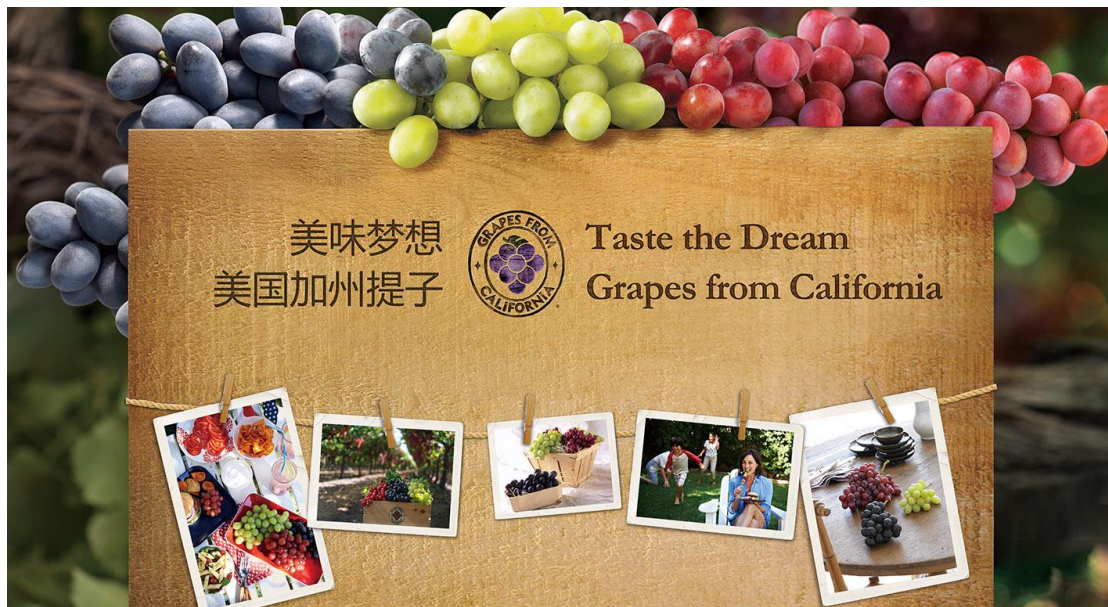




## Do You Know the Flavor of a Dream?

*"Taste the Dream – Tasting of the California Table Grapes" Is Unveiled in Guangzhou*

On August 16, 2016, the "Taste the Dream – Grapes from California", organized by The California Table Grape Commission, was successfully held at the Park Hyatt Guangzhou Hotel. Numerous media reporters and gourmet masters from different fields were invited to taste the table grapes from California and enjoy a truly Californian experience.



Highway 1 in California started to frame the dream on the horizon. The coastal scenery around Highway 1 is so beautiful and magnificent that it is the dreamland for a multitude of people. California is the embodiment of dream, and the ending point of this activity was tasting the dream formed in the shape of a delicacy from California. The guests followed the winding route of Highway 1 to the event room, seeing their dreams materialize on the road signs of Highway 1, and journeyed towards those dreams.

Under the guidance of the MC, guests started to taste the dream. Firstly, the honorable Mr. Levin Flake, working as the Director of the Agricultural Trade Office, located in the American Consulate General in Guangzhou, warmly welcomed the guests and expressed his pleasure to be present during this first exclusive California Grapes tasting event in China. He pursued explaining how American agricultural products bring a real value to the Chinese market today. Mr. Louis Ng, who is California Table Grape Commission Marketing Director for China and Hong Kong, then came to the floor and presented The California Table Grape Commission and its extensive work promoting and highlighting the delicious quality of California grapes far and wide. Besides, Mr. William Verzani, Deputy Director of the Agricultural Trade Office and Ms. May Liu Yaqing, Agricultural Marketing Specialist, also attended the journey into the pursuit of the California dream. The exploration of the delicacies started with the lively colors of table grapes themselves. The bright green grapes, vibrant red grapes and mysterious black grapes attracted the guests' attention by virtue of their appearance.



Mr. Louis Ng, California Table Grape Commission Marketing Director for China and Hong Kong, is explaining how Grapes from California is developing in China.

