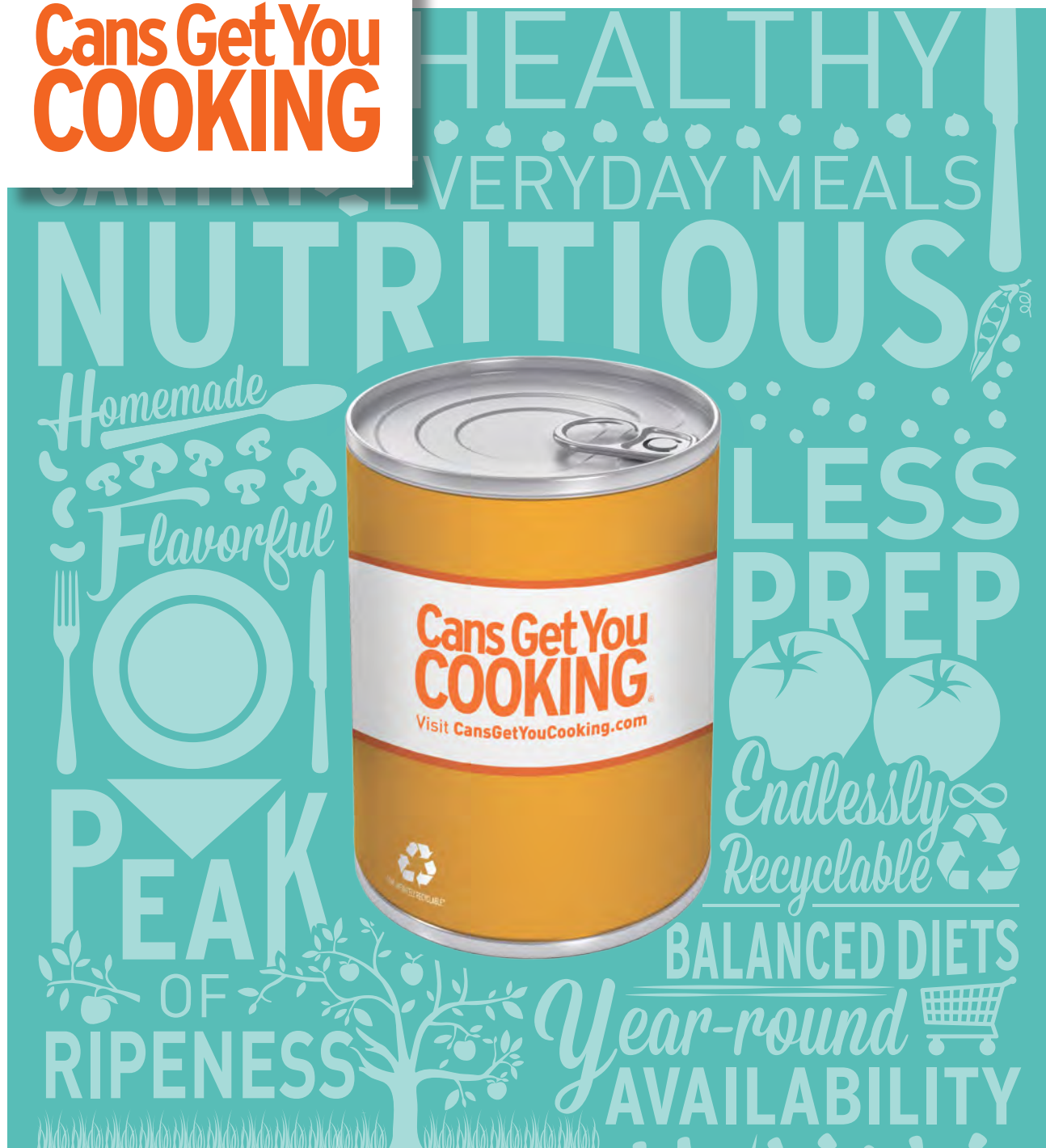


Cans Get You COOKING



THE CAMPAIGN IN REVIEW

October 2016

Cans Get You Cooking® is a multi-year, fully-integrated campaign that launched nationwide each year during National Canned Food Month in February. The campaign builds on the insights from a comprehensive consumer research.



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CAMPAIGN OVERVIEW



To view this report in a dynamic format, use the link address below in your browser. The link will allow you to watch the TV spots and expand articles to improve content experience. The optimal way to view the link is either through Firefox or Chrome browsers.

To watch videos, please click link: <https://www.silgancontainers.com/silgan-u/cans-get-you-cooking/>

The campaign aims to re-frame how people think of canned foods. Myth: consumers think of all canned foods (even canned fruits and vegetables) as having a ton of preservatives, additives making it bad for you. However, our campaign is educating people on the canning technology and how the iron-clad technology acts as the nutrition preserving package so no preservatives and additives are required. People *can* in their home today and so did earlier generations. Our technology is no different, we just do it at faster speeds using metal rather than glass. When people *can* in their homes they don't have seaming technology to seam metal lids onto can bodies hence the Ball glass canning jars.

Cans Get You Cooking is a reminder that nutritious meals can be made at home simply and conveniently... just look in your well-stocked pantry and "get cooking." Homemade, made easy.

KEY TAKEAWAYS OF THE 2015-16 CAMPAIGN

- ▶ Heavy-up spending during inaugural years (2013–2015) of campaign significantly improved consumer perceptions of canned foods.
 - Favorability was maintained in 2016 despite reduced investment.
- ▶ Negative trajectory of industry shipments were diverted against strong headwinds that would have otherwise exacerbated declines.
- ▶ Retailers supporting the CGYC campaign more often outperformed national average retail trends.

2013–2015
Funded by the food can manufacturers of the Can Manufacturers Institute



2016
Primarily funded by the food can manufacturers of the Can Manufacturers Institute



Also supported by
PPG PPG Packaging Coatings
Bringing innovation to the surface.™



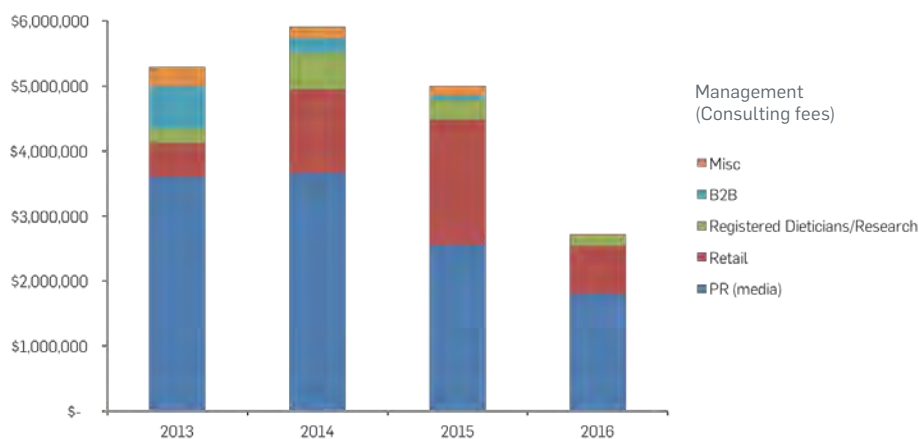
INTRODUCTION

Ball, Crown and Silgan made an initial commitment to fund this consumer communication campaign for three years beginning 2013. At the end of the third year, the suppliers agreed to re-assess the initiative to determine continuation beyond 2015. Only Silgan and Crown renewed their commitment.

After successfully completing a three year campaign we are taking this opportunity to recap its impact in this year's report.

CGYC ANNUAL SPEND

As you'll see in the reporting to follow, results from the campaign are largely correlated with spending levels. During the initial years of the campaign, 2013-2015, the industry had a fixed annual budget of \$5.2MM but money was spent based on the timing of execution.



