

The Taste of California Sunshine Comes in the Colors of Red, Green and Blue-Black . . . Grapes from California!

When you sample grapes from California, you are showcasing the dedication of generations of families who care about the quality that goes into every vine, every bunch, and every grape. California's grape growing families are passionate about their product and as you hand out samples of fresh grapes from California, we're sure you'll find that most consumers appreciate each burst of refreshing goodness. Grapes are one of the most popular fruits sold in the United States and are enjoyed as a healthy snack right off the stem. But, there's so much more to grapes from California than just a convenient snack . . .

Tell shoppers to visit grapesfromcalifornia.com for information on California grape nutrition, easy usage tips, and mouth-watering recipes.

How to choose and prepare grapes from California for sampling

- **Have an abundant, colorful display of grapes on your demonstration table—all three colors if possible—red, green and blue-black.** An attractive container or basket works perfectly to showcase the natural goodness of grapes from California. The grapes being sampled should mirror the grapes on display and be available for customers to purchase.
- **Make sure the grapes look fresh with smooth, tight skins, and no brown spots or wrinkles.** Taste a few grapes to make sure they are fresh and juicy.
- **Rinse all grapes shortly before sampling.** Spread grapes on layers of paper towels to air dry. The natural bloom, a delicate white powder, may still be visible.
- **Depending on your local health requirements, pre-cut the grape bunches into your sample size small clusters of three or four grapes each—have a supply ready in a cooler and place in small serving cups as you sample.**
- **Only bring out enough grapes for one to two hours of sampling at a time.** Keep the rest of the grapes refrigerated. For best grape quality, grapes should not be out of refrigeration for more than 24 hours.

Discussion points for interested shoppers

- Grapes from California are the plumpest, juiciest and tastiest grapes in the world and are available from the middle of May through January. The average American eats about 8.46 pounds of grapes each year.
- There are more than 70 varieties of California grapes available but, for the most part, grapes are identified by their color—red, green, or blue-black.
- Grapes are a natural source of beneficial plant compounds, including polyphenols and other antioxidants. Antioxidants may help maintain health by defending against damaging free radicals, which can harm cells. Research indicates that polyphenols may help support a healthy heart.



- Grapes are wonderful as a frozen snack—just rinse and thoroughly dry each grape, spread them out on a tray and freeze them. Once frozen, you can keep them in the freezer in a zip lock bag, ready to be enjoyed on a warm summer day. Plus, kids LOVE frozen grapes.
- The sweet flavor and crunchy texture of grapes make them a great choice to add to salads—for instance, slice up grapes and incorporate them into chicken salad.
- Put grapes at eye level in a beautiful bowl in your refrigerator. When you open the fridge looking for a satisfying snack, you will be inspired immediately by the goodness and the appeal of grapes.
- Rinse grapes right before you eat them or use them in a recipe.

Amber

A special characteristic of many green grapes is the quality known as amber. Sometimes, normally bright-green grapes have a golden-yellow hue. That honey color means the grapes have been left to ripen longer, as a result, the grapes are particularly sweet. Amber is a special grape quality sought after by knowledgeable grape lovers.

Bloom

Fresh grapes are often covered with a natural bloom, which is a delicate white substance common to many soft fruits. The bloom protects the grape from moisture loss and decay. (Bloom is sometimes mistakenly thought of as dust.)

Calories

A 3/4-cup serving of grapes contains just 90 calories and good-for-you potassium and fiber. Grapes have no sodium or cholesterol and virtually no fat. Grapes are considered a low glycemic index food.

Supply list

- ✓ Access to water to rinse the grapes
- ✓ Paper towels to place the grapes on to dry
- ✓ Scissors to clip the grapes bunches in small sample size clusters
- ✓ Two-to-four-ounce cups to sample the grapes will work well. If you run out of cups for sampling, paper cupcake liners will work as well.
- ✓ Latex or plastic gloves to handle the grapes for consumer consumption depending on local health department rules
- ✓ An attractive container, such as a natural basket to display entire bunches of grapes in, at the sampling location. Select appealing full bunches of grapes to use as display. Grapes used in the display container should mirror what is available for customers to purchase.
- ✓ Napkins
- ✓ Signage
- ✓ Small table or stand

