

Cans Get You
COOKING



PROGRESS REPORT

July 2015

Cans Get You Cooking® is a multi-year, fully-integrated campaign that launched nationwide during National Canned Food Month in February 2013. The campaign builds on the insights from a comprehensive values-based consumer research.

METAL



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CONTENTS

CAMPAIGN OVERVIEW	4
METRICS	5
GROCERY SCANNER DATA	5
CONSUMER SURVEY	6
INDUSTRY SHIPMENTS	7
OUR MESSAGE THROUGH A SURROUND SOUND OF MEDIUMS	8
PAID ENDORSEMENT BY CELEBRITY CHEF KELSEY NIXON	8
EARNED FREE PUBLIC RELATIONS	9
SOCIAL MEDIA PLATFORMS	12
RETAIL EXECUTION	14



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 so they are a bit more readable. 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: consumer 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 lid onto can bodies hence the Ball glass 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 2014-15 CAMPAIGN

- CYGC campaign continues to gain momentum
- Achieving Incremental Sales
- 5+:1 Multiplier in Retail Spending
- Retailer Carrying CGYC Messaging
- Building Credibility as Leader

Funded by the food can manufacturers of the Can Manufacturers Institute





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
- Consumer Survey
- CMI Industry Shipments
- Customer Feedback

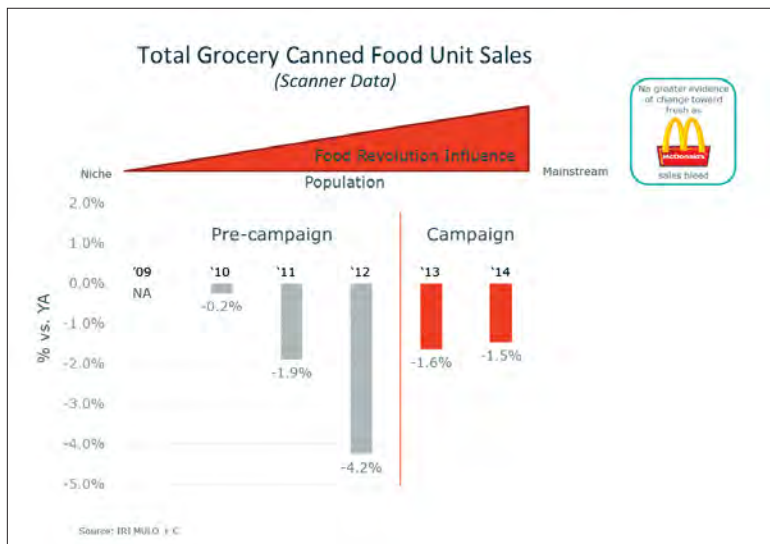


GROCERY SCANNER DATA



The declining trajectory of traditional grocery sales has begun to soften. It is good news that the declines have become less severe compared to year prior to the campaign. Especially since these reversing trends have occurred in the face of:

- Shifts from grocery sales into warehouse. Costco sales are not captured by IRI or Nielsen.
- Reduced advertising by branded manufacturers
- Growing popularity of "clean eating" / affinity towards fresh foods
- Increase in awareness of BPA in canned foods particularly as more canned food manufacturers promote 'non BPA lining' on their package
- Americans' spending on dining out just overtook grocery sales for the first time ever