Executing retail plans were the most laborious and complex. It took some time to amass the retailer call-to-action which delayed the majority of the retail spend until 2015 when we reached the highest level of retail penetration of 29% ACV. Those retail funds afforded us, in almost all penetrated accounts, three events per year starting with February's Canned Food Month. Until then, the majority of funds were used to nationally communicate the message using PR. Funds shifted as retail adopted the program.

2016 BUDGET

Three can manufacturers contributed a disproportionate share of funds to launch the CGYC campaign between years 2013-2015. While the campaign should be broadly supported by all beneficiaries (can manufacturers, coating suppliers, steel producers, etc.) within the industry, the risk for this breakthrough program was absorbed by the three largest can manufacturers to generate proof of concept and establish metrics to measure its return on investment.

Since the inception of the campaign, the metrics reflect a positive return on investment and CMI is now able to demonstrate to other suppliers why it should be supported. However, Ball withdrew their support and Ardagh declined to participate. New annual budgets were agreed upon by Silgan and Crown with new contributions from Valspar and PPG. The annual budget for 2016 is \$2.7MM.

Here's what changed as a result of reduced funds. First, the 2016 campaign could only afford one retail event versus three. Retail was impacted the most by reduced budget. While retail support has been beneficial, it is the most expensive way to execute a communication campaign and the least efficient of all our options. We have conducted annual research studies to identify how consumers have changed their perception of cans and the Internet is always the most popular way they hear positive can news because of its ability to reach consumers across the nation. Grocery store executions have been a great overlay and retailers love the platform as they seek ways to rejuvenate center store sales. But with limited resources, we have been forced to prioritize where we spend our money and retail is not the primary way consumers hear about the benefits of canned foods. This is due to several reasons... First, consumers are more open to hear things from the Internet; second: retailers have limited reach and sometimes they only allocate enough space for a tag line when we need the latitude to explain the reason to believe in the benefits. We are much more able to explain benefits using the Internet and canbassadors (e.g. registered dietitians, bloggers, media reps, etc.).

Most important however, is the impact to the program in the face of the reduced budget. This report demonstrates significant gains made to improve consumer perceptions of canned foods through education. While higher budgets in first three years of the campaign generated those results, the reduction of spending in the fourth year maintained them. This is much more than could be expected since our customers reduced their support for canned foods focusing on scaling up their newly acquired businesses. In short, the campaign has generated benefits to the canned food industry as a result of executing a holistic campaign that sells.

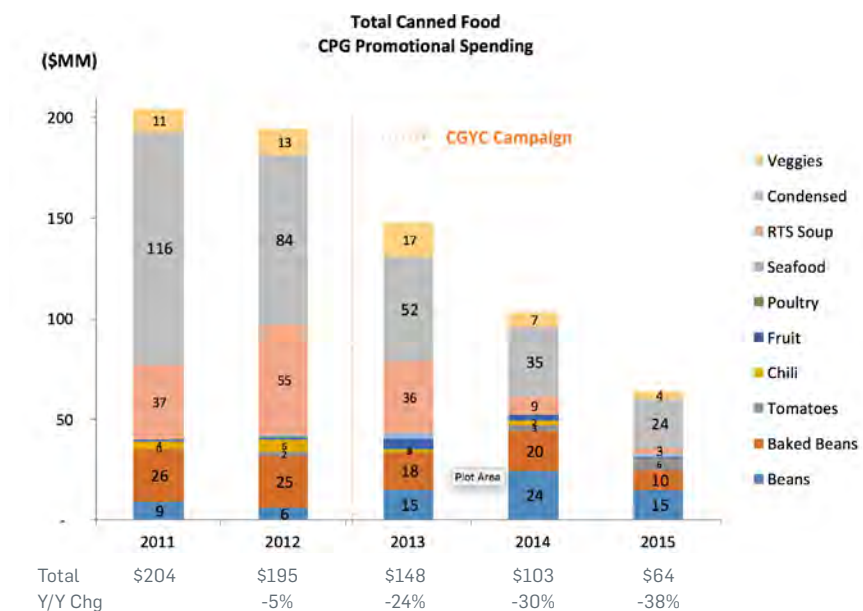
MARKET SITUATION

LANDSCAPE IMPACTING CANNED FOOD SALES

OUR CUSTOMER'S MARKETING SPEND

Canned Food Categories

- ▶ Reduced advertising support from key manufacturers
- ▶ Although advertising support declined, those savings did not appear to be invested in reduced prices on grocery store shelves.

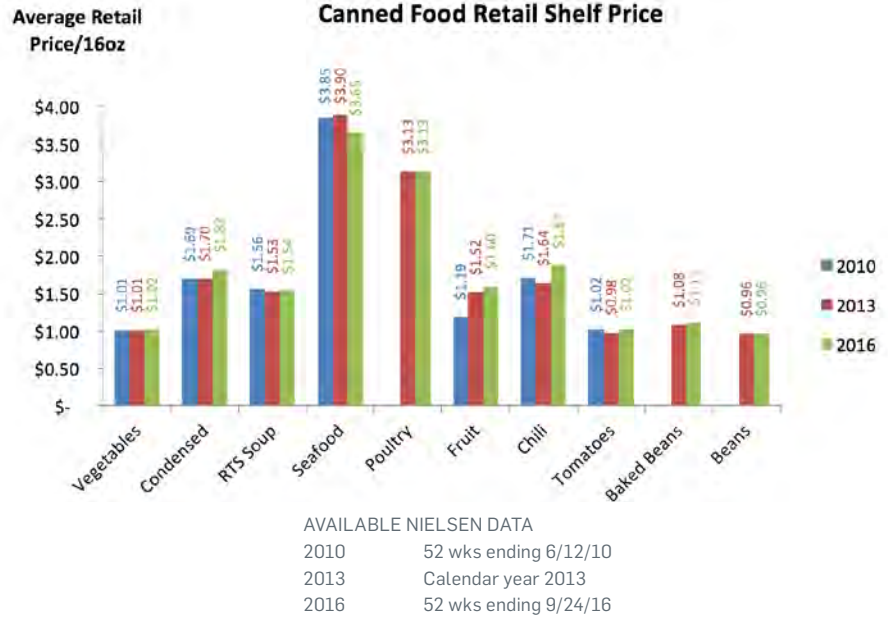


Source: Nielsen AdView Analysis

Media spend includes: cable TV, FSI coupon, local magazine, local newspaper, national Internet, national magazine, national newspaper, network radio, network TV, outdoor, Spanish language cable TV, Spanish language network TV spot TV, syndicated TV.

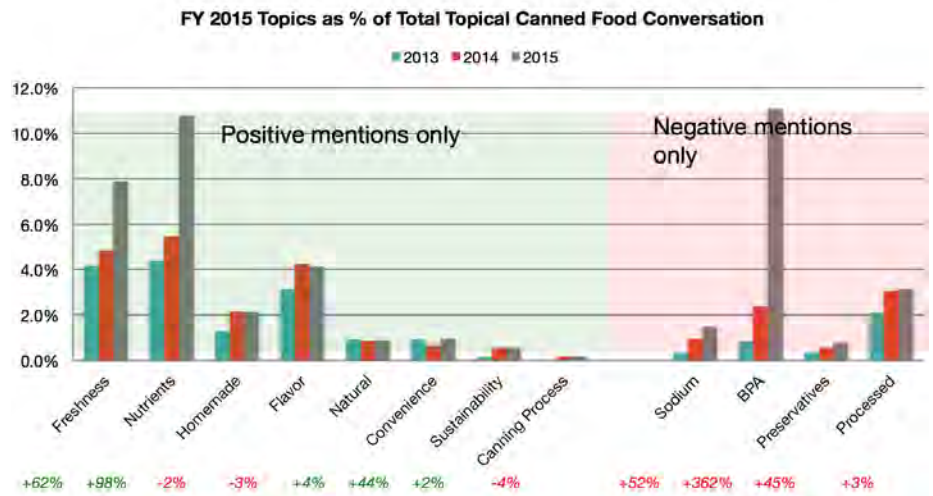
- Vegetables: Del Monte, Frenchs, Ro-tel, Seneca, B&G, Glory, Goya, Hanover
- Condensed: Campbell's
- Seafood: Starkist, Bumble Bee, COSI
- Poultry: Campbell's, Hormel
- Fruit: Dole, Del Monte
- Chili: Hormel, Wolf
- Tomatoes: Del Monte, ConAgra, Ro-tel, Red Gold, Furmanos
- Baked Beans: Bush Brothers, KC Masterpiece, Goya, Van Camps
- Beans: Old El Paso, Bush Brothers, Blue Runner, Goya, Heinz, Rosarita

Using historical data as a reference point for most current price trends, you can see prices have mostly gone up rather than down even though overall promotional support declined. Higher pricing may further exacerbate negative impact on canned food sales.



