



Delicacy for Mid-Autumn Festival and Reunion Dream

The Grapes from California Mid-Autumn Taste the Dream Event Is Unveiled in Guangzhou

On September 11, 2016, the Grapes from California Mid-Autumn Taste the Dream Event was held in the Guangzhou Grandview Plaza Mall on the Mid-Autumn Festival's eve. Several media guests were invited to visit the Grapes from California stand. Meanwhile, consumers also received the sweetest and sincerest holiday blessings from The California Table Grape Commission.



Lively interaction with visitors

Grapes from California entered the Chinese market over 20 years ago, and were well appreciated by Chinese consumers from the start. The export volume of these grapes increased from 1.3 million pounds in 1997 to 45.2 million pounds in 2015, which is a 3,377% increase rate. In 2015, China was the third largest export market for Grapes from California. California Grapes are available in Chinese supermarkets, hypermarkets, fruit store chains and wet markets in summer, fall and winter.

Grapes from California come in 85 varieties and different tastes, including green, red and black table grapes, making them popular among Chinese consumers. California boast fertile soil, dry climate, clear weather, pure water and a lot of sunshine, which is why so many people long to live there, but which is also perfect conditions for growing table grapes. Although California is best known for Hollywood, Silicon Valley and Yosemite National Park, it is also rich in natural resources and provides produce, including table grapes, to many American citizens and countries around the world. For over two centuries, generations of grape growers have farmed their lands and cultivated juicy, delicious and healthy grapes with great enthusiasm and results. Nowadays, Chinese consumers can taste a great variety of high-quality and delicious Grapes from California. These grapes are very convenient to carry around, making them of the best on-the-go snacks.



When eating Grapes from California, you need not remove the peels and they come with seeds or without seeds. Fresh grapes hold 82% of water, which explains their juicy and refreshing nature. In a nutshell, they are a delicious choice for a healthy daily snack, especially during the Mid-Autumn Festival.

In addition, these grapes can integrate to every ambiance at the dining table. One can use them to cook various delicacies full of rich nutriments, or they can be added as a tasty yet decorative element to any dish. Whether used to add color to delicious salads, inside delicate desserts, or even in pizza sauces, everyone can always taste the delicious dream of Grapes from California.



The Grapes from California mascots were very popular

Furthermore, the table grapes from California contain special plant compounds called polyphenols that may offer health benefits. Research shows that grape polyphenols may contribute to a healthy heart. Grape-enriched diets can help promote the relaxation of blood vessels to help maintain healthy blood flow and function. In short, Grapes from California help you stay in a healthy lifestyle.

During the Mid-Autumn Taste the Dream Event, the bright and colorful Grapes from California attracted visitors' attention and led the way to tasty experiences with fresh and tasty green, lively red, and delicious black Grapes from California. Additionally, the California Grape based beverages aroused sleepy taste buds with their watery-icy flavor, and tasting California grapes combined with chocolate and nuts was a unique experience for visitors.

On the eve of the Mid-Autumn Festival, what could be a better way to give Chinese visitors



best wishes? On stage, the chef and media guests perfectly cooked a California Grape mooncake fusion recipe, sharing with an interested audience the process of filling mooncakes with Grapes from California. As everyone knows, Cantonese mooncakes are quite famous in China. So the chef added a new originality to Cantonese mooncakes, by cooking delicious icy mooncakes with Californian grape flavor, giving the guests an unforgettable experience.



Chef Phoebe Tan (on the right) was teaching how to make moon cake with Grapes from California

The event reached its climax when superb gifts were offered to the stand visitors and given with best wishes and holiday blessings. They included delicious Grapes from California that visitors could bring to their relatives and friends. Everyone was very joyful and grateful for this wonderful present and shared moment.

The appreciation of California grapes begins by pursuing a dream and ends in its fulfilment by tasting California grapes. The California Table Grape Commission wishes everyone a happy family reunion and for each person to realize his or her dream.



Media guests who participated in the live cooking show activity

Please visit www.GrapesfromCalifornia.com or our social media accounts for further information about Grapes from California:



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