



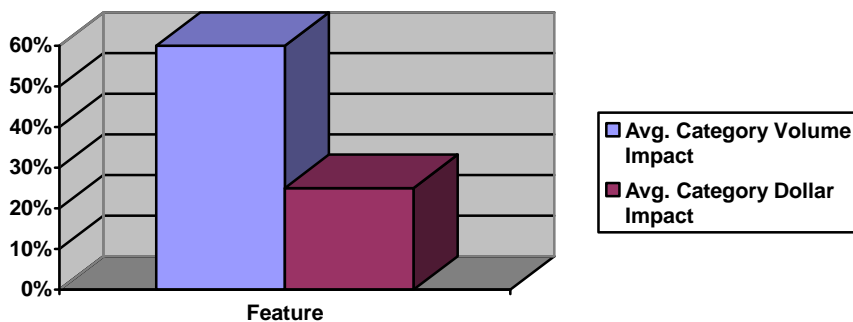
# Fresh from California

CALIFORNIA TABLE GRAPE COMMISSION

Spring/Summer (May – August) Category Impact by Event Type.

More grapes for less? It's proven to drive consumer purchase. During the spring and summer, 10 for \$10 events generated positive volume and dollar lift<sup>1</sup>.

When 10 pounds of produce items for \$10 are offered, consumers typically purchase 10 pounds when they normally might have purchased less.



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<sup>1</sup> Perishables Group, 2006