CONSUMER SURVEY

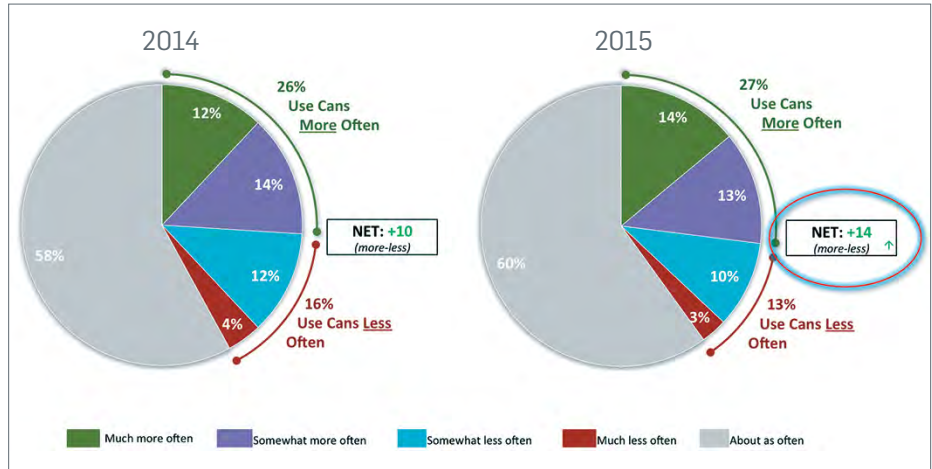
There is an increase in number of consumers who say they are using cans more often than less often.

2015 Base size: Targeted Canned Food Consumers, n=1305. ↑↓ Significantly higher/lower than 2014 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?

CHANGE IN USE OF CANNED FOOD IN PAST SIX MONTHS

(Among Targeted Canned food Consumers)



Attitudes around the canning process continue to improve.



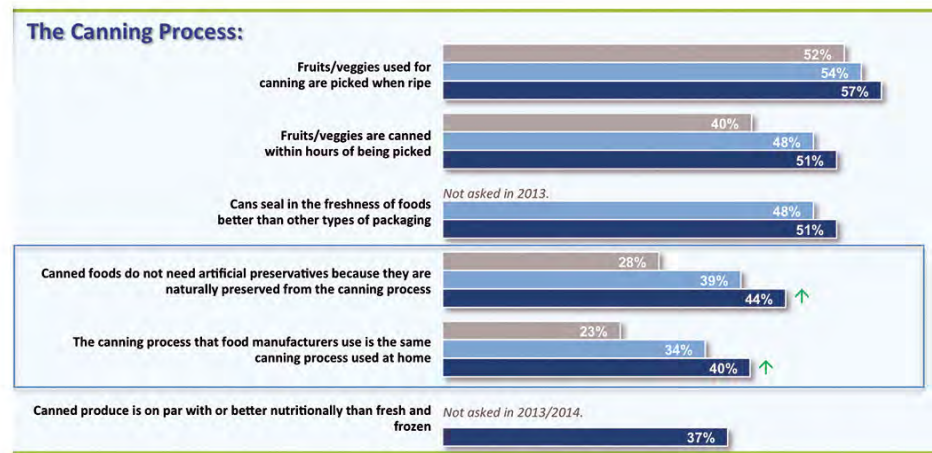
2015 Base size: Targeted Canned Food Consumers, n=1305. ↑↓ - Significantly higher/lower than 2014 at the 90% confidence level.

Q13. Please use the scale provided to indicate whether you personally agree or disagree with each statement.

*AGREE/STRONGLY AGREE WITH CANNING PROCESS STATEMENTS

(Among Targeted Canned food Consumers)

