

May 2017



## The Season is Underway

*When it comes to grapes, shoppers are picking California*



Beautiful grape displays will capture attention and increase sales.

The wait is finally over! Fresh grapes are now available from California! While there are grapes from other places, none are as special – as is clearly demonstrated by consumers themselves.

Years of research shows that U.S. shoppers prefer California grapes! The latest results show that **96% say they prefer to buy California grapes<sup>1</sup>** over other origins if priced the same, and **77% say they still prefer to buy California grapes<sup>1</sup>** even if they're priced higher than grapes from other origins. Why wouldn't you give your customers what they want?

Generate excitement for your customers about the return of California grapes by creating some great displays. We'll even reward you for doing so! Sign up for the June display contest with the attached flyer. To participate in the display contest, just select a two-week period from June 1 – June 30, 2017 that coincides with a California grape ad or in-store promotion. Make sure to notify your commission representative at least two weeks in advance of the start date.

<sup>1</sup>. FleishmanHillard U.S. & Canada Attitudes & Usage Tracking Study 2016.