MONITORING DISCUSSION ACROSS SOCIAL MEDIA PLATFORMS

- ▶ Mentions of BPA and it's link to canned food lining are the most talked about topic among canned food discussions, significantly up compared to prior years.
- ▶ Without the CGYC campaign, negative conversations would have dominated social media.

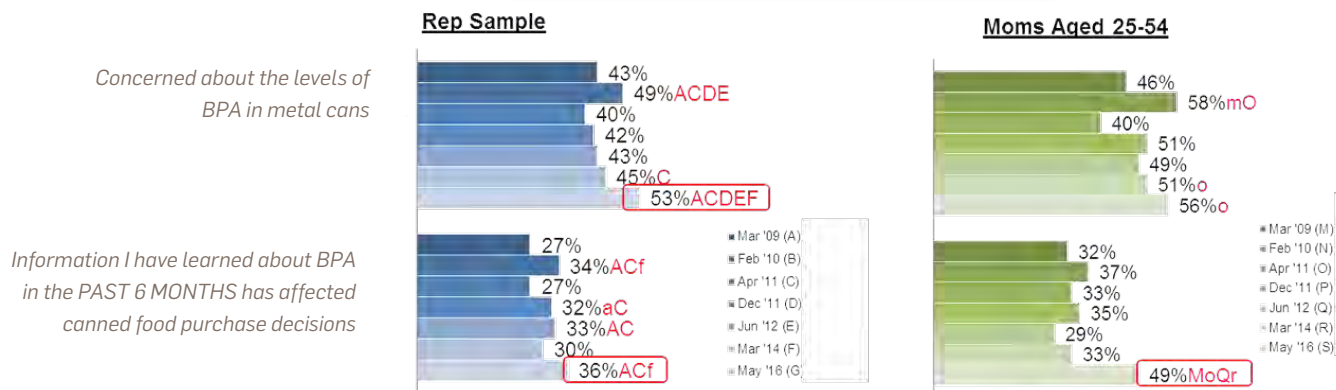


% changes are from 2014 to 2015 only.
 Data Source: Salsom, Jan. 1, 2015–Dec. 31, 2015. All comparisons are YOY unless otherwise stated.

BPA SURVEY

In a May 2016 survey, health concerns linked to BPA approaches same level of concerns when it comes to the Zika virus. BPA is at an index of 77 relative to concerns about Zika. There has also been a significant increase in the percent of those concerned that say information in the past 6 months has affected their canned food purchase decisions.

Perception of BPA: % Agree (Top 2 Box on 5-Point Scale)
(Base: Concerned about BPA)



Upper case = Significant at 95% CI

Lower case = Significant at 90% CI

Source: May 2016 ORC BPA awareness survey.

2013-2015 METRICS

There are many ways to gauge results. There is no single metric that is a perfect measure for success. Therefore, we look at a few data points to help evaluate our campaign effectiveness. They include:

- ▶ Grocery Scanner Data
- ▶ CMI Industry Shipments
- ▶ Consumer Survey
- ▶ Customer Feedback

GROCERY SCANNER DATA – CANNED FOODS

Grocery sales experienced positive trends in first couple years of the campaign. In almost every year, those retailers that supported the CGYC platform outperformed those that did not participate.

RETAILERS THAT SUPPORTED THE CGYC PLATFORM OUTPERFORMED THOSE THAT DID NOT PARTICIPATE



Source: IRI MULO+C (includes Wal-Mart) and all Canned Food Products.

NOTE: It is becoming more difficult to use grocery scanner data as a true representation of national purchase behavior. The reasons are due to:

- Rise of e-commerce for shelf stable foods.
- Nielsen data does not include data from growing specialty chains like Costco, Whole Foods, Trader Joe's, Sprouts, etc. largely favored by Millennials.

CONSUMER SURVEY (ATTITUDES & BELIEFS)

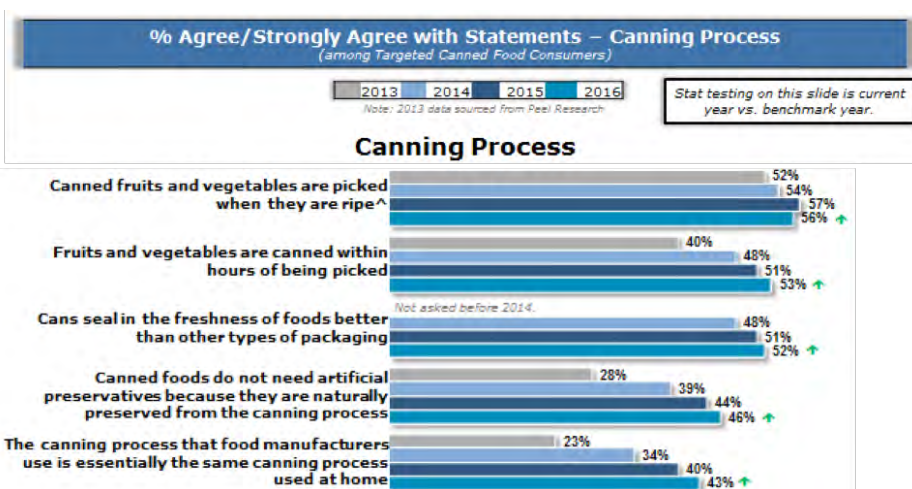
Prior to the campaign Silgan conducted early research to identify hurdles for use of canned foods. In this research we learned a few things.

Consumers held back from using canned foods because they felt guilty (compromised a meal) from using canned foods versus fresh forms. Mainly for these reasons:

- ▶ Consumers believed all canned foods had a lot of preservatives.
- ▶ Consumers did not make the link between in-home canning as being the same preservation method used for today's canned foods.

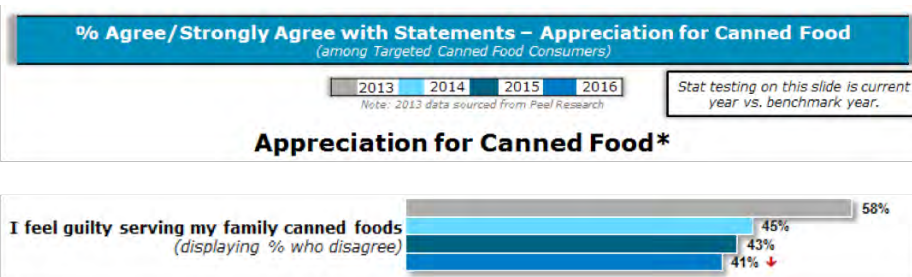
The study identified an opportunity to improve perceptions of canned foods through education. Consumers who were educated reported more favorable attitudes towards canned foods giving them permission to use them more often. After three years of educational tactics, you can see how the campaign has made a favorable impact.