2013 2014 2015



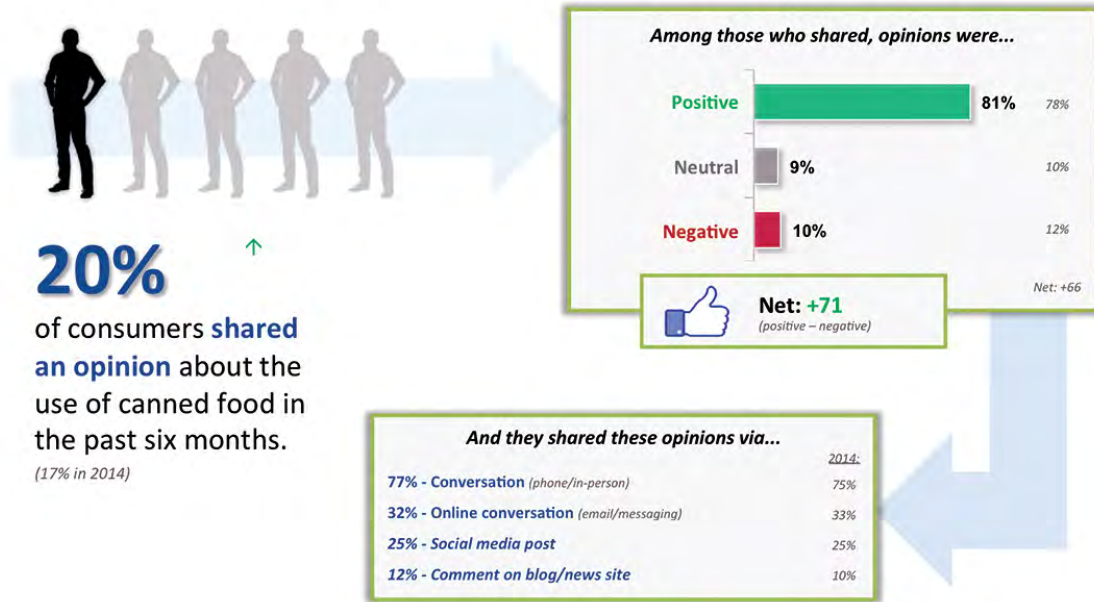
Agreement is up for "metal cans are the most recycled containers in America" (56% in 2015 vs. 52% in 2014)



The campaign appears to be driving greater word-of-mouth. The overall tone of these conversations are becoming increasingly positive.

SHARING OPINIONS ABOUT CANNED FOOD

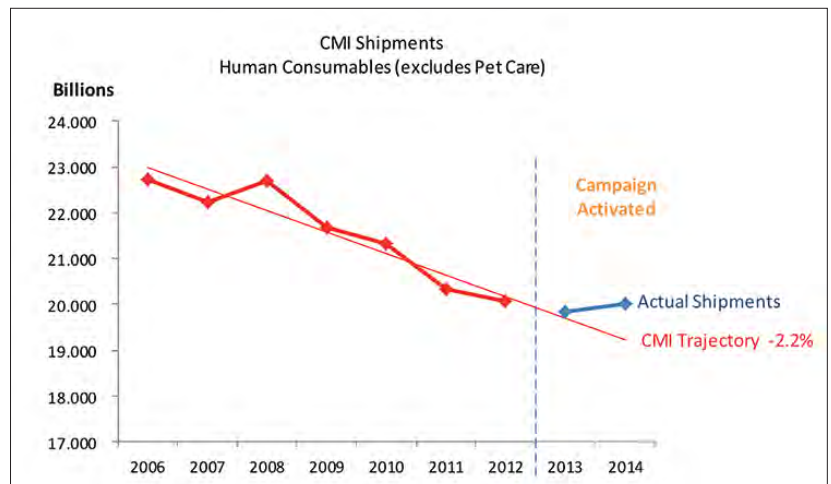
(Among Targeted Canned food Consumers)



2015 Base size: Targeted Canned Food Consumers, n=1305; Consumers who shared opinion, n=259. ↑↓ - Significantly higher/lower than 2014 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?

INDUSTRY SHIPMENTS



OUR MESSAGE THROUGH A SURROUND SOUND OF MEDIUMS

PAID ENDORSEMENT BY CELEBRITY CHEF KELSEY NIXON



KELSEY NIXON SHOWS HOW FARM FRESH CORN GOES FROM "FIELD TO SEALED"

- :60 spot aired on February 2015
- Shot on location during fall harvest with Kelsey at family-owned corn farm and Lakeside canning facility



FOX & FRIENDS WITH KELSEY

- Kelsey featured a few quick and delicious recipes for Father's Day with friends at Fox News on June 21, 2015
- All the recipes included canned ingredients

Cooking Channel & Food Network Partnership

Online





EARNED FREE PUBLIC RELATIONS

TV & MEDIA COVERAGE

NATIONAL & LOCAL BROADCAST MEDIA RELATIONS

Relationships with our Canbassadors and well-connected media RDs result in media placements that credibly connect with program messages and recipes and drive to HUB.



