



Banana recipes generating business value

Eating at home is becoming increasingly popular among most global markets. In a survey fielded in April 2020, **63% of consumers indicated they are eating at home more often** vs. restaurants¹. Now more than ever, consumers are exploring new recipes as they expand their culinary skills and navigate the cooking at home lifestyle. Chiquita is right by their side, supporting consumers with resources and inspiration they need to make the most delicious banana dishes for any occasion!



In a previous whitepaper discussing [why consumers purchase and consume bananas](#), it is clear bananas serve as an ingredient for various meal occasions. Whether it is a cereal topping at breakfast or mixed into a dessert pudding, Chiquita provides our customers with a variety of recipes they can use to meet these needs. Through retailer partnerships, social media, and our website, Chiquita innovates, demonstrates, and encourages others to make and share banana recipes! To ensure our content is resonating with consumers, Chiquita's digital media team expertly tracks our recipe posts and website performance with the goal of meeting our customers' evolving needs.

Social Media: One way to track this performance is through measuring impressions, likes, and comments on our social media posts. We can determine which posts receive more engagement than others on each respective platform. For example, we can see how Mug Cake recipes perform better on Facebook, and the Banana Bread recipe

¹ IRI Surveys fielded 4/3-4/5 among IRI Consumer Network™ Panel representing Total U.S. Primary Grocery Shoppers

² Chiquita Recipes Report Jan 1, 2020 – April 7, 2020

³ Nielsen Homescan Panel Survey – Fielded Q1 2019

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performs best on Instagram. We can leverage these insights to improve our future posts and provide more content that target these specific audiences, and ultimately drive the consumers into their local grocery stores or onto their preferred e-commerce platform. Below is a snapshot of top-level year-to-date metrics being tracked on these two social media platforms for recipe related posts². Diving deeper, we can obtain these same metrics for each individual post in order to gauge which recipes our consumers are most interested in.

ENGAGEMENT METRICS - FACEBOOK AND INSTAGRAM

Impressions
502.379

Video views
15.712

Clicks
2.538

Likes
2.750



Website: Another great source to see what our customers are looking for is the Chiquita website. On our website consumers can navigate to the recipe tab where they have the option to filter by meal occasion, level of difficulty, time, and many other factors. Navigating this tool is very straightforward so consumers can access exactly what they are looking for quickly and easily. Appealing to dietary restrictions, lifestyles diets, and many other factors people consider when seeking out a recipe, Chiquita has a recipe for everyone.

While those consumers purchasing bananas as a grab and go snack will continue to do so, studies have identified that 35% also consume bananas in a smoothie or other fruit dish³. Measuring pageviews, number of users, and prints, it is apparent that banana shakes and smoothies are the most sought out recipes on the Chiquita website this



year. Additionally, we can track what times of the year get more attention on our website and what recipes get the most views and prints. In the month of March 2020 alone, **pageviews on chiquita.com were 3 times greater** than they were year ago. Users were up tenfold with additional users generating traffic to the recipes page.



Partnership Campaigns: Perhaps the most significant way retailers will see the benefits of Chiquita’s recipe-based initiatives, is through conjoint campaigns. For example, Chiquita’s partnership with a European retailer on a campaign focused on giving overripe bananas a second chance. Through social media, newsletters, banners, digital and in-store POS, consumers were encouraged to **reduce food waste by using overripe bananas in unique recipes**. These could be found on recipe cards in store and on the retailer’s website. With delivery of advertising materials by more than 150%, the results of the campaign exceeded all expectations. The content page received very high access rates (71,000 views) showing high interest in the topic of avoiding food waste in combination with recipes. The retailer newsletter alone drove 9,000 of these viewers to the page. Using a uniform theme supporting both the retailer and Chiquita’s values regarding sustainability and food waste reduction across all communication, the campaign drove high recognition value against any previous campaigns.

Social media and digital platforms continue to gain momentum as they capture the attention of younger consumers. These audiences engage through various social platforms seeking entertainment and solutions. For the banana category that often comes in the form of recipes to address different meal occasions. Chiquita recognizes how important it is to stay relevant in this space and has invested in the resources needed to track brand performance and collaborate with our retailer partners to create customized solutions for our consumers. While our recipes ultimately satisfy the needs of the end consumer, retailers see direct impact of these promotions as Chiquita drives consumers not just into the banana category, but around the entire store.