SINCE THIS INITIATIVE WAS LAUNCHED IN 2013, THERE HAS BEEN SIGNIFICANT CHANGE IN CONSUMER ATTITUDE TOWARDS CANNED FOODS



2016 Base size: Targeted Canned Food Consumers, n=1020. ↑↓ - Significantly higher/lower than benchmark year at the 90% confidence level. Q13. Please use the scale provided to indicate whether you personally agree or disagree with each statement. *2016 statement slightly different than 2015, but main message is still the same.

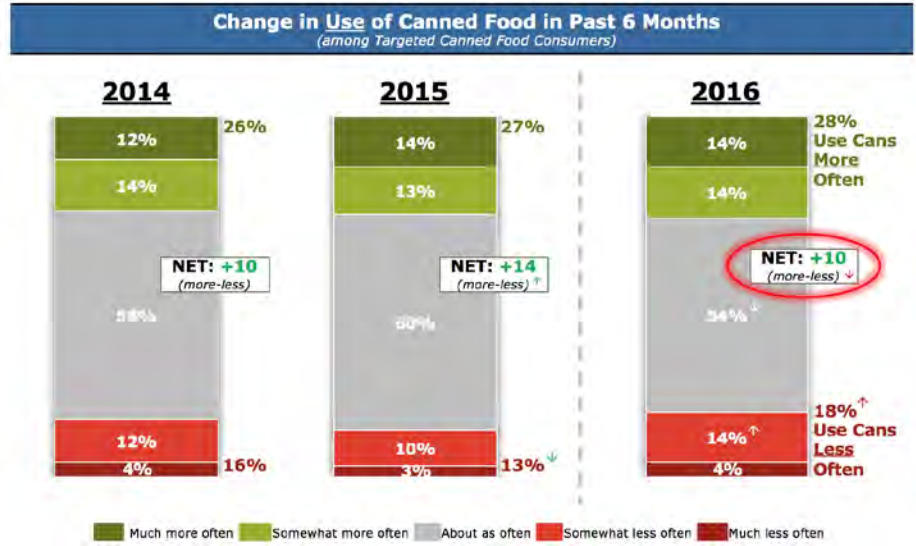
HOWEVER, THERE HAS BEEN A DISAPPOINTING INCREASE IN THE NUMBER OF PEOPLE WHO FEEL BAD USING CANNED FOODS BELIEVED TO BE THE RESULT OF CONCERNS FOR BPA IN CANNED FOODS



2016 Base size: Targeted Canned Food Consumers, n=1020. ↑↓ - Significantly higher/lower than benchmark year at the 90% confidence level. Q13. Please use the scale provided to indicate whether you personally agree or disagree with each statement. *Average includes % who disagree/strongly disagree for negative statement "I feel guilty serving my family canned foods."

- ▶ Likely due to popularity of organics.
- ▶ Heightened concern for BPA's link to canned foods.

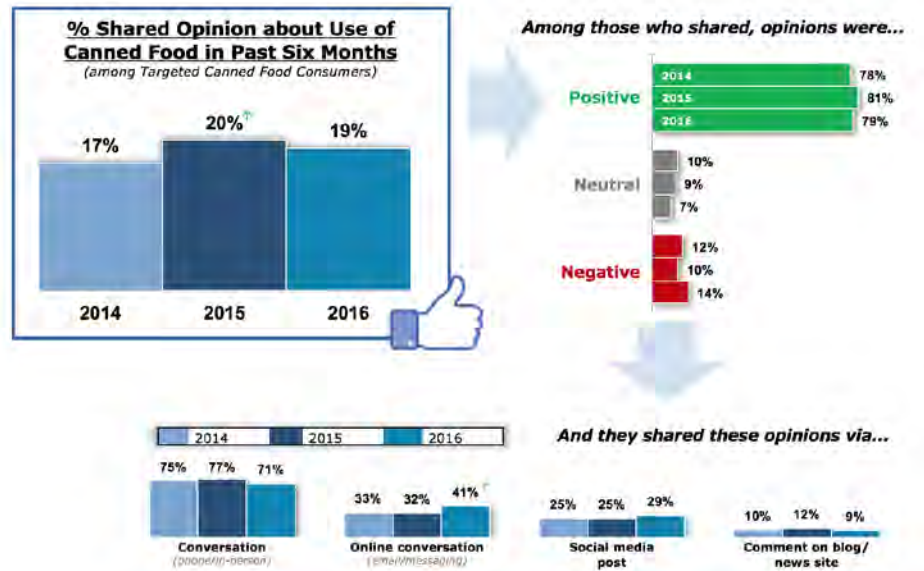
2016 REPORTED USAGE HAS RETURNED TO 2014 LEVELS WHICH CAN BE ATTRIBUTED TO THE RISE IN CONCERNS FOR BPA AND LOWER TV PROMOTIONAL SUPPORT



2016 Base size: Targeted Canned Food Consumers, n=1020. ↑↓ - Significantly higher/lower than previous year at the 90% confidence level.

Q2. Thinking specifically about the amount of canned foods you are currently using, how would you say that your use has changed compared to 6 months ago?

THE PERCENT OF TARGETED CANNED FOOD CONSUMERS SHARING OPINIONS ABOUT CANNED FOOD REMAINS THE SAME IN 2016



2016 Base size: Targeted Canned Food Consumers, n=1020; Consumers who shared opinion, n=192. ↑↓ - Significantly higher/lower than previous year at the 90% confidence level.

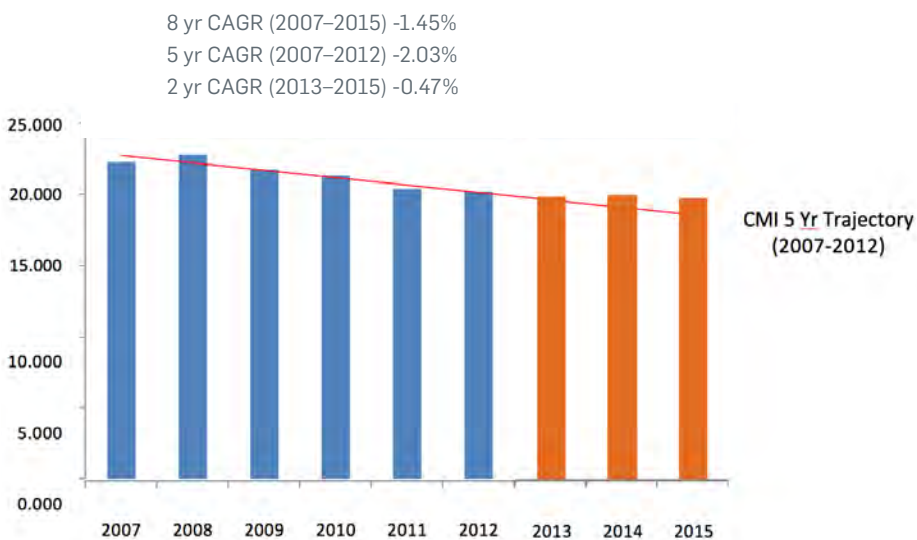
Q4. In the past six months, have you shared an opinion about the use of canned foods, either online or in-person? / Q5. Using the scale below, please tell us what was your overall tone or feeling about the use of canned food? / Q6. In which of the following ways did you share your thoughts about the use of canned foods?

CMI SHIPMENT DATA

The declining trajectory of industry shipments has softened. This is considered favorable especially since these reversing trends have occurred in the face of:

- ▶ Growing popularity of “clean eating”/affinity towards fresh foods.
 - Costco is now the largest organic food supplier, surpassing Whole Foods, who's organic food sales represent 10% of overall U.S. food markets.
- ▶ Increase awareness of BPA in canned foods particularly as more canned food manufacturers promote “non BPA lining” on their package.
- ▶ Dining out rather than in-home dining continued to be fueled by lower gas prices and improved economy.
- ▶ More consumers are snacking over eating meals. As a result, alternative packages are offering smaller serving sizes while the size of canned foods have not changed.
- ▶ Pouches are taking up more real estate on store shelves as they grow in popularity due to functionality (reclosability in support of snacking trend) and contemporary appeal.

