



CALIFORNIA
TABLE GRAPE
COMMISSION

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News Release

FOR IMMEDIATE RELEASE
September 8, 2011

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Grapes from California on Food Network Television

FRESNO, California – Grapes from California are center stage on the most popular television station for food in the U.S., as millions of viewers are seeing eight of the nation's top chefs talk on Food Network television about how they like and use California grapes as a fresh, versatile ingredient.

This season, the California Table Grape Commission added three new television commercials on the Food Network, making a total of eight Food Network commercials for grapes from California. Each commercial features an award-winning chef.

“Chefs volunteered time to do the spots,” said Kathleen Nave, president of the commission. “It speaks volumes to viewers when leading food professionals provide endorsement for grapes as a key ingredient.”

The eight featured chefs are Brad Farmerie from the Public in New York City, NY, Tyson Cole from Uchiko in Austin, TX, Holly Smith from Cafe Juanita in Kirkland, WA, Zahra Bates from Providence in Los Angeles, CA, Jody Adams from Rialto in Cambridge, MA, Jason Berthold from RN74 in San Francisco, CA, Scott Boswell from Stella! in New Orleans, LA, and Anthony Martin from TRU in Chicago, IL.

The commission also advertises in Food Network's magazine and websites. The magazine and online promotions are designed to encourage retailers to stock California grapes and increase the number and quality of ads for California grapes. This season, more than 30 retailers in major markets across the U.S. have participated in the commission's magazine and online promotion tags with Food Network.

For more information about cooking with grapes, visit Food Network's website at foodnetwork.com/grapes and the commission's website at grapesfromcalifornia.com/recipes.

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Photo: A production crew checks the visuals as they shoot one of three new Food Network commercials for the commission.