Meijers special CGYC segment on WOTV, Grand Rapids, MI. 02-2015



Weis Markets' Registered Dietitian Beth Stark provided tips on how to get cooking with cans at WBNG, Binghamton. 02-2015



TV & MEDIA COVERAGE (continued)



GDC: 0 Tuesday, Beef and Veggie Soup

abc **WSYX WTTE**
 Subscribe 1,032

78 views



Cans Get You Cooking Campaign

Raley's Patty Mastracco shows Paul Robins how to make healthy meals using canned fruits and veggies.
 SOURCE: KTXL - SACRAMENTO

meijer

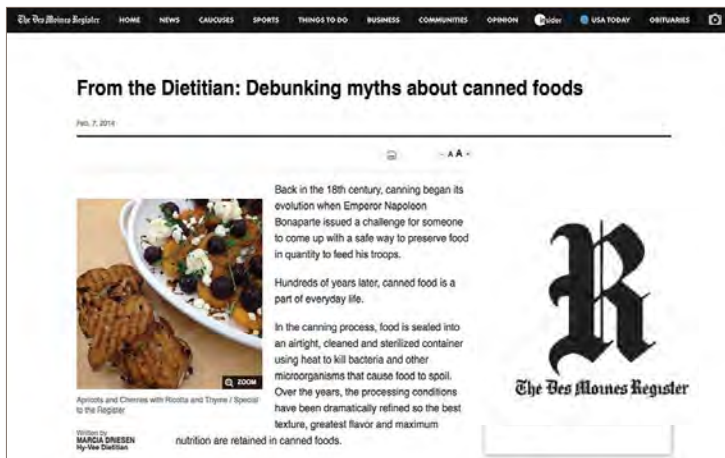
Meijer was off to an early start and Janine Faber/Meijer appeared on Good Day Columbus (Fox 28) and prepared Beef & Veggie Soup on their \$10 Tuesday segment aired on February 10, 2015.

Raley's

Raley's Patty Mastracco shows Paul Robins from KTXL TV how to make healthy meals using canned fruits and veggies. March 18, 2015. Sacramento, CA.

NEWSPAPERS | MAGAZINES | BLOGS

MORE THAN 230 NEWSPAPERS & MAGAZINE ARTICLES



HyVee

Article published at the Des Moines Register by Marcia Diresen, HyVee Dietician. 02, 2014.





BLOGS ON FOOD & NUTRITION, NEW SITES & RETAIL PARTNERS WEBSITES



weis Beth Stark created the Pumpkin Chicken Chili recipe and video for Cans Get You Cooking®

“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

July 30, 2015

it's in the bag

an unmistakably **weis** blog on food and life.

Dinner Made Simple

Like Tweet +1 D Share Print

POSTED BY Healthy Living | POSTED IN Healthy Bites Articles | POSTED ON 12-29-2014

With hundreds of options to choose from, in virtually every aisle of the supermarket, canned foods are abundant ingredients that get you cooking! Use those pantry essentials, along with fresh ingredients to feed your family fast on time-pressed days and boost the nutritional value of everyday meals all year-round.

Pumpkin

Cooking with canned foods lets you enjoy your favorite seasonal produce, like pumpkin, all year-round! The slightly sweet and nutty flavor of **Weis Quality Pumpkin** is a delicious match for savory ingredients. Stir it into everyday recipes like mac-and-cheese, mashed potatoes, pasta sauce and our **Pumpkin Chicken Chili** for a smooth, velvety texture and a boost of vitamins A and fiber. Try using pumpkin to reduce the calories, fat and cholesterol in baking recipes too. Simply replace one whole egg in your recipe with one-quarter cup of pumpkin or use it to replace half the butter.

Tomatoes

Brighten quick homemade pasta and pizza sauce, salsa, soups and stews with the summer-ripe flavor of **Farmers' Job Tomatoes**. All of their Crushed, Diced, Petite Diced, Puree and Sauce varieties are seasoned with 100 percent natural sea salt, giving them a saltier flavor, yet at least 50 percent less sodium per serving. Select varieties are also pre-seasoned with herbs, spices, garlic, onion, chili seasonings or olive oil to save you time in the kitchen.