DECLINES HAVE BECOME LESS SEVERE COMPARED TO YEARS PRIOR THE CAMPAIGN



CUSTOMER FEEDBACK

CUSTOMER ENGAGEMENT AND SUPPORT

We have received positive feedback from customers who have supported the campaign by:

- ▶ Giving us product coupons.
- ▶ Connecting our execution team with their retail buyers so we can sell-in the program.

- ▶ Re-arranging when their TV commercials run by having it placed during National Canned Food Month (Feb).
- ▶ Letting us use their TV spots to run on campaign's sponsored websites.
- ▶ Letting us use their proprietary recipes on our owned social media platforms.
- ▶ Other ways include...

Testimonials of Support



GREG METZGER
Director of Marketing

The consumer insight gleaned from their upfront and in-depth consumer research provided a strong campaign foundation, which led to a very memorable umbrella consumer message.

The Cans Get You Cooking message resonates with today's time starved consumers who are looking for easy, healthy and nutritious meal solutions for their family. It's simple and memorable. We have supported and leveraged the components of the Cans Get You Cooking campaign since the commencement in early 2013.

- Tagged Radio Spots
- Many Introductions at Retail.
- Can Topper—2 executions
- Hosted CGYC at PLMA industry booth.



TOM FERRITER
President

At first we were skeptical. You guys have done a great job. I am impressed and now a believer. We are seeing good value.

- Tom has arranged for campaign to be presented to his peers on GMA Chairman's Advisory Council.
- Fully engaged in social media offerings.
- Getting engaged with Retailers.



EVAN LUNDE
Marketing Manager

Nestle is a proud partner with CMI. We could not do this type of communication on our own, this type of partnership allows us to.

- Engaged in social media
- Endorsed CGYC at GMA Collaboration 4 Growth.



ANDREW RUSSICK
Vice President of Sales & Marketing

...I was very surprised that an outside contractor could make such an immediate and profound impact on our business, which included the education of customers and brokers as well as our sales staff.

I offer my thanks to the CMI and the three funders... Our company has truly benefited from this association and I am certain that Grocery Retailers will respond in kind. It would be great to know that this program will last going forward, as I know it will thrive because of the people charged with fostering this honorable and worthy cause.

- Strongest Campaign Partner.
- Many Introductions at Retail.
- Hosted RD Tour and The Chew taping
- Hosted CGYC at industry booths.

Pacific Coast Producers Takes the Initiative

Leading supplier of Private Label Tomatoes and Fruit has learned from the campaign now conducting Twitter parties of their own. An example of the campaign efforts being multiplied.

June Twitter Party
 We're kicking off the month with CAN-licious recipes, tips, & ideas on how to enjoy your favorite canned produce! Join us and Pacific Coast Producers, @CAGrownFruit, on Wednesday, June 1st at 4pm ET as we get #CreativeWithCanned.

Help promote our party using the samples below!

- We're getting #CreativeWithCanned on 6/1 @ 4pm ET! Join @Fruits_Veggies & @CAGrownFruit to swap tips, recipes, & ideas for your favorite canned produce!
- How do you enjoy your canned produce? Tell @Fruits_Veggies & @CAGrownFruit all about it on 6/1 @ 4pm ET for their #CreativeWithCanned Twitter Party!
- Join @Fruits_Veggies & @CAGrownFruit for their #CreativeWithCanned Twitter Party on 6/1 @ 4pm ET! They're giving away CAN-TASTIC prizes too! It's a party you don't wanna miss!

Our Customer's Customer Testimonials

Raley's



Olivia Evans
 Raley's, Deaymond Worldwide.

"Every week we kept gaining more and more ground on getting support for canned foods, and it was really rewarding to hear feedback from store demos and see Facebook comments about customers being excited to cook with cans, too.

The success of the campaign wouldn't have been possible without the information Cans Get You Cooking provides, the support of the merchant and marketing team here at Raley's, and awesome supplier partners like Pacific Coast Producers. Here's to the next campaign!"

—OLIVIA EVANS
 RALEY'S, DEAYMOND WORLDWIDE



"As a retailer that sells over 200 million cans a year, The Cans Get You Cooking campaign is extremely important to the long-term health of not only the "canned" categories, but also the entire center store.

As we move deeper into a transition from one shopping generation to the next, consumer education is going to be one of the most important aspects of selling canned goods to the younger generation of shoppers that do not have the same affinity to cans that the older generations have. Being a part of the campaign helps align manufacturers, retailers and customers in education of the many benefits and advantages of using canned products.

It is important that we really get a push behind these events. These have driven the can categories no less than 10% sales growth each week we do these. Let's get creative and drive some interest from the consumers."

—RUSS THOMPSON,
CATEGORY MANAGER, GROCERY BI-LO HOLDINGS

weis



Elizabeth Stark, RD, LDN
Manager of Lifestyle Initiatives.

"Tying the Cans Get You Cooking campaign into the Weis Healthy Bites program has proven to be an impactful way to enlighten our customers on the benefits of canned foods, while providing them with practical tips to prepare fast, family-friendly, nutritious meals."

—ELIZABETH STARK, RD, LDN
MANAGER OF LIFESTYLE INITIATIVES



Kelly Cunningham,
Merchandiser,
Main Meal & Enhancers.

"We are excited to be working with the Can Manufacturers Institute promoting canned goods with the Cans Get You Cooking campaign. This campaign is working to stimulate center store growth, educate consumers and dispel mis-perceptions regarding canned foods with fully integrated merchandising that includes our weekly ad, in-store display, website presence and social media interaction. Many of our vendors have already supported the promotions we have featured, and those that haven't are eager to get on board!"

—KELLY CUNNINGHAM,
MERCHANDISER, MAIN MEAL ENHANCERS



"We have been concerned with center store declines for some time. This campaign is a 'no-brainers.'"

—PETE HEINZ, VP CENTER STORE



Karen Sales,
VP Shopper Marketing.



"We can help support the messaging through our social and digital network. We have a team of bloggers and twitter professionals that can help support you. We have been talking a lot about center store categories and we are pleased to see this being addressed."

—KAREN SALES,
VP SHOPPER MARKETING

2013-2015 SURROUND SOUNDS OF MESSAGES

(Limited Examples)

PAID CELEBRITY ENDORSEMENTS

THE CHEW AT THE FOOD NETWORK (2013)



Five :30 promercials featuring Chew Talent.



The Chew aired, on 9. 19.2013, an in-depth look at freshness sealed in a can with chef star Carla Hall . This segment was filmed at PCP, a private label packer and Silgan customer.



KELSEY NIXON AT THE COOKING CHANNEL (2014-2015)

Exclusive preview of Kelsey's Cans Make the Meal aired on the Cooking Channel. 2/2014 (21 mts.).



Kelsey shows how farm fresh corn goes from "Field to Sealed." This :60 spot aired on 2/2015.

EARNED FREE PUBLIC RELATIONS

TV AND MEDIA COVERAGE



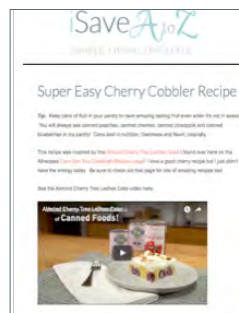
Kelsey Nixon on Fox and Friends showcasing summer recipes with canned food ingredients ca. 2014.



Dad's Day feature with Kelsey Nixon on Fox and Friends, ca 2015.

NEWSPAPERS AND MAGAZINES

- Proactive and reactive pitching to print/online editors, TV producers and food/lifestyle influencers have resulted in more than 31MM impressions across print, online and broadcast media in a year.



