



Nobody Knows Cranberries Like



When it comes to cranberries, there simply is no other company that knows more, produces more, sells more or cares more about cranberries. Consequently, there is no other company that consumers and retailers trust more.

Consumers rely on Ocean Spray to deliver fresh, quality product

- The Ocean Spray brand has dominated the cranberry fruit and juice market for over 70 years.
- Consumer demand for the Ocean Spray brand is strong. More than half of all North American households shop for the Ocean Spray name. Ocean Spray is the #1 grapefruit juice drink; #1 in the entire multi-serve juice drink category; and the #10 dry grocery brand.
- As a traditional part of family-oriented holiday celebrations, consumers know that Ocean Spray Fresh Cranberries mean freshness, quality, good taste and good health.

Retailers choose Ocean Spray for comprehensive knowledge of the market

- Representing over 800 growers in U.S. and Canada, Ocean Spray possesses knowledge and experience unparalleled in the industry.
- When it comes to cranberries, Ocean Spray is the world leader in production innovation and product development.

Ocean Spray Fresh Cranberries –
we make the whole thing better.

We Make the Whole Thing Better



Ocean Spray Fresh Cranberries are the spice of holiday cooking. Whether beside the turkey, in the pie or sprinkled on the ice cream, cranberries add flavor, texture and excitement. They make the whole thing better.

Our cranberries can have the same effect in your produce section, and on your store as a whole. They add excitement by signaling the arrival of the holiday period. They spur sales of other products, appeal to your better customers and can help distinguish your produce section and store from competitors.

And only Ocean Spray can provide the consistent product quality and superior sales support to help you capture the full value of the fresh cranberry opportunity. In the retail grocery setting, as with the holiday meal, Ocean Spray Fresh Cranberries make the whole thing better.

RAISE BRAND AWARENESS

Achieve superior produce merchandising with Ocean Spray Fresh Cranberries.

Let Ocean Spray
Fresh Cranberries
help you build
customer
loyalty and
lead the way
in elevating
your important
retail brand.



Support retail differentiation

Customers consider quality of the produce department the single most important food-related factor in choosing a supermarket.

- Customers give the highest grades to retailers that offer a wide variety and imaginative selection of produce.
- The retailer's best customers constantly want help in discovering new ways to serve healthy meals.



Creatively merchandise your superior produce department for the holidays

The appearance of bright red fresh cranberries in the produce section marks the start of the holiday shopping season and telegraphs your interest in customer satisfaction.

- Grab customer attention with displays of unique seasonal products, led by Ocean Spray Fresh Cranberries—"decorate" the produce department with an infusion of seasonal color.
- Let Ocean Spray help you create and distribute ideas for holiday meal preparation and entertaining.

Keep your best customers happy

Use your advertising and point-of-sale tools to feature holiday recipes and creative cooking suggestions using Ocean Spray Fresh Cranberries.



DRIVE IN MORE SALES

with imaginative cross-selling.

Sell more
Ocean Spray
Fresh
Cranberries
and you'll
sell more of
everything.

Everything tastes better with cranberries.

Ocean Spray Fresh Cranberries are the "go with" ingredient. Fresh Cranberries add excitement, flavor and texture to all manner of recipes.



Sell more produce

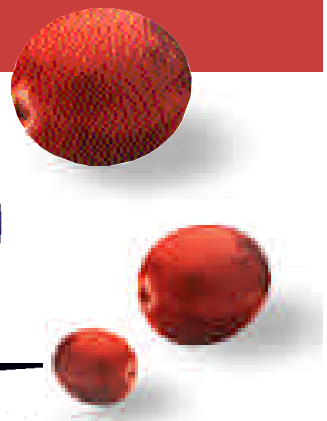
Take advantage of consumers' interest in fresh cranberries by offering recipes that use a variety of fruits and vegetables.

- Present companion fruits with fresh cranberry recipe ideas.
- Feature Ocean Spray promotional programs that offer consumers a rebate on Ocean Spray Fresh Cranberries when they purchase additional produce items.



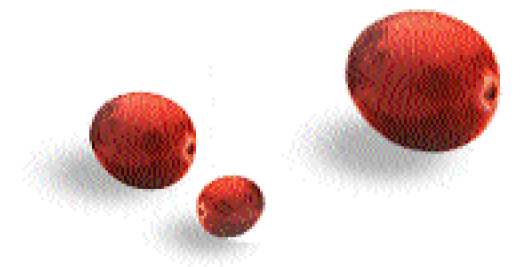
Build sales of poultry, meat and fish

Feature recipes for fruit sauces and chutneys for use with main course meat dishes on the holiday table.



Increase storewide sales of recipe ingredients

Merchandise Ocean Spray Fresh Cranberries with a shopping list of produce and dry grocery ingredients that customers will likely want for cranberry sauce, cranberry muffins, salads with cranberries, and other fresh cranberry creations.