Beans

It's a cinch to incorporate **Beck's Best® Beans** into family-favorite casseroles, pasta, tacos, salads and more for added texture, flavor and body, plus plant-based protein, fiber, B-vitamins, iron and potassium. Choose from Great Northern, Black, Pinto and Dark Kidney Beans that can be used interchangeably in most recipes. Aside from draining and rinsing before use, you can further reduce the sodium content with their line of **Reduced Sodium Beans** that contain up to 50 percent less sodium per serving.

Vegetables

With **Dad Monty's® Vegetables**, there's no need to wash, slice and dice before use. Simply open the can and add to recipes, or heat and serve for an instant side dish. All of their Green Beans, Corn, and Peas are picked at their peak and packed the same day, locking in vitamins, minerals, antioxidants, and essential nutrients along with ripe, juicy flavors. Incorporating canned vegetables and fruits into your meals and snacks makes it easier to reach the recommendation of five to nine servings of colorful produce each day.

Can'ty (It's in Your Pantry) Must Haves for a Healthy Heart

The blog 11/10/14 http://www.wisconsinliving.com/... www.wisconsinliving.com

Can'ty Must Haves for a Healthy Heart

Did you know that many canned foods get great reviews for helping you eat healthy? Plus, you'll love the fact that canned foods simplify meal preparation. Load these essential canned foods into your regular and pantry (cans), and your heart will thank you for it.

- 1. **Canned Beans**: Quick and easy to use, beans are an excellent source of fiber that helps reduce cholesterol. There are over a dozen varieties of beans, including chickpeas, lentils, kidney beans and black beans. Beans are also a good source of protein, iron and potassium. Try using beans in casseroles, soups, salads, and more.
- 2. **Canned Tomatoes**: Excellent source of vitamin C, lycopene, and potassium. They are also a good source of fiber. Try using tomatoes in soups, stews, and more.
- 3. **Canned Pasta**: Perfect for quick and easy meals. Try using pasta in casseroles, soups, and more.
- 4. **Canned Soups**: A convenient way to enjoy a variety of flavors. Try using soups in casseroles, soups, and more.
- 5. **Canned Vegetables**: A convenient way to enjoy a variety of flavors. Try using vegetables in casseroles, soups, and more.

Meijer Healthy Living: Stock your 'can'ty' for simple, heart healthy meals

Author: The 10/16/14 10:10:10 http://www.meijer.com/... www.meijer.com

Did you know that many canned foods get great reviews for helping you eat healthy? Plus, you'll love the fact that canned foods simplify meal preparation. Load these essential canned foods into your regular and pantry (cans), and your heart will thank you for it.

- 1. **Canned Beans**: Excellent source of fiber that helps reduce cholesterol and antioxidants that support overall health by reducing inflammation.
- 2. **Canned Tomatoes**: Excellent source of vitamin C and lycopene, antioxidants that support overall health by reducing inflammation.

Get cooking with cans

Published February 18, 2015 7:02 pm | Updated February 11, 2015 9:31 am

Get cooking with cans

Related Coverage

GRAND RAPIDS, Mich. (WOTV) Canned foods are a smart solution for better eating in today's fast-paced world. More than 1,500 food items come in cans. This

Weis Markets featured Cans Get You Cooking on their homepage that included a recipe link.

Schmuck's

DEPARTMENTS SERVICES SERVICES PHARMACY COOKING HEALTH ABOUT

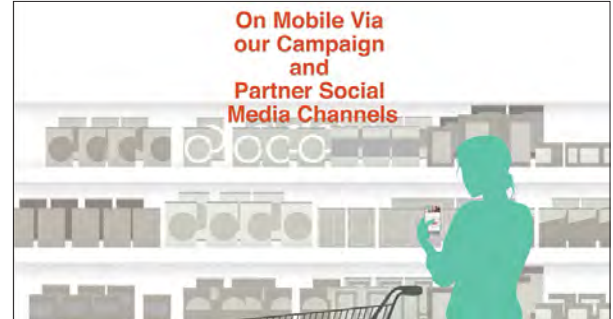
CANS GET YOU COOKING

Did you know that many canned foods get great reviews for helping you eat healthy? Plus, you'll love the fact that canned foods simplify meal preparation. Load these essential canned foods into your regular and pantry (cans), and your heart will thank you for it.

