



In-Store Demo: Add 'Em In!

Background

Help consumers get more fruits and veggies into their day with these easy additions, using Grapes from California. The average American eats less than 2 cups of fruit and vegetables each day, according to the Produce for Better Health Foundation, when they should be eating 4 to 5 cups. Study upon study shows the health benefits of getting plenty of fruits and veggies in the diet, but consumers need ideas to get more. This “Add ‘Em In” store demo provides easy tips to help your shoppers get more of the good stuff!

These ideas also help you cross-promote departments and products within your store.

Props/Products Needed

- Mixing bowls
- Plates, platters
- Spoons
- Grapes, rinsed and plucked from stems
- Grape bunch to clip smaller bunches from
- Bagged salad kit or salad mix of greens or coleslaw mix
- Prepared salad from deli, such as tuna or chicken salad
- Deli sandwich

Talking Points

- Grapes from California are in season now, from May to January. And they're available in a variety of colors – red, green and black – that add flavor and fun to meals and snacks.
- Did you know that most people eat less than 2 cups of fruits and vegetables total each day? Adults should be eating 4 to 5 cups!
- It's easier than you might think to squeeze more fruits and veggies into meals. Here are some super fast ideas using grapes and convenience foods:

Deli Sandwich Side

- Instead of grabbing a bag of chips to go with your sandwich, grab a bunch of grapes instead. You'll love their sweet-tart taste and crisp bite, and the fresh addition to your meal.
- It's an easy way to trim calories and get more fruits into your daily diet.
- Grapes have just 90 calories per $\frac{3}{4}$ cup; a tiny 1-ounce package of potato chips is 160 calories! Plus, grapes provide nutrients that may help benefit health – chips don't.

Deli Salad Pump-Up

- Make take-out tuna or chicken salad even tastier by mixing in grapes.
- By adding grapes to your salad it increases the volume, so it helps stretch the amount of salad and your food dollar a bit further, too. Plus, by replacing a third of a creamy chicken salad with grapes, you can curb calories by about 25%. That's because grapes are lower in calories than the amount of chicken salad you're replacing.
- You not only save calories, you add in good nutrition, too!

Super Up Salads

- Whether you grab a bag of complete salad kit or just a bag of greens or coleslaw, it's simple to make a super salad just by adding grapes.
- Grapes are an unexpected replacement for tomatoes – anywhere tomatoes go, grapes can go.
- In Southwestern salad kits, grapes nicely counteract the spiciness of the dressing, for example. Caesar salad kits get a fun twist by adding grapes.
- Make a quick green side salad using bagged salad greens like baby romaine or arugula, chopped onion and grapes, tossed with a light vinaigrette dressing.
- Using a coleslaw or shredded cabbage mix, toss in halved grapes along with the dressing to add a tangy sweetness and balance out the crunch of the cabbage.