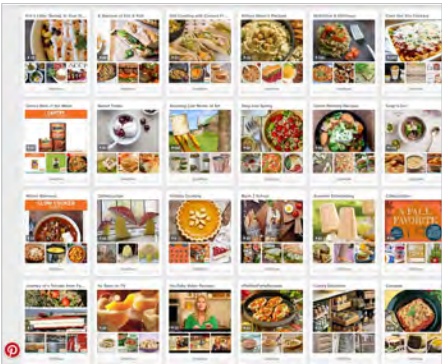
OWNED SOCIAL MEDIA PLATFORMS



Left: CGYC homepage.
Right: CGYC Facebook page.

FACEBOOK HIGHLIGHTS

- ▶ 163,000 Likes
- ▶ Avg. Post Engagement: 5.55% (+1.6% YOY).
 - Nearly 15x the FB Average of a Page Our Size = .34%.
- ▶ Video recipes drove a remarkable 6.8% engagement rate, exceeding that of our media partners and an indication that targeting is working.
- ▶ Facebook "Shares" saw an increase of nearly 10% from Q1 2015 compared to Q1 2016, an indication that our content is resonating.



CGYC Pinterest page

TWITTER AND PINTEREST THROUGH THE YEARS

- ▶ Twitter generated 500,000 impressions.
- ▶ Grew Twitter followers by 11% in Q1 to almost 20k.
- ▶ 4 out of 5 most successful tweets from Q1 came from Twitter party.
- ▶ Overall social media sentiment tracked more positively vs. H1 last year (71% vs. 43%).
- ▶ 124 re-pins on Pinterest generated 32,802 impressions in 2016.



CGYC Twitter page

EARNED/PAID CONSUMER MEDIA IMPRESSIONS

MEDIUM	PLACEMENTS	POTENTIAL IMPRESSION
Print	2,016	172,401,035
Online	6,688	687,322,357
Broadcast	1,740	348,441,041
TOTAL	10,444	1,208,164,433

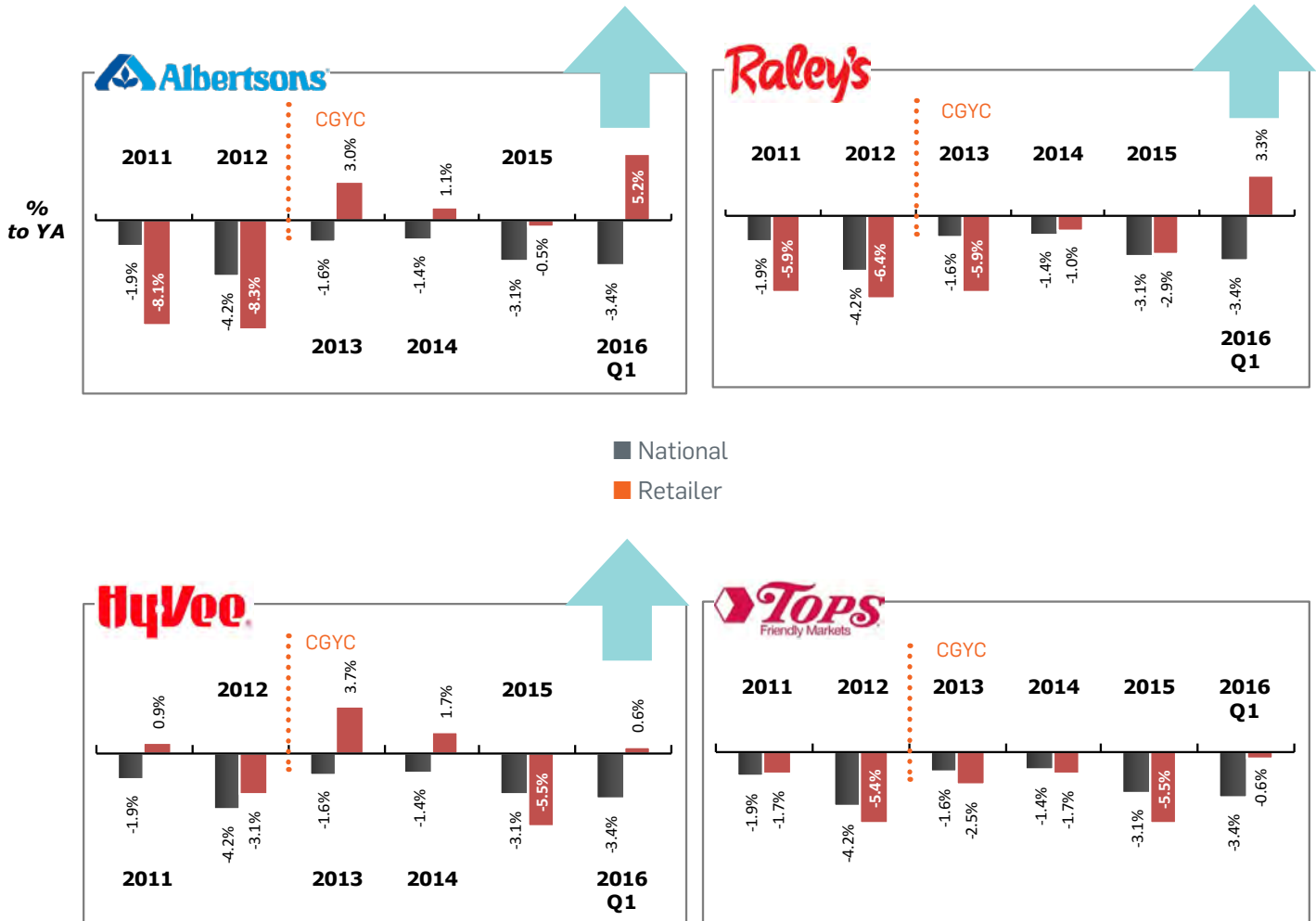
SOCIAL MEDIA ACQUISITION

PLATFORM	FOLLOWERS
Facebook	161,168
Pinterest	3,110
Twitter	17,642
TOTAL	181,929

RETAIL EXECUTION
2013-2015

CANNED FOOD UNIT SALES TRENDS

CGYC RETAIL PARTNERS OUTPERFORMED
THE GROCERY CHANNEL EACH YEAR!



RETAILERS LANDING PAGE SUPPORTING CGYC CAMPAIGN

LIVE FEBRUARY 6, 2015



- <http://www.albertsons.com/cans>
- <http://www.jewelosco.com/cans>
- <http://www.acmemarkets.com/cans>
- <http://www.shaws.com/cans>
- <http://www.starmarket.com/cans>

ALBERTSONS CO. EVENTS

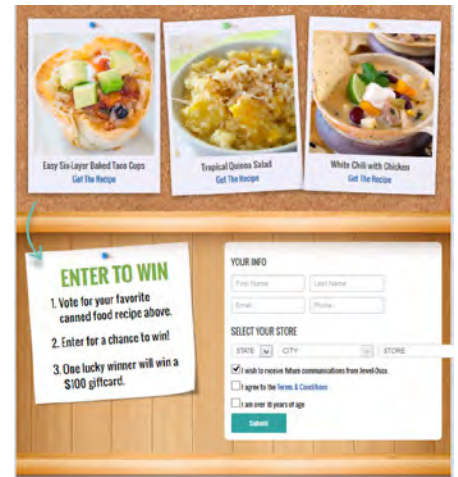


Albertsons Website Landing Pages

February 12, 2015



Albertsons: Online Contest by Jewel-Osco



February 18, 2015.

Albertsons: Shaws' Full Page Ads



Albertsons 2/24/2015.



Shaw's 2/6/2015.

Albertsons: Acme & Jewel-Osco 1/4 Page Ads

Albertsons 3/3/2015.



Albertsons 3/4/2015.



Jewel-Osco 2/24/2015.



Acme 2/26/2015.

Albertsons: Shaws' & Vons Email Blasts



Shaw's 2/21/15.



Vons 10/14/2015.



Vons 10.23.2015
Sent out 2nd email blast to 157,000 households.