SOCIAL MEDIA PLATFORMS

KEY TAKEAWAYS

- 724 MM impressions
- Total CPM of \$4.96
- 86% increase over 2013 at flat spend
- Every impression = delivery of one or more campaign message
- Grew Facebook community by 110% to over 120,000
- Tripled volume of topical canned food conversation in social media and doubled positive sentiment vs. pre-launch
- Drove sustained traffic to campaign messaging at materials at Cansgetyoucooking.com
- Campaign honored with a Silver Anvil Award of Excellence from the PR Society of America (PRSA)



Mobile Campaign and Partner Social Media Channels

Friendly Markets
 Tonight's dinner is a no-brainer thanks to your #Cantry. Tacos, featuring canned chicken or tuna make a quick and satisfying meal. Make it a family affair with a taco bar! A well-stocked Cantry helps you get through the week with creative meals you can feel great about serving. Head on over to Cans Get You Cooking to help get you inspired this #TacoTuesday

Living Well Eating Smart
 April 24, 2013 at 7:00am · 🌐

Analytics:
 18,424 impressions
 147 likes
 146 comments
 1 share
 128 retweets
 100 clicks
 21 clicks to site
 10 clicks to app
 10 clicks to video
 10 clicks to image
 10 clicks to link
 10 clicks to other

#cansgetyoucooking

Rebecca Scritchfield
 20 yrs · 🌐
 Who here is going to make tomorrow a "cantry Thursday"? #ad #cansgetyoucooking
 Share · @ScritchfieldRD on Twitter
 Elana Natter likes this.

V Loves Free
 20 yrs · 🌐
 Retweeted Audrey McClelland (@AudreyMcClelland):
 Question #4 - WHAT ARE SOME OF YOUR FAVORITE RECIPES TO MAKE WITH CANNED FOODS? #CansGetYouCooking #ad

WTTT FOX 28 @fox28columbus · 4h
 Looking for a yummy, inexpensive dinner? Get the \$10 @Mejor recipe --> bit.ly/1EYpm0T

Janine Faber, RD @janinefaber · 4m
 @fox28columbus TY! It is a delicious meal - perfect for a Valentine's Day family dinner! @CansGetUCooking @mejor

Cans Get You Cooking
 Refresh inspiration today with national and favorite meals.

Recipe Cards:

- MEXICAN FETA DIP** These tasty morsels will help get your party started. Created with health and nutrition in mind.
- TUNA-NOODLE SALAD** These tasty morsels will help get your party started. Created with health and nutrition in mind.
- PEA AND CORN BOUTIFADE** These tasty morsels will help get your party started. Created with health and nutrition in mind.
- SELBY KIDNEY CHICKEN NOODLES** These tasty morsels will help get your party started. Created with health and nutrition in mind.
- ORANGE POKE STEW** These tasty morsels will help get your party started. Created with health and nutrition in mind.
- HEALTHY CHICKEN VEGGIE SOUP** These tasty morsels will help get your party started. Created with health and nutrition in mind.
- EGGPLANT CACIOPONE** These tasty morsels will help get your party started. Created with health and nutrition in mind.
- JAMBALAYA** These tasty morsels will help get your party started. Created with health and nutrition in mind.
- BEEF AND VEGETABLE SOUP** These tasty morsels will help get your party started. Created with health and nutrition in mind.

