

# California Prunes

## Home for the Holidays

### Brand Recap

HOME FOR THE HOLIDAYS 





# Our “Trip”

From baking lessons and wine & cheese tastings, to guided meditations, HIIT workouts and DIY crafting, the inaugural CBC Home for the Holidays experience created the ultimate virtual press trip.

Over the course of two months, top editors, writers and influencers tuned in from the comfort of their homes to experience some of the newest and trending food & beverage, home, wellness & beauty products on the market.

Through virtual hands-on experiences and brand interactions, attendees were able to engage with sponsors and products in a way that resonated with them personally, and their broader readership.

The results? Read on.

# Sponsor Benefits

## RELATIONSHIP BUILDING WITH TOP TIER MEDIA



Virtual "in-person" brand introductions

Private 1 hour brand activation



Media coverage & leads

## INSTANT ENGAGEMENT



Instagram Static Posts

Instagram Stories



Real-time feedback

## AUTHENTIC PRODUCT PLACEMENT



Activation Box Mailer

During activation



# Session 1 Attendees



**Lauren Mazzo**  
*Shape*



**Kristine Thomason**  
*Mindbodygreen*



**Kimberly Holland**  
*AllRecipes*



**Shaena Engle**  
*The Daily Meal, Patch*



**Brittany Loggins**  
*Food Network, TLC,  
Women's Health*



**Andrew Pollock**  
*Buzzfeed, Tastemade*



**Brandi Broxson**  
*Real Simple*



**Erin Bunch**  
*Well + Good*



**Cathryne Keller**  
*O, The Oprah Magazine*



**Sarah Wharton**  
*Good Housekeeping,  
MyRecipes*



**Lisa Paradise**  
*Insider*

# Session 2 Attendees



**\*Lambeth Hochwald**  
*Delish, Men's Health,  
Reader's Digest*



**Kaitlyn Pirie**  
*Good Housekeeping,  
Women's Day, Prevention*



**Erin Alexander**  
*Food52*



**Katie Macdonald**  
*MyRecipes, Food & Wine*



**Kristy Alpert**  
*Cosmopolitan, Men's Health*



**Sheena Chihak**  
*Better Homes & Gardens*



**Maggie Puniewska**  
*Health, Real Simple,  
Bustle*



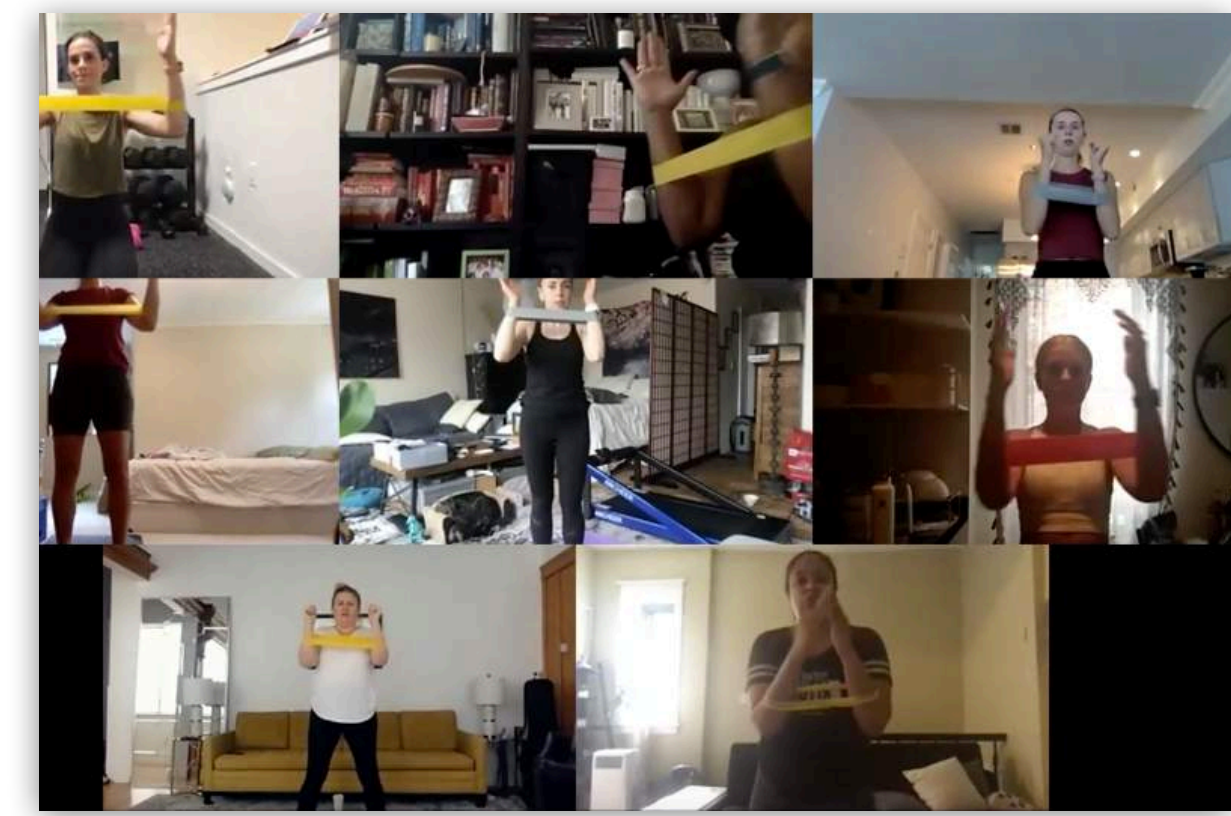
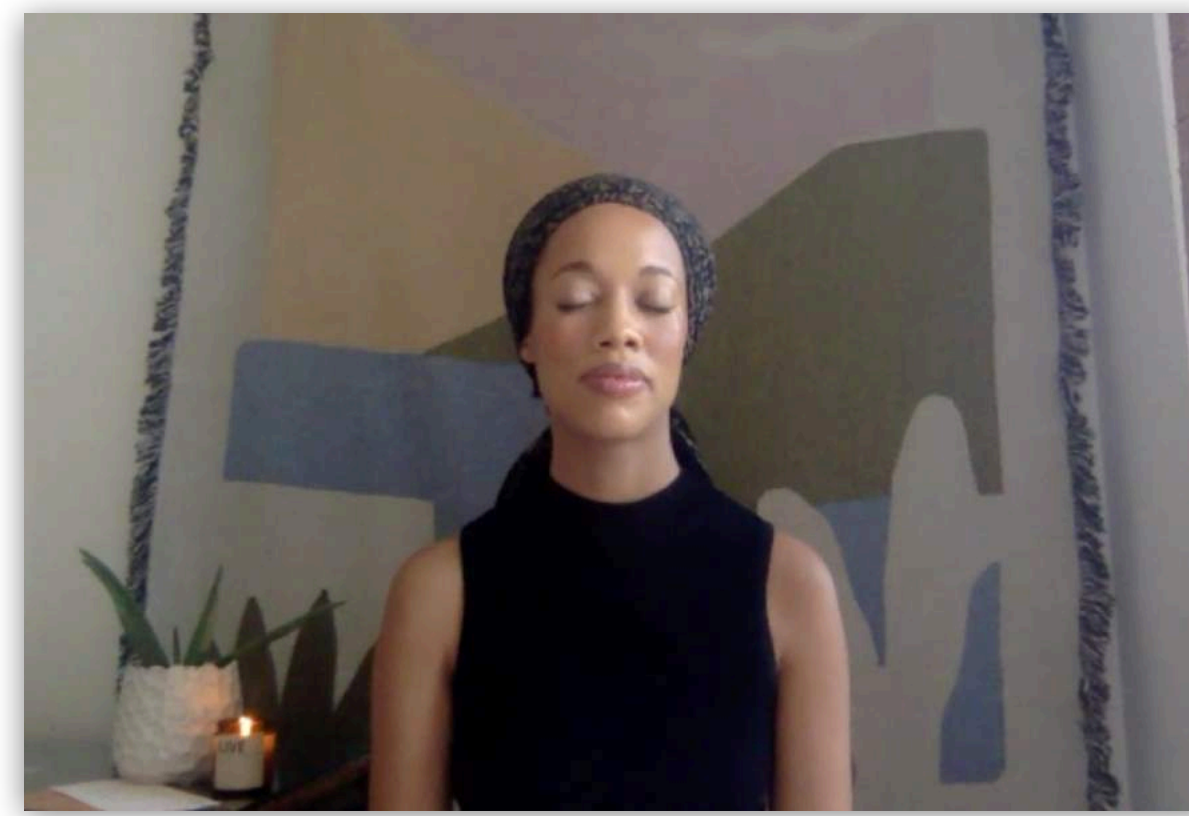
**Beth Lipton**  
*Livestrong, Clean Eating*

*\*Received product but did not attend activation*

# Home For the Holidays Sponsors



# Home For the Holidays Programming



WINE & CHEESE TASTINGS - DREAM INTERPRETATION SESSIONS - BEAUTY TUTORIALS - BAKING LESSONS - HIIT CLASSES

# California Prunes: Get To Know This Classic Fruit

California Prunes provided a comprehensive showcase of their versatile fruit at CBC's Home for the Holidays, an immersive, virtual experience for 18 media attendees. Ahead of the event, media received a gift basket complete with fresh California Prunes and all of the delicious ingredients to bring the demonstration to life from home.

To kick off the sessions, media were introduced to prunes and the farming process by California Prunes grower, Sandra Mitchell. Sandra was followed by Leslie Bonci, RD, who shared a snapshot of the fruit's many health benefits. Once it was time to taste, Chef Barbara Alexander led attendees through a prune pairing workshop, showcasing the versatility of the fruit's flavor profile. To round out the event, media rolled up their sleeves and created Chef Barbara's prune bruschetta recipe. From learning about the growing process and extensive health benefits, to pairing and cooking with the fruit, media left the activation with a whole new perspective and appreciation for California Prunes.





# Activation Boxes



## Activation Box Components

### Product

- California Prunes
- Chocolate Covered California Prunes

### For the activity

- California Prunes Apron
- California Prunes Cutting Board
- Tasting Mat
- Prune Pairing Ingredients:
  - Mint
  - Walnuts
  - Candied Ginger
  - Grapefruit
  - Green Olives
  - Dark Chocolate
- Prune Bruschetta Recipe Ingredients
- 2 bottles of Turkovich Family Wines

# Attendee Feedback



**91% of attendees surveyed** said they are likely or somewhat likely to cover California Prunes in their outlet(s).

Patch

The Daily Meal  
All the food that's fit to eat

"The bruschetta was delicious! I loved learning that I can use prunes in place of other ingredients to make things a bit healthier!"

- Shaena Engle, Contributor

THE OPRAH  
MAGAZINE

"Before the activation, I thought prunes were a boring dried fruit that help you 'go' but left understanding the nutritional value that prunes have, specifically in their fiber content."

- Cathryne Keller, Senior Wellness & Food Editor

Better Homes  
& Gardens®

"I really enjoyed the different savory pairings and am now thinking about more ways to use them in recipes!"

- Sheena Chihak, Senior Digital Food Editor

## INSIDER

"Prunes are much more versatile than I thought! The bruschetta recipe was actual fire - I'd never think to combine most of those flavors - the green olives, mint, prunes, and the cheese in particular seemed like a crazy combo but I couldn't stop eating it!"

- Lisa Paradise, Producer

## SHAPE

"The bruschetta recipe was incredible! I'm definitely going to try to work prunes into more savory dishes. I also loved the olive and prune pairing."

- Lauren Mazzo, Web Editor

# Attendee Feedback



**100% of attendees** would recommend California Prunes products to a friend or family member!

GOOD  
HOUSEKEEPING  
myrecipes

"It was interesting to learn how prunes are a source of potassium and can benefit the muscle recovery process. I also didn't know that they are full of Vitamin K, which is why they're good for your gut!"

- Sarah Wharton, Contributor

REALSIMPLE

"I texted three family members after the event who have diverticular issues and told them to get on the prune train! There were some interesting insights about bone health, too."

- Brandi Broxson, Editor

Prevention  
woman's day

"I had no idea that prunes are so versatile! The walnut and olive were my favorite prune pairings."

- Kaitlyn Pirie, Senior Editor



Women'sHealth

"Before the activation, I thought that prunes were for older-aged people. But, after learning about the nutritional benefits, I realized they help with bone strength which was very interesting to me."

- Brittany Loggins, Contributor

FOOD & WINE  
allrecipes!

"I loved the pairings! It was so interesting to see the prunes' flavor range! I also liked learning about the health benefits and how they are an excellent snack choice."