Albertsons: Vons & Pavilions Big Book



Albertsons 7/2015.



Pavilions 10/14-11/13/2015.



Albertsons 7/2015.



Vons 10/14-11/3/2015.

Albertsons Blogger Campaign

JULY-AUGUST 2015



Overview

- ▶ Cans Get You Cooking ads in the circular and Big Book.
- ▶ Source the Albertsons and Safeway blogger network for recipes featuring at least two canned goods in each recipe.
- ▶ Utilize the Albertsons and Safeway Twitter channel and website to host and share recipes.
- ▶ Over 39MM Impressions!

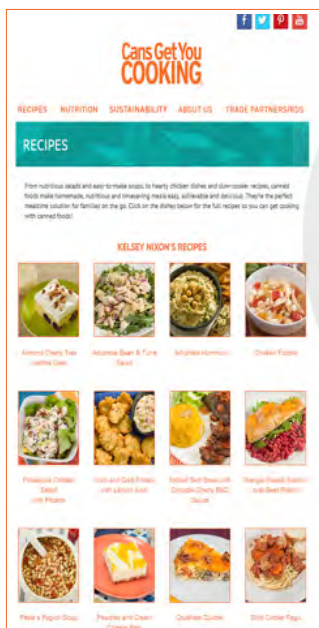
Bloggers

- ▶ The bloggers were asked to create unique recipes using at least two canned goods in recipe.
- ▶ Post the recipes and Cans Get You Cooking messaging to their blog and at least two of their social channels.
- ▶ <https://hub.tapinfluence.com/cgyc-twitter-recipes>.

BLOG	TWITTER	FACEBOOK	PINTEREST	GOOGLE+	INSTAGRAM	TOTAL REACH
22,300,000	617,300	7,500,000	8,000,000	748,400	270,700	39,400,00

Blogger Recipe Pages

- ▶ Albertsons/Safeway has kept blogger recipe pages live on their sites after the event concluded, along with links to CGYC.



BEST PERFORMING ALBERTSONS BLOGS

- Cherry Peach Dump Cake - 78,000 Impressions - 8.84% Engagement Rate
- Fajita Stuffed Peppers - 54,831 Impressions - 7.18% Engagement Rate
- Texas Tornado Cake - 72,300 Impressions - 6.46% Engagement Rate
- Chicken Taco Salad - 94,800 Impressions - 6.33% Engagement Rate
- Meatless 20 Minute Greek Couscous - 78,100 Impressions - 6.10% Engagement Rate

Benchmark Based on Average Performance: 4.11% Engagement Rate

LEAST PERFORMING ALBERTSONS BLOGS

- Fiesta Chicken Taco Salad - 88,100 Impressions - 2.73 % Engagement Rate
- Carnitas & Corn Black Bean Soup - 78,000 Impressions - 2.67% Engagement Rate
- Lazy Day Salsa - 98,900 Impressions - 2.22% Engagement Rate
- Moroccan Chickpea Stew - 92,700 Impressions - 2.15% Engagement Rate
- Easy Mediterranean Bake - 58,800 Impressions - 1.89% Engagement Rate

Benchmark Based on Average Performance: 4.11% Engagement Rate

ALBERTSONS TWITTER TOTALS

IMPRESSIONS	CLICKS	CLICK THROUGH RATE	ENGAGEMENT	ENGAGEMENT RATES
2,200,000	2,316	0.11%	87,908	4.11%

Impressions: The number of people that saw the ad
 Clicks: The number of people that clicked on the link
 Click Through Rate: Clicks/Impressions.

Engagement: The number of people that retweeted,
 Engagement Rate: Engagement/Impressions.


Albertsons Recipe Landing Pages

Albertsons Tweet Examples

Three Bean Wild Rice

Albertsons @Albertsons

A salad that's #healthy & uses canned goods = the perfect #summer side dish. bit.ly/1duV6Y




5 44

Mango Pineapple Ice Cream

Albertsons @Albertsons

Spoiler alert: this ice cream was made w/ canned food! #Cantry bit.ly/1FNDj3k

@CansGetUCooking




14 47

Fruit Salsa

Albertsons @Albertsons

This salsa is here to kick your #dinner up a notch! bit.ly/1CFNsVi

@CansGetUCooking




2 17

Texas Tornado Cake

Albertsons @Albertsons

The perfect dessert for those #hungry mouths (after they eat veggies, of course). bit.ly/1GdH4mt



2 19

Vons & SCAL Albertsons In-Store Radio



Click to listen
in-store radio ad.

RALEY'S EVENTS



At first what seemed to be a long putt... Received a very "cool" reception during initial contact with Raley's in 2013. Their senior leadership was all about "fresh" and "farm to table", and saw cans as a contrast to their strategy. However, through time and frequency we were able to convince leadership that there were many correlations between the two programs and goals. We were also able to educate their store managers about the associations with local, farm fresh and canned foods.

A retailer that has positioned itself in the marketplace as a premium "fresh" chain rallied around the CGYC campaign to stimulate center store sales. They were the all-star retailer for uniquely positioning canned foods as part of their fresh format.

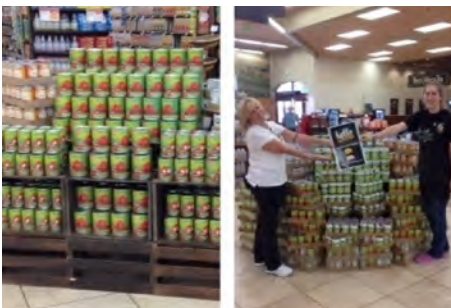
Raley's Store Manager Contest Displays

- ▶ Long-Term Continuity Pays Off!!!
- ▶ Stores Getting More and More Creative!
- ▶ Associating Cans with Farm Raised and Fresh.



September 2015 Winner.

THE MINIMUM DISPLAY PER STORE WAS TWO PALLETS. ONE STORE HAD 14 DISPLAYS!



Raley's TV Segments



Raley's Chef Evelyn Miliate talks to Mae about the reasons to use canned food for meals at home. KTXL TV Sacramento, CA. 9/30/2016.



Raley's Patty Mastracco shows Paul Robins how to make healthy meals using canned fruits and veggies. KTXL TV Sacramento, CA. 10/14/2014.



Raley's Patty Mastracco shows on KCRA TV how to make a whole meal with the just canned food from the pantry. Sacramento, CA. 10/10/2014.



Meg Burritt, Raley's Director of Sustainability, on Good Day Sacramento, CA. 9/28/2015.



Left: Patty Mastracco, Chef and Food Editor appeared on two segments of KCRA 3 Kitchen: Delicious recipes straight from your pantry, 9/28 & 10/3/2015.

Right: Patty's 2nd segment was also picked by Yahoo News.

Raley's Umbrella Ads

Cans Get You Cooking!

30-Pack Coors or Budweiser
Selected varieties 12 oz. cans

24-Pack Raley's Purified Drinking Water
16.9 oz. bottles

Mother's Circus Animal or Old Fashioned Sandwich Cookies
Selected varieties 11.5 oz. to 16 oz.

Hot House Tomatoes
Grown in the U.S. and Mexico

Raley's Vegetables
Selected varieties 14.5 oz. to 15.25 oz.
BUY 5 OR MORE 79¢ ea.
single item... 1.18

Raley's Kidney, Garbanzo or Black Beans or Black-Eyed Peas
Selected varieties 15 oz.
BUY 5 OR MORE 79¢ ea.
single item... 98¢

Raley's Tomatoes
Selected varieties 14.5 oz.
BUY 5 OR MORE 79¢ ea.
single item... 1.18

R Everyday Condensed Cream Soup
Selected varieties 10.5 oz.
98¢

Raley's Mandarin Oranges or Sliced Beets
15 oz.
99¢

Prices effective Mar. 4 through 10, 2015. We reserve the right to limit quantities. We reserve the right to correct any printing errors. Some items not available at all stores. No sales to dealers or wholesalers. raley.com

3/4/2015

Cans Get You COOKING

Case of food is an essential, and when used right it's the secret to the healthy, delicious meals you can make at home. To ensure the quality, we select the best in a can to help you make the most of your kitchen.