This was a perfect transition to the nutrition workshop, led by the expert nutritionist Mr. Fei Zhang. His explanations about the nutritional benefits of California Grapes highly interested the audience. Frequent consumption promotes metabolism from blood glucose and can help reduce body weight. Grapes play a great role in preventing cardiovascular and cerebrovascular diseases, and have a special effect on preventing diabetes. The hydrating effect of table grapes from California is also self-evident. With 82% of water content, grapes are both juicy and tasty. Thus, no matter if you are at home or busy at work, Grapes from California are a perfect choice with which to supplement water and nutrition.

Guests were even more excited when they had the opportunity to taste the California Grapes at the snacking workshop. The distinguished participants present very much enjoyed tasting this nutritional and delicate snacks. The nutritionist Mr. Feu Zhang shared many helpful tips on table grapes. The table grapes from California are the perfect size making them the perfectly transportable snack for summer.

Grapes from California are not only a delicious fruit, but also a versatile dining-table magic. They can be a true surprise to your taste buds. The refreshing and tasty table grapes can add a splash of color to a delicious salad or they can be exquisite and refined in desserts, or even in pizza sauces – adding a welcome sweetness to them. During the gastronomy workshop, the chef Mr. Lim Li presented a passionate collision of prosciutto and grapes, surprising the guests by the perfect match of crispy bread, perfumed ham and sweet grapes. A cupcake made with grapes brought romance to the whole gathering, suffused with an exquisite aroma, which brought a flood of cheers. Whether lively, romantic or aesthetic, table grapes from California always amaze guests at the dinner table.



From left to right: Nutritionist Mr. Fei Zhang, Mr. Louis Ng, California Table Grape Commission Marketing Director for China and Hong Kong, MC Ms. Emily Liu and Chef Mr. Lim Li

The surprises brought by grapes from California continued. The event reached a climax during the quiz session. The participating guests were enthused to answer the MC questions about grapes from California and glad to learn useful information, not only about California grapes, but also about the culture and customs of California.

This journey started from the pursuit of a dream and ended with the fulfillment of that dream. At the end of the event, Mr. Louis Ng invited a few lucky guests to share their dream with the audience during an intimate and bonding moment for the audience. Every guest came back home with exquisite presents, and the best blessings.

### **Key information about the California Table Grape Commission and Grapes from California**

The California Table Grape Commission is a government corporation operating under the auspices of the California Department of Food & Agriculture. Established in 1967, the commission focuses on motivating the trade to promote, and the consumers to buy, more grapes from California more often, highlighting the delicious quality of California grapes far and wide.

The table grapes from California are of great variety. Among 85 varieties, red table grapes, green table grapes and black table grapes are the most popular among Chinese consumers. The table grapes from California are tasty and juicy, with bright and lively color, thus they are the best choice for relieving summer heat. The ice-cold table grapes from the refrigerator are also perfect snacks in summer. Matching the grapes with refreshments and dishes, you will enjoy another flavor. Apart from their flavor, the grapes from California also have notable nutritional value, and boast strong antioxidant capacity because of large amounts of polyphenols, flavones and resveratrol. California Grapes are available in Chinese supermarkets in summer, fall and winter.



99% of table grapes grown in the United States are from California. This has originated from the pursuit and unrelenting entrepreneurship of California table grape growers. For more than two centuries, California table grape farmers have conducted intensive cultivation on this land by relying on the fertile soil, clear, clean water, dry climate and sufficient sunshine. People from generation to generation have promoted and cultivated juicy, delicious and healthy California table grapes with great enthusiasm. Grapes from California point to a dream that never ends.

The grapes from California have entered the Chinese market over the last 20 years, and their export volume has reached from 1.3 million pounds in 1997 to 45.2 million pounds in 2015, increasing by 3,377%. China plays a decisive role in the export share of grapes from California and has become the largest export market outside of North America in 2015.

Table grapes from California come with dreams and wishes of delicacy. We wish everyone to have the opportunity to taste their dream.

Please visit [www.GrapesfromCalifornia.com](http://www.GrapesfromCalifornia.com) or our social media account for further information about table grapes from California:



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