

THE USHBC BLUESPAPER

News and Marketing Program Updates from the
U.S. Highbush Blueberry Council
July 2008

BLUEBERRY PROMOTIONS ARE COOKING IN RESTAURANTS AND CAFETERIAS AGAIN THIS SEASON

Foodservice interest in blueberries continues to build and the USHBC has been in discussions with a number of restaurant chains and cafeterias on potential blueberry promotions, many of which are planned for the coming months. One promotion currently underway is being conducted with *Charlie Brown's Steakhouse* and *The Office Beer Bar & Grill*. Blueberry promotions are being conducted in 62 of these restaurant units located in New York, New Jersey and Pennsylvania. The promotion is running from May 28 to July 6. The restaurants are featuring two new fresh blueberry desserts and a blueberry Mojito. Table tents and special menu handouts have been prepared in support of the promotion.

Planet Smoothie, with 134 units located primarily in the Southeast, will emphasize wellness in a promotion scheduled for this September and October.

during the promotion along with blueberry

will also be featured on stickers and server sales contest is also included

to encourage restaurant employee

Discussions continue with possible summer blueberry

the blueberry promotion conducted year that has resulted in the becoming a year-round *Mythos*

The testing of blueberry breakfast

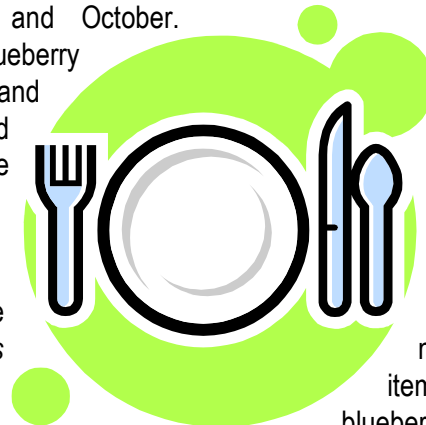
The 250-unit chain has found

by blueberry fruit salad and a grab-n-go fresh blueberry/yogurt parfait. Tests are currently being conducted in 10

units and will continue through 2008 with possible menu placements in the breakfast bars of the chains 250

units. A proposal is also being considered for a summer 2009 promotion with *Au Bon Pain*, a 200-unit chain in the Northeast

A cafeteria promotion is currently underway with *Guest Services*, a repeat of their successful USHBC sponsored "Blueberry Bonanza" held in Federal government employee dining cafes last year. A promotion is also planned with *Restaurant Associates* in their House of Representatives locations that serve 12,000 people per day including Congressional members and their staff. An additional promotion is being discussed with *Compass Group* this year as well, though no decision has been made to date.



Blueberry smoothies will be featured

"add-a-fruit" options. The promotion

nutritional information cards. A

as part of the promotional activities

involvement and interest.

Universal Studios- Orlando on

promotions following the success of

with their *Mythos* restaurant this past

featured Blueberry-Spinach salad

menu item.

items continues with *Homewood Suites*.

blueberry bread pudding very popular followed

BLUEBERRY LEARNING SHEETS NOW OFFERED TO GRADE SCHOOL TEACHERS

Developing future blueberry consumers is one of the strategic goals of the USHBC and one effort in this area is the recent publication of a series of blueberry

learning activity sheets that are currently being offered to grade school teachers.

Featured on the "Kids & Teachers" section of the USHBC website (www.blueberry.org) classroom

activity sheets are offered for grades 3 and 4 as well as for grades 5 and 6.

Sheets are designed to fit with the math, language arts and social studies units of each of these grade groups.

Math activities for 3rd and 4th grade students include



blueberry word problems and problem solving using blueberry muffins as equation illustrations.

Math problems for 5th and 6th grade students feature a

blueberry smoothie recipe from which the student answers various yield and measurement questions.

Reading and Language Arts sheets for both grade groups include blueberry related information, word scrambles and reading comprehension questions.

Social Studies sheets include blueberry related mapping and geographic information.

The USHBC is also offering a wall poster for classroom display. Titled "Get the Scoop on Blueberries" the full color poster features a range of blueberry related facts, unique "child friendly" blueberry suggestions such as a Peanut Butter and Blueberry Sandwich or a blueberry crunch made with dried blueberries, cereal and mini-pretzels, and the address of the USHBC website for more blueberry facts and recipes.

Details on how teachers can order the poster are noted in the "Kids & Teachers" section of the USHBC website.

REMINDER: POTENTIAL BLUEBERRY CUSTOMERS LISTED ON USHBC WEBSITE

The USHBC office is contacted by potential blueberry customers from both here at home and abroad asking for sources of fresh and frozen blueberries and blueberry products such as juice, puree and powder. These inquiries are being posted on the USHBC website at www.blueberry.org. Customer name and contact information is posted on the site along with their product inquiry. Industry members are encouraged to view this section of the site on a regular basis for continued updates and market opportunities.

USHBC MEETING SCHEDULE

2008 USHBC Fall Meeting

Thursday, October 2 to Saturday, October 4, 2008
Hilton McLean Tyson's Corner- McLean, Virginia
Phone (703) 761-5214

2009 USHBC Spring Meeting

Thursday, February 26 to Saturday, February 28, 2009
Courtyard Gulfport Beachfront- Gulfport, Mississippi
Phone (228) 864-4310

2009 USHBC Fall Meeting- Portland, Oregon

Thursday, October 1 to Saturday, October 3, 2009

2010 USHBC Spring Meeting- Boston, Massachusetts

Thursday, February 25 to Saturday, February 27, 2010

USHBC ADVERTISING SCHEDULE: HEALTH PROFESSIONAL, FOODSERVICE, FOOD TRADE AND CONSUMER MAGAZINES

July	New England Journal of Medicine Eating Well (July/August) Body + Soul Food Management Restaurant Hospitality Foodservice Director Food Technology
August	Natural Health Medical Economics Journal of the American Medical Association Food Management Foodservice Director Prepared Foods Food Technology
September	American Medical News Food Processing Prepared Foods
October	Food Technology
November	American Journal of Clinical Nutrition School Nutrition Dairy Foods
December	Diabetes Educator



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