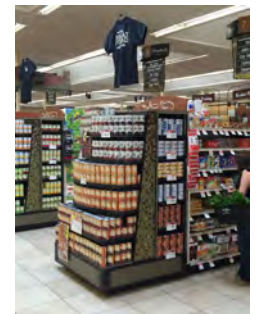
WE'VE LOWERED PRICES ON OVER 1,000 ITEMS!

Examples of items and prices from the flyer:

- 30-Pack Coors or Budweiser: 2.99
- 24-Pack Raley's Purified Drinking Water: 5.99
- Mother's Circus Animal or Old Fashioned Sandwich Cookies: 8.99
- Hot House Tomatoes: 8.99
- Raley's Vegetables: 7.99
- Raley's Kidney, Garbanzo or Black Beans or Black-Eyed Peas: 2.99
- Raley's Tomatoes: 2.99
- R Everyday Condensed Cream Soup: 4.99
- Raley's Mandarin Oranges or Sliced Beets: 4.99
- Various other canned goods and beverages are listed with their respective prices.

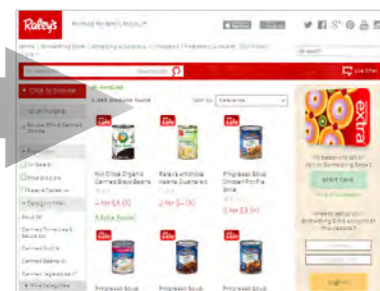
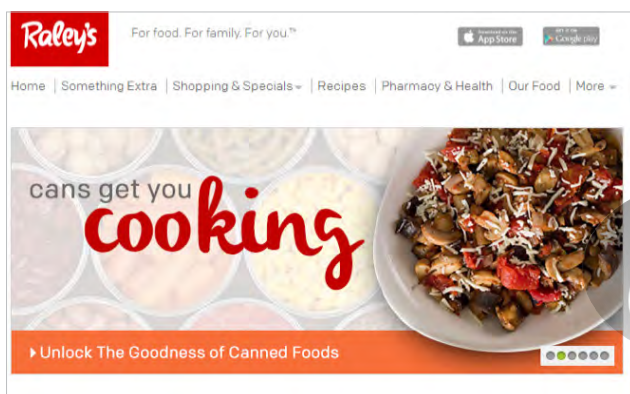
9/23/2015

Raley's CGYC POS



September 2017.

Raley's Homepage Web Banners with Links



Banners running for four weeks.

Raley's Twitter



Raley's 4th Store Manager Display Contest.

Raley's In-Store Recipe Cards



Chicken and Black Bean Nachos

Prep: 10 minutes Cook: about 10 minutes Serves: 6

- 5 cups Raley's Tortilla chips
- 1 1/2 cups Raley's shredded Mexican blend cheese
- 1 1/2 cups diced rotisserie chicken OR 10 oz. Raley's canned chicken breast, rinsed and drained
- 1/2 cup Raley's canned black beans, rinsed and drained
- 1 cup Raley's California Fire Roasted Salsa
- Sour cream, cilantro, green onions and guacamole (optional toppings)

1. Place chips on a foil baking sheet or shallow foil baking pan, overlapping slightly. Top with cheese, chicken, beans and salsa.
2. Grill over medium heat for 10 minutes or until cheese is melted and ingredients are hot. Top with sour cream, cilantro, green onions and guacamole, if you like.

BIG Y EVENTS



Big Y Email Blasts

- ▶ Huge Consumer Participation.
- ▶ 240,000 Reach.



Big Y Websites & Blogger Support

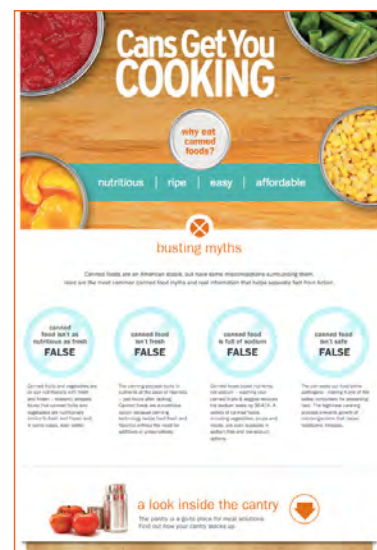


Big Y Store POS



MEIJER EVENTS

Meijer Websites & Blogger Support



Meijer RD Support and Chef Retailer TV Segments

Two segments with Shari Steinbach, MS, RDN "Miranda-Where You Live," WOTV, Grand Rapids, MI. 10/2015



Demo by Janine Faber, Med, RD, LD on "Good Day America," WSYX/ WTTE Columbus, OH. 02/2015



Meijer Store POS

2016 EXECUTIONS

DIGITAL EXECUTIONS

Strategy: Create engaging short form, social-media friendly content in the medium of the moment to keep canned foods in her news feed and in the contemporary culinary conversation.

ALLRECIPES.COM

These top-performing videos from CGYC's 1H 2016 campaign drove high engagement through Allrecipes' editorial and social platforms.

- ▶ The community is finding and engaging with our content at better than anticipated levels with:
 - 176,748 page views; 1,428,344 earned followers to date.
 - Newsletter (x2) drove 4.32% CTR.
- ▶ CGYC recipes have an incredible 4.79/5 average rating!



2016 NCFM RETAILER SUPPORT

- ▶ All retailers expressed disappointment of fall integration funding.

Note: Retailers charged the campaign only 10–25 percent of the menu cost to execute programs in their stores.



FEBRUARY 2016. NATIONAL CANNED FOOD MONTH RETAILER SUPPORT

- ▶ Meijer and Raley's have committed to supporting a Fall event, however the support will be limited to a canned food promotion (CGYC logo) and minimal social/digital content (no messaging).



CONFIRMED FALL SUPPORT WITHOUT FUNDING BECAUSE CURRENT BUDGET ONLY AFFORDS US ONE EVENT (FEB) FOR THE YEAR

2016 DIGITAL DEPENDENCY

Compared to recent years, the CGYC campaign has taken a different approach in 2016, leaning more heavily on digital to improve the efficacy of its communication amid the reduction of resources.

- ▶ After three years of campaign build we have been able to successfully maintain gains in attitudinal beliefs about the canning process. However, we have seen more people report reduced usage of canned food usage likely due to issue of BPA.
- ▶ Until the industry can communicate its transition out of BPA, the campaign will focus its messaging on demonstrating through new research:

CANNED FOODS CAN
BE A HALLMARK OF
A HEALTHY DIET

- Canned produce is on par nutritionally with fresh and frozen varieties, and in some cases even better
- People who frequently eat canned foods may have healthier diets than people who don't.
- Canned foods play a big role in helping registered dietitians help their clients (and themselves) eat healthy, balanced diets.

While significant progress has been made in this area, there is still much opportunity to improve awareness and agreement with this statement.



- ▶ Nutrition messages will be disseminated by a greater dependency on digital platforms like allrecipes.com, the most popular recipe website.
 - In the first half of 2016 alone, Meredith editorial social promotion of videos drove 4.4 million added value impressions and more than 600,000 video views, 8,000 likes and 5,000 shares!

Better Homes & Gardens (all 8), SHAPE, Parents, Eating Well and AllRecipes



**Canned Foods: Sealed In Nutrition,
Freshness And Flavor For All Your
Fall Meals.**



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COOKING**
Visit CansGetYouCooking.com

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2013-2015

*Funded by the food can manufacturers of
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2016

*Primarily funded by the food can manufacturers of
the Can Manufacturers Institute*



Also supported by

