



# Growing Core Business

Caroline Bethell

**Do you know this fruit?**



**Welcome to The Cranberry**



# Cranberries are a native fruit of North America



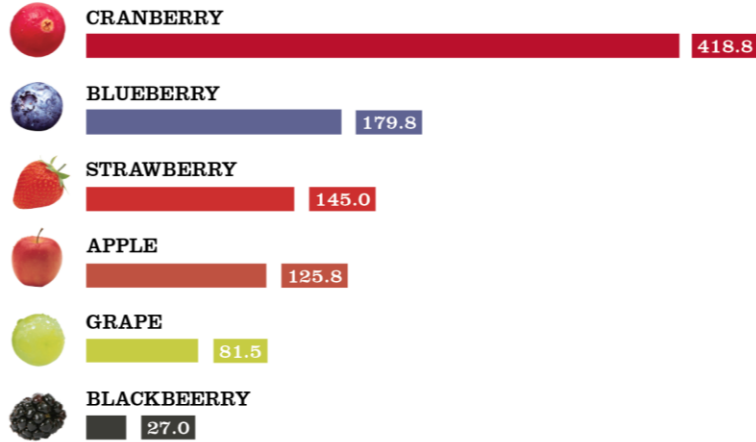
Cranberries are grown in  
6 regions of North America and in Chile



# 'Good for you'

## Proanthocyanidin (PAC) Content of Commonly Consumed Fruits

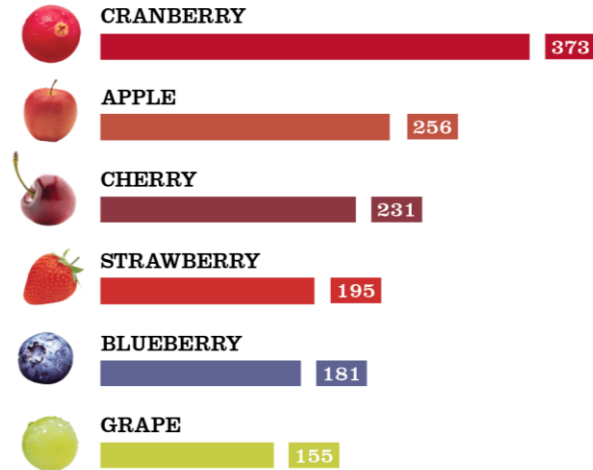
mg/100g



Bar graph adapted from: Gu L et al. "Concentrations of proanthocyanidins in common foods and estimations of normal consumption." *Journal of Nutrition*, 2004; 134(3):613-7. <<http://jn.nutrition.org/content/134/3/613>>

## Polyphenol Content of Commonly Consumed Fruits

mg/serving



Bar graph adapted from: Vinson, Su, Zubik, Bose, et al. "Phenol antioxidant quantity and quality in foods: fruits." *Journal of Agricultural and Food Chemistry*. 2001; 49(11):5315-21. <<http://pubs.acs.org/doi/full/10.1021/jf0009293>>

## BLADDER INFECTION? DRINK CRANBERRY JUICE!



HealthyLifeBox

# A taste you can feel !



- ✓ Refreshing
- ✓ Tart
- ✓ Sweet



- Tart
- Mouth-drying

**So how do we grow ?**



**Do you know this company?**





**Ocean Spray is a cooperative owned by over 700 farmers.**



# Ocean Spray® : the world largest producer of cranberries



\$2 billion  
in Sales

80 years  
Expertise

1 ambient juice brand  
in USA and UK



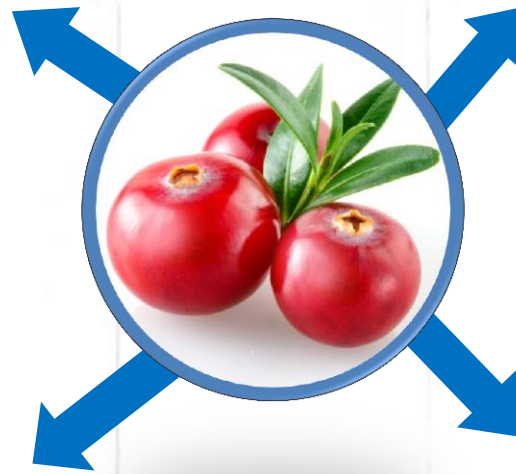
# a cranberry company

## Cranberry Sauce

First product  
of the Co-op



**Craisins®**  
Fastest growing  
major dried fruit  
brand



**Fresh cranberries**  
a Holiday Tradition



**Cranberry beverages**  
A leading shelf-stable  
juice brand in US, UK,  
Canada and Australia



We are cranberry Growers..



# 'GROWING THE CORE'

1. Brand Distinctiveness

2. Distribution

3. Core range extension





**TASTE**

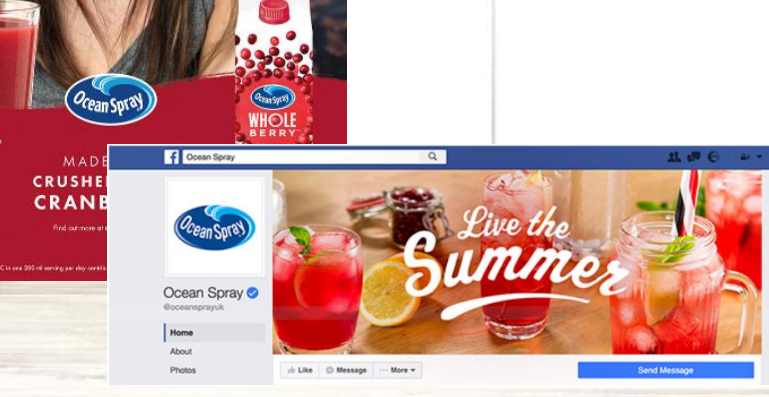


**HEALTH**



**AUTHENTIC**





# How do we grow core & distribution?



Focus on  
Heavy consumers



Identify  
Moment of consumption  
& occasions & channels



Develop  
Packaging solution,  
when needed



# Super Consumers to drive Growth & Profit

## The Economics of Super Consumers



Top 10% of  
Category HH's

~10%



~30% of  
category  
sales

~30%



~40% of category  
growth

~40%



~50-60% of  
category  
profit

~50-60%

Focusing on understanding and satisfying the heaviest consumers

# Super CONSUMERs can fuel all other consumers





# Identifying moment of consumptions

Late Night  
After Dinner

At Dinner

Between Lunch & Dinner

At Lunch

B/w Breakfast and Lunch

At Breakfast

Before Breakfast



# Identifying Channels of consumptions



**At Home**



**Away from Home**



# Take home.. Everyday consumption



# Take Home .. & stock up



Muti-packs



Large packs



# Take home... for future consumption



Multi-packs of small serves



On the go .. For Immediate  
consumption



# On the go .. For Bars & Clubs



20 x small glass bottles



Extended 'Bar Range'



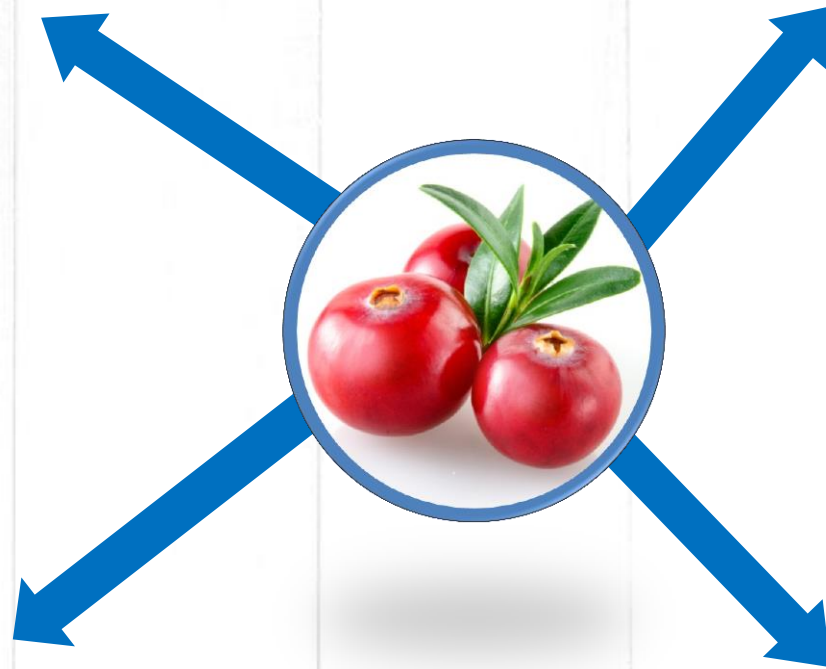
# On the go .. For Catering, Nursing homes, and Hospitals



*Ocean Spray® is a potential nutritional approach to help reduce the incidence of urinary tract infections in hospitals and reduce the use of anti-biotics*



# Adjacent Innovations



# Adjacent to Core : lower in sugar



Addressing Sugar concerns



# New occasions of consumptions



Building on occasions of consumption, such as cocktails



# More refreshment



Adding bubbles to the core!



# Do it yourself



Make it yourself.. At home!



# Does it work for Ocean Spray®?

- Compound Growth rate of +5% a year
- For the last 10 years



# Growing the core

- Building the Brand **DISTINCTIVENESS**, by communication & activation, aimed at the super users.
- Growing **DISTRIBUTION**, to reach more consumers and developing packaging solutions.
- Innovating **ADJACENT** to the Core





Thank you