- Katie Macdonald, Food Writer

# Social Media Results

TOTAL  
INSTAGRAM  
STORY POSTS

1

TOTAL  
INSTAGRAM  
POSTS

2

TOTAL  
ESTIMATED  
IMPRESSIONS

14,539



@sheenabhg  
(342 followers)



shaenaengle • Follow

shaenaengle All set for tomorrow's @caprunes #cooking class also ready to enjoy @turkovichwines #prune #mediterraneandiet #mediterraneanfood #wine #summer #instagood

1w

turkovichwines Everything looks amazing! 🍷 Hope you have fun tomorrow! 🍷

1w Reply

9 likes  
7 DAYS AGO

Add a comment... Post



shaenaengle • Follow

shaenaengle Thx @caprunes for a great afternoon

#food #foodporn #foodphotography #instafood #instagood #chef #foodie #tasty #foodstagram #foodgasm #eater #delish #yum #yummy #foodlover #forkyeah #eat #thrillist #good eats #instaworthyla #foodartchefs #thefeedfeed #foodshare #eatingfortheinsta #delicious #photooftheday

6 likes  
6 DAYS AGO

Add a comment... Post



@shaenaengle  
(7,085 followers)

# Published Coverage To Date

## GOOD HOUSEKEEPING

### 38 Best Low-Sugar Foods to Satisfy Every Type of Craving

These low-sugar snacks combine protein, fiber and good-for-you fat without loading you up with the added sugar found in many processed foods and desserts. We've made sure that each of these picks fall in the single digits range for added sugar — none contain more than 8 grams per serving.

But how can you really tell what's "low sugar" when you're in the supermarket? First, look for snacks made with a real, whole food as the first ingredient (e.g., a packaged snack that lists "apples" instead of fruit juice puree, fruit concentrate, or syrup).

Next, make sure it's as low in total sugar as possible compared to others on the shelf, and that sugar isn't the first or second ingredient. Sneaky names for added sugar include: brown rice syrup, agave nectar, honey, maple syrup, corn syrup, high-fructose corn syrup, invert sugar, cane sugar, evaporated cane juice, molasses, caramel and glucose or glucose syrup.

Last, if you're choosing a dairy or fruit-based snack, look for versions labeled "plain, unsweetened" instead of "original" flavor. The latter is meaningless unless the original really has zero grams of sugar added to it or there's no sugar moniker in that ingredients list.

In general, fresh or frozen fruit or unsweetened and canned produce is always a great bet, especially when paired with nuts, seeds, and legumes to give you a hit of both protein and fiber, which will help you stay satisfied and energized, longer. To help you out, this list contains prepackaged snacks as well as easy snack ideas you can make at home.



4

#### California Pitted Prunes

LOONEY PRUNEY  
\$18.77

[SHOP NOW](#)

Prunes are way tastier than you probably realize. They're naturally sweet (no added sugar!) and filled with fiber and antioxidants. They also pair perfectly with a few walnuts or olives or a slice of grapefruit or Manchego cheese.

**Impressions: 10,624,720**

**Good Housekeeping Online  
October 19, 2020**

# Published Coverage To Date



## The Most Satisfying Low-Sugar Snacks

These low-sugar snacks combine protein, [fiber](#) and good-for-you fat without loading you up with the added sugar [found in many processed foods](#) and desserts. We've made sure that each of these picks fall in the single digits range for [added sugar](#) — none contain more than 8 grams per serving.

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4) Looney Pruney California Pitted Prunes / Non-GMO Project Verified/ Preservative Free (48 oz)

**\$18.77**

[Shop Now](#)

