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# News Release

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## **California Grape Season Kicks Off Along with New TV Show** New PBS Show with Ellie Krieger Features California Grapes

Fresno, CA – As the California grape season is kicking off, so is a new show on the Public Broadcast System (PBS) with television star, celebrity chef, best-selling author and nutritionist Ellie Krieger.

The new show "Ellie's Real Good Food" kicks off May 17 with a media event in New York City. The show will appear in 251 PBS stations around the country, including nine of the top ten markets, as well as both markets in the grape growing regions of California: KVPT in Fresno/Bakersfield and KVCR in Palm Springs.

"Ellie's show is about helping people make healthier eating choices, whether that be at home, work or school," said Jeff Cardinale, vice president of communications for the California Table Grape Commission. "Adding California grapes is an easy and tasty way to help everyone eat better."

California grape advertisements will be featured in every episode with star spots in two of the episodes, which include one episode where Ellie uses grapes to help a family get out of a breakfast rut and another episode where she shows how grapes make a healthy snack at work.

The California grape season kicked off this month and will continue through January. For Ellie's recipes with grapes and more tasty ideas, go to the Grapes from California website at [www.grapesfromcalifornia.com/recipes](http://www.grapesfromcalifornia.com/recipes).

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Ellie Krieger on the set of her new show “Ellie’s Real Good Food.” Two episodes will highlight California grapes as the star food.



California grapes fit into daily eating routines for lunchtime, snacking time or anytime.