



# Fresh from California

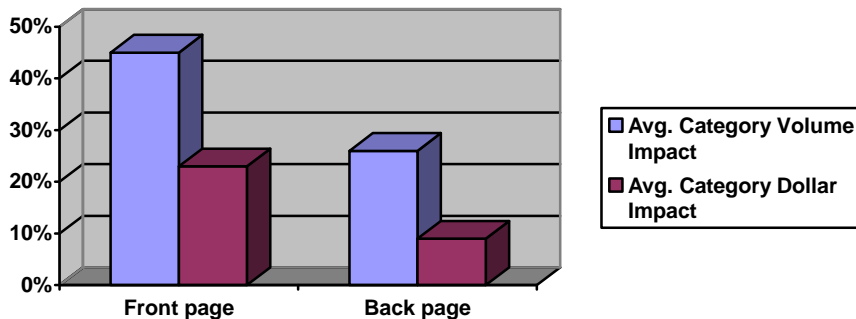
CALIFORNIA TABLE GRAPE COMMISSION

Fall/Winter (September – December) Category Impact by Ad location.

Advertisements and promotions are vital elements of a successful grape program. Just look at the impact - nearly 50 percent of shoppers look at store ads and/or specials for fresh produce before they go to the store.

Over one-third of shoppers surveyed<sup>1</sup> agreed they would be influenced by an ad for grapes on sale. And check this out - they would even shop at a place other than their usual store just to take advantage of a sale price on grapes.

So, where should grapes be advertised? During the fall and winter, front page ads generated nearly double the volume and dollar lift of back page ads<sup>2</sup>. That prime position will pay dividends!



<sup>1</sup> Fleishman-Hillard Knowledge Solutions, 2002

<sup>2</sup> Perishables Group, 2007