ATTRACT BETTER CUSTOMERS

with these produce gems.

Cranberries appeal to customers who spend more money, buy higher margin items, and appreciate the care you take to satisfy their needs.

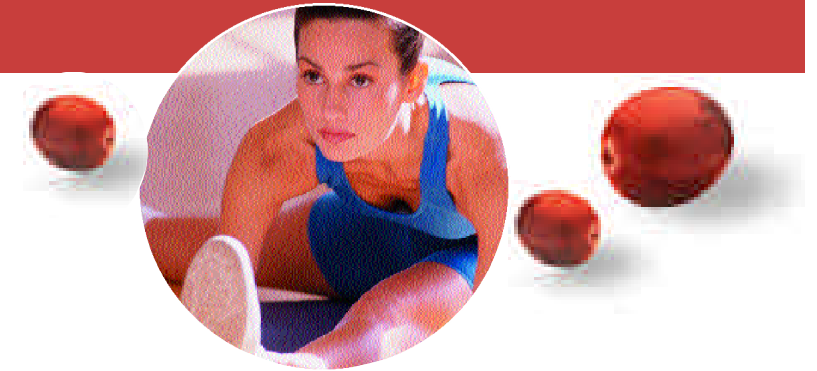


Ocean Spray Fresh Cranberries appeal to your best customers



Serious cooks want fresh cranberries

- Amateur and professional cooks and bakers are the kind of customer you love – they buy a lot of food, and they buy better quality, higher margin goods.
- Serious cooks are always looking for choice seasonal ingredients that will improve the taste and visual appeal of their culinary creations.
- **Reward serious cooks for their patronage by promoting Ocean Spray's free recipes.**



Health-conscious consumers want fresh cranberries

- Fresh cranberries are recognized as a valuable addition to the 5 A DAY and other healthy lifestyle diets.
- Cranberries have long been known to help prevent urinary tract infections, and recent research suggests that cranberries may have other positive benefits.
- **Build loyalty with health-conscious consumers by featuring Ocean Spray Fresh Cranberries along with information about the health benefits of cranberries.**



Volume buyers want fresh cranberries

- Customers who prepare more meals at home and buy food in higher volume are excellent prospects for buying Ocean Spray Fresh Cranberries.
- **Promote a "Buy one / Freeze one" campaign, offering a discount on the second bag of Ocean Spray Fresh Cranberries.**

POCKET MORE PROFITS

with Ocean Spray's targeted sales support.

Ocean Spray makes fresh cranberries a profitable addition to your produce department.

Point-of-sale offers

Ocean Spray will also provide point-of-sale materials featuring tie-ins with other products, case cards with recipes and rebates, and tests of supplemental produce displays.



Advertising programs and category support focus

Ocean Spray Fresh Cranberries will be included in a national FSI promotion scheduled to run November 4th. And targeted public relations programs will enhance consumer awareness of the value of Ocean Spray Fresh Cranberries.

Plus, Ocean Spray juices will be supported with a major brand advertising campaign during the holiday season—adding awareness of the overall quality of Ocean Spray products.



Ocean Spray makes selling fresh cranberries easy

When you sell Ocean Spray Fresh Cranberries, you can rely on the strength of the Ocean Spray brand to help drive sales and inspire consumer confidence in the freshness of the product. And here's how we add even more value.

Cooperative advertising programs

Advertise Ocean Spray Fresh Cranberries and Ocean Spray will provide up to \$3 per case in promotional allowances.



Packaging enhancements

In 2001, Ocean Spray is planning packaging enhancements that will include:

- Recipes that encourage customers to purchase cranberries along with a variety of other products.
- Rebates and premiums encouraging customers to purchase additional produce or other grocery items with Ocean Spray Fresh Cranberries.

GET CRANBERRIES

from the center of the cranberry universe.

Ocean Spray
is the world
leader in
producing and
selling fresh
cranberries.



The most reliable source for the freshest cranberries

- Since 1931, Ocean Spray has been committed to producing the highest quality cranberry products in the world.
- Today Ocean Spray is the #1 provider of fresh cranberries with approximately a 65% market share in North America.
- As the largest producer of fresh cranberries, Ocean Spray has the technical and logistical capability to reliably deliver the freshest cranberries.



Three growing regions ensure consistency

With over 800 growers in 3 growing regions --Massachusetts, Wisconsin and Washington – Ocean Spray can capture the freshest cranberries from each region to deliver the highest quality cranberry product.



Process improvements deliver highest quality

Ocean Spray continuously invests in improved growing methods and the latest technologies to produce, pack and ship only the freshest, most colorful fruit.

Improved logistics guarantee early seasonal delivery and product sales

With a broader production base than any competitor and recent improvements to national logistics, Ocean Spray can efficiently meet the fluctuating demand for fresh cranberries. By balancing production of all six main fresh varieties of cranberries that harvest at different times in the season, Ocean Spray can guarantee the freshest cranberries from late September through mid-December.