**Impressions: 67,151,557**

**MSN Lifestyle**  
**October 19, 2020**



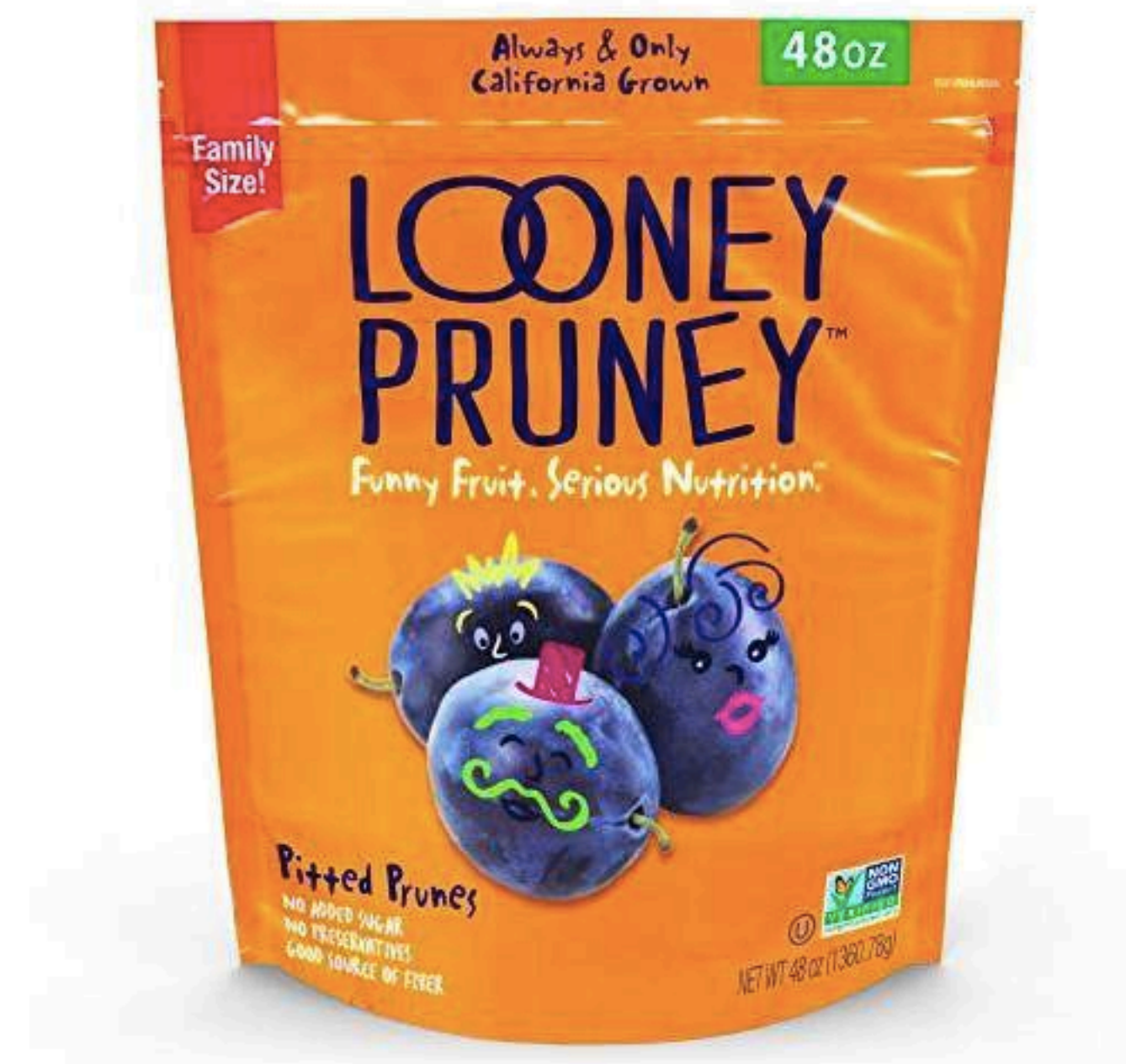
# Published Coverage To Date

# yahoo!

## The Most Satisfying Low-Sugar Snacks

GH

Good Housekeeping • October 19, 2020



36) Looney Prune California Pitted Prune / Non-GMO Project Verified/ Preservative Free (48 oz)

Looney Prune  
amazon.com

\$18.77

[Shop Now](#)

Impressions: 149,324,782

Yahoo! News  
October 19, 2020



# Leads & Pending Opportunities

## SHAPE

Lauren Mazzo is pitching a story on why prunes are the healthiest dried fruit you can eat!

**Shape UVPM:** 1,984,196

## REAL SIMPLE

Brandi Broxson is keeping Sandra Mitchell in mind for a potential career feature in the future.

**Real Simple UVPM:** 2,479,260

**Real Simple Circulation:** 1,984,226



Shaena Engle plans to include California Prunes in all of her gift guides for the upcoming holiday season.

**Patch UVPM:** 6,809,640

**The Daily Meal UVPM:** 761,268

## Men'sHealth COSMOPOLITAN

Kristy Alpert is pitching a story sharing how prunes benefit bone health.

**Men's Health UVPM:** 4,160,152

**Cosmopolitan UVPM:** 7,101,490





**Thank You!**