



## **Do You Know the Flavor of a Dream?**

*"Taste the Dream – Tasting of Grapes from California" Is Unveiled in Beijing*

On September 5, 2016 in Beijing the "Taste the Dream – Grapes from California" event was successfully held in the Renaissance Capital Beijing Hotel. Dozens of media and numerous gourmet-food connoisseurs from different fields were invited to appreciate table grapes from California. The next day, the fresh grapes from California were circulated in the Beijing Yintai Mall, and presented their delicious seasonal wishes to consumers because it is just in time for the Mid-Autumn Festival.

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. Ninety-nine percent of the table grapes grown in the United States are from California. For more than two centuries, California table grape growers 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. 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 3,949%. China plays a decisive role in the export share of grapes from California and in 2015 was the largest export market outside of North America. California Grapes are available in Chinese supermarkets in summer, fall and winter.

The bright green grapes, vibrant red grapes and mysterious black grapes from California all catch the guests' attention. From summer to winter each year, the fresh, tasty and healthy grapes from California can be purchased from various supermarkets, hypermarkets, fruit shop chains and wet markets. 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. Fresh grapes have 82% of water, which explains their juicy and refreshing appeal. Therefore, regardless whether you are at home or busy at work, eating grapes from California can help quench thirst anytime, anywhere.

The Grapes from California can be easily carried away at all time. Meanwhile, they taste juicy and delicious, with moderate size, and thus they are the perfect snack. Grapes from California are not only a delicious fruit, but also a versatile dining-table magic. The refreshing grapes can add a splash of color to a salad or they can be exquisite and refined in desserts, or even in pizza sauces. Fresh grapes are naturally fat-and-cholesterol-free, low in sodium and each 3/4 cup of grapes from California only contains 90 calories.



*Mr. Bruce Zanin, Minister-Counselor of Agriculture at the American Embassy in Beijing is introducing the important value of American agricultural products in the Chinese market.*

In Beijing, under the guidance of the event's host Ms. Lacy Lan, the guests started their pursuit of tasting the dream. Mr. Bruce Zanin, Minister-Counselor of Agriculture at the American Embassy in Beijing, was invited to be the first guiding person for the pursuit of tasting the dream to explain the important value of American agricultural products in the Chinese market to the guests present. Afterwards, Ms. Susan Day, Vice President of International Marketing of the California Table Grape Commission, as another guide for tasting the dream, gave a detailed introduction to the extensive work the commission does to promote and highlight the delicious quality of California grapes far and wide and especially in China. Besides, Mr. Mark Ford who is Director of Agricultural Trade Office from the American Embassy in Beijing and Ms. Tong Wang who is Marketing Specialist of Agricultural Trade Office from the American Embassy in Beijing; Mr. Fabian Garcia who is the Assistant Director International Marketing of California Table Grape Commission and Mr. Louis Ng, the commission's Marketing Director for China and Hong Kong also attended the journey into the pursuit of the dream of California.



*California Table Grape Commission Vice President of International Marketing is introducing the development of Grapes from California in China.*

During the activity, the nutritionist Ms. Na Liu explained very interesting facts about the California Grapes, then the chef Mr. Pan gave a demonstration of two California grape refreshments. To have the food made by Mr. Pan involved the guests as well who actively took part in the activity, and their rich knowledge and understanding of California was demonstrated in the Q&A section. The most stirring event's moment was the final dream section. Due to the Mid-Autumn Festival, many people dream of reunion and happiness for the whole family. During this period, the lucky event guests, through tasting the dream of Grapes from California, expressed their longing for their family members, and their hope to return home and enjoy the reunion with the delicious grapes from California and share delicacies. Finally, the California Table Grape Commission also presented their sincerest blessing for the festival, and wished happy reunion to all guests.



*The nutritionist Ms. Na Liu is explaining the advantage of Grapes from California.*



*The chef Mr. Pan is cooking with Grapes from California.*

During the Grapes from California Mid-Autumn Taste the Dream event on the second day, Grapes from California also invited the chef Mr. Pan to teach the guests' onsite how to make Chinese mooncakes with California table grape stuffing to welcome the traditional Mid-Autumn Festival. During the delicacy activity, Mr. Pan also made delicious icy



mooncakes by adding infinite creative elements.



*Photo of some Medias and KOLs who have participated in the Mid-Autumn Taste the Dream event.*

In order for more people to be able to taste the delicious grapes from California, the activity prepared numerous dishes made of California table grapes, including the tasty red, green and black table grapes, as well as iced table grapes and California grape drinks, which were greatly favored by the visitors. A mouthful of exquisite smashed grapes with chocolate and nuts matched with a cup of California grapes drink was absolutely delicious. Onsite, numerous California table grape gifts were also distributed, so that the audience present could enjoy the taste of California grapes and also bring their best wishes to friends and relatives during the festival. It is hoped that the round grapes from California bring sweet blessings to Chinese consumers, wishing that everyone realizes their dreams of reunion.



*Lively interaction with Chinese consumers.*

The appreciation of California grapes begins by pursuing a dream and ends in the fulfilment by tasting the dream of California grapes.

Grapes from California come with tasting the dream. 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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