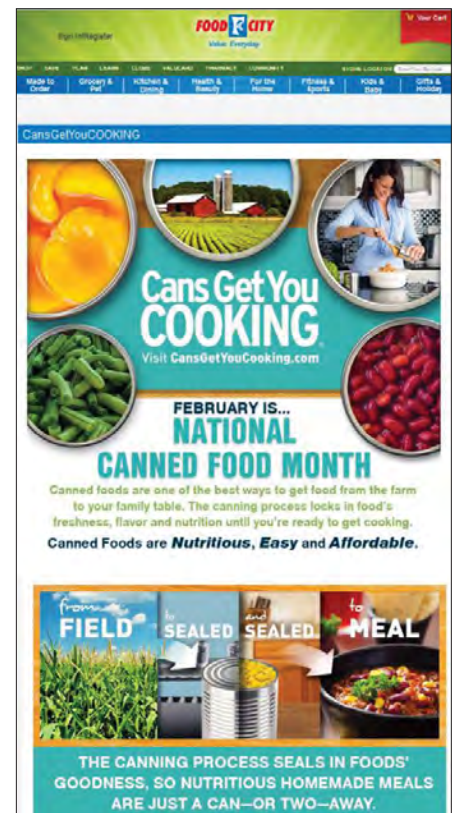


LANDING PAGES LIVE ON FEBRUARY 6, 2015

- www.albertsons.com/cans
- www.jewelosco.com/cans
- www.acmemarkets.com/cans
- www.shaws.com/cans
- www.starmarket.com/cans



LANDING PAGES EVENT KICKOFF ON FEBRUARY 4, 2015



RETAIL EXECUTION

THE NATIONAL CANNED FOOD MONTH

Retail Partners Provided the Strongest Support Ever!



6,000
Retailer Stores

24%
ACV Nationally

27
Retailer Banners

National Canned Food Month kicked off February 2015 with tremendous support. The momentum of the program continued to grow and flourish through the Spring with additional retailers conducting successful integrations such as Brookshire's, Ingles, Lowes and Safeway. We are excited to welcome these new partners! Next up is the fall integrations, which is just in time for both the autumn harvest and children going back to school.



NATIONAL CANNED FOOD MONTH RETAIL EXECUTION (FEBRUARY 2015)

Fully integrated support across all departments yielded dramatic results.

- Retailers sold an average 1,950 incremental cans (units) per store during National Canned Food Month, or almost 8 million additional units!
- Retailer events averaged 10 branded and/or Private Label products in each chain, much more than normal retailer promotions.
- Retailer engagement in a multi-faceted media approach via in-store circulars, digital ads, email blasts, Facebook, Twitter, Pinterest, bloggers, in-store radio, and TV segments featuring retailer RD cooking demonstrations.
- Canned food displays throughout the store!



IN-STORE RADIO

"Hi, this is Shari Steinbach, Meijer Healthy Living Advisor and Registered Dietitian. Did you know canned foods are one of the best ways to get food from the farm to your family table? The canning process locks in food's freshness, flavor and nutrition until you're ready to get cooking. Stock your pantry with canned vegetables, fruits and more to create quick and nutritious meals. Find recipes at cansgetyoucooking.com."



IN-STORE POP DISPLAYS



Year-round in-store displays for 2015.

QR Code links to CGYC website.



ROUNDY'S



2015 EVENTS

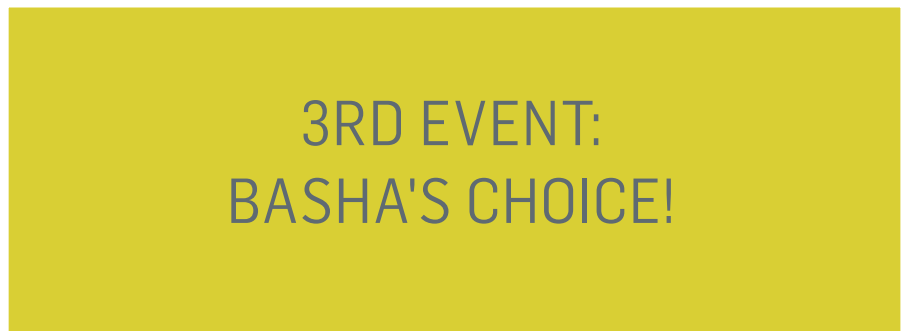
Help Us Amplify the Campaign and Support Three Events Per Year.



EVENT #1: FEBRUARY NCFM



EVENT #2: FALL HARVEST



EVENT#3: SPRING/SUMMER



EVENT #4

Support our Social & Digital Channels with links:



