California Grapes:
Varieties, Training & Merchandising

CALIFORNIA TABLE GRAPE COMMISSION
Shown are the top volume varieties of fresh grapes. Over 85 varieties are grown in California.

Based on 2015–16 volume reported to the California Table Grape Commission.

**Autumn King**
August–January
Very large, green, cylindrical to oval, seedless berries

**C51-63 Vintage Red**
August–January
Large, red, oval-elongated, seedless berries

**Crimson Seedless**
August–January
Medium-sized, red, cylindrical, seedless berries

**Princess**
June–November
Large, green, cylindrical, seedless berries

**Red Globe**
July–January
Very large, red, round, seeded berries

**Sugranineteen**
trademarked
Scarotta Seedless®
September–December
Very large, red, oval-elongated, seedless berries

**Sugraone**
trademarked – some fruit sold under license as Superior Seedless®
May–September
Large, green, oval-elongated, seedless berries

**Blanc Seedless**
trademarked
Pristine®
July–November
Very large, green, elongated, seedless berries

**Flame Seedless**
May–October
Medium-sized, red, round, seedless berries

**C51-63 Vintage Red**
August–January
Large, red, oval-elongated, seedless berries

**Crimson Seedless**
August–January
Medium-sized, red, cylindrical, seedless berries

**Princess**
June–November
Large, green, cylindrical, seedless berries

**Red Globe**
July–January
Very large, red, round, seeded berries

**Sugranineteen**
trademarked
Scarotta Seedless®
September–December
Very large, red, oval-elongated, seedless berries

**Sugraone**
trademarked – some fruit sold under license as Superior Seedless®
May–September
Large, green, oval-elongated, seedless berries

Based on 2015–16 volume reported to the California Table Grape Commission.
Sheegene-4 trademarked Luisco® August–December
Very large, green, oval, seedless berries

Autumn Royal
August–January
Large, black, oval-elongated, seedless berries

Blanc Seedless
trademarked Pristine®
July–November
Very large, green, elongated, seedless berries

Flame Seedless
May–October
Medium-sized, red, round, seedless berries

IFG 68-175 trademarked Sweet Celebration®
August–December
Large, red, oval, seedless berries

Scarlet Royal
June–December
Large, red, oval, seedless berries

Sheegene-4 trademarked Luisco®
August–December
Very large, green, oval, seedless berries

Summer Royal
May–October
Medium-sized, black, round to slightly oval, seedless berries

Thompson Seedless
June–November
Medium to large, green, cylindrical, seedless berries

Based on 2015–16 volume reported to the California Table Grape Commission.
The California grape season begins in late spring when the first grapes are harvested from vines in the Coachella Valley, the state’s southernmost grape growing region. The warm, desert climate helps ensure that fresh grapes will appear in markets in May.

As the season in Coachella comes to a close in early July, harvest begins in the San Joaquin Valley and often continues into December. Varieties of both seedless and seeded fresh California grapes are available through January.
The California grape season begins in late spring when the first grapes are harvested from vines in the Coachella Valley, the state’s southernmost grape growing region. The warm, desert climate helps ensure that fresh grapes will appear in markets in May. As the season in Coachella comes to a close in early July, harvest begins in the San Joaquin Valley and often continues into December. Varieties of both seedless and seeded fresh California grapes are available through January.

RECEIVING AND BACKROOM GRAPE HANDLING TIPS

- Maintain a consistent cold chain. Place grape boxes immediately in refrigeration when received. The ideal condition for grapes is 30–32°F with 90–95 percent relative humidity.
- Keep grapes away from water or ice, as moisture will decrease their shelf life.
- Gently stack grape boxes in the cooler so that air can circulate around them. Dehydration of grapes will accelerate if they are stored near the cooling unit’s direct air path.
- Grapes tend to absorb odor, so try to avoid storing them next to green onions and leeks.
- When stacking grape boxes, remember to keep them off the ground as any excess moisture or a dirty surface may cause damage to the grapes.

GRAPE DISPLAY HANDLING BEST PRACTICES*

**BAGGED GRAPES**

- Grape bags stacked three high will start to show visible shrink at 48 hours of display.
- At 72 hours of display, if grape bags are stacked more than two high, the bottom stack will have almost double the visible shrink of the bags stacked above.
- If grapes are refrigerated, they can be displayed for up to 48 hours before visible shrink occurs.
- If grapes are not refrigerated, grapes can be displayed for up to 24 hours before visible shrink occurs.

**TWO-POUND CLAMSHELL GRAPES**

- If grapes are refrigerated, they can be displayed for up to 72 hours before visible shrink occurs.
- If grapes are not refrigerated, grapes can be displayed for up to 48 hours before visible shrink occurs.

**FOUR-POUND CLAMSHELL GRAPES**

- If grapes are refrigerated, they can be displayed for up to 72 hours before visible shrink occurs.
- If grapes are not refrigerated, grapes can be displayed for up to 48 hours before visible shrink occurs.

*Plant Sciences Department, University of California, Davis, 2007*
MERCHANDISING AND DISPLAY TIPS

• When building a display, bagged grapes should be gently stacked no more than three layers high. Two-pound clamshells can be stacked up to four layers high, and four-pound clamshells in original shipper boxes can be stacked up to six layers high. These stack height recommendations will assist in decreasing shatter and breakdown of the grapes.
• Refrigerated grape displays will have an increased shelf life.
• Display grapes with proper country of origin signage as well as variety and price information.
• Maintain a good sanitation program. Remove any debris that can detract from the look of the display and damage grapes.
• Remove any poor-quality, tired and non-appealing grapes from the display.
• Abundant, fresh, high-quality and well-maintained grape displays generate increased grape sales.
• Create secondary displays to drive additional sales and highlight unique varieties.
• Expand display space for grapes and generate increased sales.

CATEGORY MANAGEMENT RESEARCH

After years of category management trade research, we have many proven strategies that will help you improve grape category performance. We know a lot about the grape category and would like to share what we know to help you sell more fresh California grapes.
After years of category management trade research, we have many proven strategies that will help you improve grape category performance. We know a lot about the grape category and would like to share what we know to help you sell more fresh California grapes.

**Merchandising and Display Tips**

- When building a display, bagged grapes should be gently stacked no more than three layers high. Two-pound clamshells can be stacked up to four layers high, and four-pound clamshells in original shipper boxes can be stacked up to six layers high. These stack height recommendations will assist in decreasing shatter and breakdown of the grapes.
- Refrigerated grape displays will have an increased shelf life.
- Display grapes with proper country of origin signage as well as variety and price information.
- Maintain a good sanitation program. Remove any debris that can detract from the look of the display and damage grapes.
- Remove any poor-quality, tired and non-appealing grapes from the display.
- Abundant, fresh, high-quality and well-maintained grape displays generate increased grape sales.
- Create secondary displays to drive additional sales and highlight unique varieties.
- Expand display space for grapes and generate increased sales.

For more information on training, handling or displaying fresh California grapes, please contact us at:

**California Table Grape Commission**

392 W. Fallbrook, Suite 101
Fresno, CA 93711-6150
Phone: 559.447.8350
Fax: 559.447.9184
info@grapesfromcalifornia.com
grapesfromcalifornia.com