

# THE USHBC BLUESPAPER

News and Marketing Program Updates from the  
U.S. Highbush Blueberry Council  
February 2007

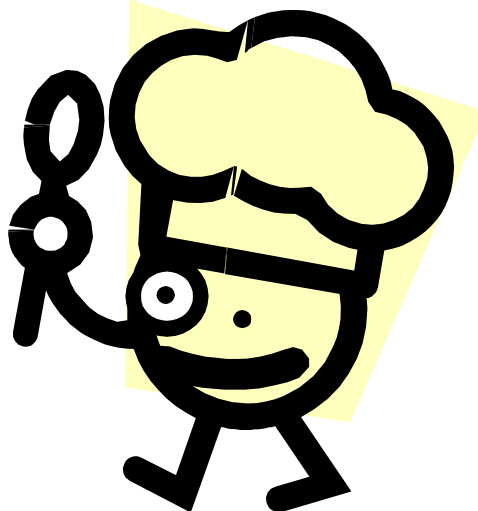
## BLUEBERRY PROMOTIONS SCHEDULED WITH A WIDE RANGE OF RESTAURANT CHAINS IN 2007

The USHBC has reached agreement with three restaurant chains to conduct blueberry promotions this season. A winter/early spring promotion is now underway with *Mythos Restaurant* at Universal's *Islands of Adventure Park* in Orlando, Florida. *Mythos* has won the *Theme Park Insider Award* as the world's best theme park restaurant for the past four years. The promotion began in mid January with blueberries featured throughout the menu. The promotion is supported with signage and staff is being motivated by a contest to sell the most blueberry items. With the scheduled in the area in January promotion is taking place during and should gain considerable

The majority of menu items will though frozen will also be used items. Depending on *Mythos* promotion could last from a as 3 months, and successful often carried through beyond the Universal chef also takes cues new items to other park venue blueberry menu items planned

A second promotion will take *Restaurant*, a Florida based chain affiliated with *Publix Super Markets*. A fifty-store blueberry promotion will begin in May and run through August. The *Crispers* corporate chef plans to concentrate on blueberries in fresh salads as well as blueberries in beverages such as teas, smoothies and shakes. They are also considering a "conewich" that uses dried blueberries baked into a bread "cone" and fresh blueberries as an ingredient in the "conewich" sandwich.

The third promotion will be with *Country Kitchen* and is based on the favorable results of a test promotion conducted by *Country Kitchen* this past year. *Country Kitchen* will be conducting a chain wide blueberry promotion this July. Most blueberry items will be featured on their breakfast menu and all are to be made with fresh blueberries. Discussions are also underway with *Golden Corral*, *Village Inn* and *Baker's Square* for possible blueberry menu promotions this summer as well.



number of conventions and February, the blueberry a peak period for the restaurant customer attention.

be made with fresh blueberries, for sauces and some cooked sales and profits, the blueberry minimum of six weeks to as long promotional menu items are promotional period. The from promotions when adding menus, which could lead to for this summer and beyond.

place this summer with *Crispers*

## BLUEBERRY PRESS KITS AND RELEASES CONTINUE TO CREATE MEDIA INTEREST

A *Blueberry Polenta Cake* recipe and photo was distributed to the media this winter as part of the

USHBC Winter Press Kit. The kit was mailed to 800 newspapers here in the U.S. as well as to 150 Hispanic newspapers. The kit was also distributed to 56 newspaper editors in Canada. A ready-to-print

article and photo of a fresh blueberry/yogurt/granola parfait has also been prepared for distribution to thousands of midsize newspapers across the nation. Clips from the summer 2006 ready-to-print placement of a *Blueberry Fruit Salsa* continue to be received with combined English and Spanish language placements currently totaling approximately 4.7 million in circulation.

Television segments have also been completed with a *Mr. Food* placement in January aired in 145 cities reaching from 6 to 8 million total viewers. Mr. Food discussed fresh imported blueberries in this wintertime segment. Paulette Mitchell, a chef and cookbook author, featured three blueberry recipes on KARE-11 television in Minneapolis this past month and the "Love Chef" featured blueberries in four of his television appearances in southern cities in January as well.

Recent foodservice coverage includes blueberry placements in the November 2006 editions of National Culinary Review, which ran an article on blueberry chutney, and Fancy Food & Culinary Products which ran a photo of a *Salmon Salad with Fresh Blueberries* and an email address for more information and recipes.

The winter edition of the USHBC foodservice executives e-newsletter was sent to over 500 recipients this past December with news about fresh, frozen and dried blueberries. A USHBC foodservice advertisement has also been finalized and will be placed beginning this month in four magazines. Ads will run throughout the year and will appear in Foodservice Director, Restaurant Business, Food Management and Restaurant Hospitality. The 1/3<sup>rd</sup> page ad will appear six times in each of these four publications.

### 2007 USHBC Magazine Advertising Schedule

#### February

American Family Physician

#### April

Journal of the American Dietetic Association

#### May

Osteopathic News

Eating Well Magazine (May/June)

#### June

The Chiropractic Journal

#### July

New England Journal of Medicine

Today's Dietitian

Eating Well Magazine (July/August)

#### August

American Academy of Nurse Practitioners

Medical Economics

#### September

School Foodservice & Nutrition

Diabetes Educator (September/October)

Eating Well Magazine (September/October)

#### November

American Medical News

#### December

American Journal of Clinical Nutrition

### USHBC MEETING SCHEDULE

#### 2007 USHBC Spring Meeting

Thursday, March 1 to Saturday, March 3, 2007  
Hilton Walt Disney World- 1751 Hotel Plaza Blvd.  
Lake Buena Vista, Florida Phone (407) 827-4000

#### 2007 USHBC Fall Meeting

Friday, October 5 and Saturday, October 6, 2007  
Minneapolis, Minnesota- Hotel to be Determined

#### 2008 USHBC Spring Meeting

Friday, February 29 and Saturday March 1, 2008  
Vancouver, British Columbia- Hotel to be Determined

#### 2008 USHBC Fall Meeting

Friday, October 3 and Saturday, October 4, 2008  
Washington D.C - Hotel to Be Determined



The USHBC Bluespaper is published by the U.S. Highbush Blueberry Council; 2390 East Bidwell Street, Suite #300; Folsom, California 95630. Phone (916) 983-0111; Fax (916) 983-9022; Web Site: [www.blueberry.org](http://www.blueberry.org), or [www.ushbc.org](http://www.ushbc.org).

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