institute of America (CIA) alumni chefs based in Korea developed a variety of recipes that were then shared at a tasting event with 50 food influencers. Five recipe videos were also created including Rum Raisin Almond Ice Cream.

<https://www.youtube.com/watch?v=b7f8LzBFIL>



China

Consumer Social Media

RAC China leveraged the home baking trend to feature healthy homemade desserts without added sugar. Partnering with a baking influencer with over 300k followers, recipes were created for a western-style cinnamon roll and a Chinese sticky rice cake. The recipes were posted on three top recipe apps (Xiachufang, Douguo, Meishijie) and two mainstream social media sites (Weibo and Red) for a total of 780k impressions.



SE Asia

Apprentice Pastry Chef Competition

RAC SE Asia partnered with the 2021 World Gourmet Summit as sponsor of the Pastry Chef of the Year Awards. For apprentice chefs, a competition was held using California raisins as the key ingredient. An advertorial on the competition will be featured later this year. Our ad was also featured in the event publication.

California Raisins Asian's album:
World Gourmet Award California Raisin Apprentice Pastry Chef 2021
Our World Gourmet Award 2021 California Raisin Apprentice Pastry Chef of the Year Competition with World Gourmet Summit was a resounding success! We were enthralled by the creativity put into showcasing the versatility and functionality of California Raisins, the finest raisins in the world by our talented budding chefs from At-Sunrice Global Chef Academy, SHATEC The Culinary Institute of America.

We would like to thank our judges for attending the event and giving their insights to the next-gen!

1. Chef Nicolas Vergnole, Executive Pastry Chef - @riviera and WGA 2021 Pastry Chef of the Year
2. Chef Kent Ng, Executive Pastry Chef - @mo_singapore and WGA 2020 Pastry Chef of the Year
3. Chef Cindy Khoo, Executive Pastry Chef - @ninton_singapore
4. Chef KK Kong, Executive Chef - @sentosagolfclub and VP of Singapore Chefs' Association

Congratulations to our Award Recipient: Zara Annabella Kwan (@theculinaryinstituteofamerica) - "The Christmas Wealth" for attaining the first place!

Additionally, we will be providing internship opportunities to the students that attained the second and third place in the challenge. Yeo Min (@atunrice) and Andreas (@atunrice)

Sweet by Nature. CALIFORNIA Raisins CALIFORNIA

Chefs choose California Raisins to add surprising flavour, texture and an ensemble of natural goodness to their creations.

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Taiwan

Recipe Videos

RAC Taiwan created ten light meal recipe videos using California raisins as a key ingredient to inspire consumers with creative new uses. The videos have been added to the RAC Taiwan website and will be featured on social media in upcoming months with views expected to exceed 1 million impressions.



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