



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 2016–17 volume reported to the California Table Grape Commission.



90-3618

Holiday®

September–December

Very large, red, round, seedless berries



Blanc Seedless

Pristine®

July–November

Very large, green, elongated, seedless berries



C51-63

Vintage Red

August–January

Large, red, oval-elongated, seedless berries



IFG 68-175

Sweet Celebration®

August–December

Large, red, oval, seedless berries



Princess

July–November

Large, green, cylindrical, seedless berries



Sheegene-17

Some fruit sold under names:

Great Green®

Great White

Green Emerald Seedless®

Green Envy®

August–November

Large, green, oval, seedless berries



Sugraone

Some fruit sold under name:

Superior Seedless®

May–September

Large, green, oval-elongated, seedless berries



Autumn King

August–January

Very large, green, cylindrical to oval, seedless berries



Autumn Royal

August–January

Large, black, oval-elongated, seedless berries



Crimson Seedless

August–January

Medium-sized, red, cylindrical, seedless berries



Flame Seedless

May–October

Medium-sized, red, round, seedless berries



Red Globe

July–January

Very large, red, round, seeded berries



Scarlet Royal

June–January

Large, red, 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

TRAINING GUIDE

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 BACK ROOM 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.

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.





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



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