

GRAPES from California

On Trend in Retail Foodservice

Focus on Fresh. Go for Global.



GRAPES from California: On Trend and In Style

Focus on Fresh

The most commonly used and powerful menu descriptor in the U.S. — appearing on nine out of ten foodservice menus from fine dining to QSR — is “fresh.”

The term “fresh” is a cue for consumers to choose an item they can feel good about. Their expectations may include perceptions that the product is of higher

quality, tastier, and healthier than others, or that it is real vs. artificial, locally grown, or natural.

Using more produce in your menu offerings is a very clear way to signal “fresh” to your customers, while enhancing visual appeal and improving taste overall.

Retail foodservice operators can capitalize on the power of “fresh” in their deli offerings. The key is to start with fresh ingredients, incorporate fresh new flavors, and present a fresh take on familiar foods.

California grapes deliver on all aspects of fresh: colorful, plump and bursting with juicy flavor, they are delicious on their own, or when paired with other flavors and textures in salads, sides and entrées. Grapes are naturally healthy.



Farro and Fresh Grape Chicken Salad is a healthy meal-in-one.

Go for Global Flavors

World flavors — from Asia and Latin America to Africa and the Mediterranean — are in high demand with today’s consumers, especially Millennials who have grown up in a quickly evolving food culture. Offering new menu items inspired by world flavors can help drive sales in many categories, including salads, pizzas, flatbreads, and snacks.



Spicy Asian Beef with Grapes and Napa Cabbage is an entrée salad with a spicy kick!



Grape accents take this pizza to new heights.

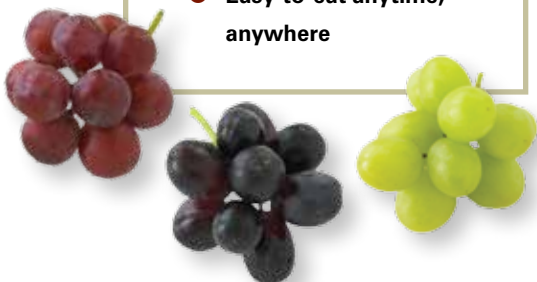
Sell More Salads

World cuisines provide immense inspiration for salad concepts. Think about the noodle salads of Southeast Asia. Or the whole grain salads of the Mediterranean. Create signature salad dressings with lemongrass, curry or chermoula. Add fresh fruit and nuts for rich texture.

Fresh grapes naturally complement a wide variety of salad ingredients, from dark leafy greens like kale and peppery arugula, to cruciferous veggies like broccoli to proteins from chicken and seafood to beef and pork, and to whole grains from brown rice and barley to farro and quinoa.

Grapes “To-Go” are the perfect snack:

- ▶ Tasty and healthy
- ▶ Juicy and hydrating
- ▶ Satisfying and delicious
- ▶ No muss, no fuss
- ▶ **Easy-to-eat anytime, anywhere**



Pass the Pizza, Please!

Americans’ love affair with this familiar, comforting hand-held food isn’t waning. But now consumers are also looking at flatbreads as a way to expand their culinary horizons. Recent data show that more than half of the incremental growth in the pizza category in foodservice is due to the addition of flatbreads.

Flatbreads offer endless opportunities for creativity, and signature toppings bolster the “fresh” factor. Halved grapes can be added to balance spicy or dense ingredients. Roasted grapes add a more intense caramelized note. And what dessert pizza is complete without the vibrant colors and delicate sweetness of grapes?



Sweet, juicy refreshing grapes are a satisfying snack on their own.



Grilled Tofu and Grape Kabobs with fresh cilantro give a nod to the grilled street foods of SE Asia.

Satisfy with Snacks

Americans are moving away from three meals a day to a grazing pattern of more frequent eating driven by snacking. The Hartman Group states that half of all eating occasions are now snack occasions, accounting for one-third of adult calorie consumption in the United States. Opportunities abound for operators to meet this growing need.

California Grapes Make Healthy Menus Easy



Consumers seeking healthy options are no longer a fringe minority. Health and wellness is a national trend driven by consumers across all demographics. And now that menu labeling is taking hold across the country, many in foodservice are expecting to see increasing consumer interest in calorie and nutrition information.

Fresh California grapes can help you create “better-for-you” menu offerings. Grapes can be a healthy side dish on their own (“Do you want grapes with that?”), or they can be used as an ingredient to reduce calories, sodium, and added sugar. Grapes also add that fresh, made-from-scratch appeal that consumers are seeking.

Cut Calories

Adding grapes to certain items can reduce calories. Consider a traditional creamy chicken salad: replacing one-third of it with fresh grapes can reduce calories by about 25 percent.

Slash Sodium

Think about that same chicken salad. Not only does replacing part of the salad with fresh grapes cut sodium levels, but the grapes help to redirect the palate from salty to a fresher flavor.

Add Sweetness without Added Sugar

Fresh grapes from California can add natural sweetness to a wide variety of items, but they work especially well in beverages like smoothies. The sweetness of grapes is also a wonderful accompaniment to stronger flavored foods such as spicy chilies, bitter greens and cruciferous veggies, and smoky meats and cheeses.

The Goodness of Grapes

A $\frac{3}{4}$ cup serving of grapes contains just 90 calories, no fat, no cholesterol, and virtually no sodium. Grapes are also a natural source of antioxidants and other polyphenols.





Grapes add a fresh note and gorgeous color to a traditional tuna salad.

Fresh Prepared Foods Are Fueling Growth

The foodservice world is changing, and in this new environment retail foodservice operators — whether a grocery store deli, a convenience store with fresh prepared offerings, or even a restaurant offering takeout — are well-positioned to gain a greater share of America’s food dollars. Prepared food purchases at retail are forecast to grow at more than twice the rate of restaurant visits over the coming years.

Give Them What They Want

Today’s successful operators are capitalizing on leading culinary and consumer trends to deliver a variety of convenient, restaurant-quality, fresh prepared meal solutions. These grab ‘n go or made-to-order items are typically “better for you” and customizable. They include options that allow customers to experiment with food, without needing culinary experience. Offerings range from being ready to eat now, or ready to assemble, or ready to “heat ‘n eat” at home — and at a better price point than the competition.

Versatile Grapes from California offer an easy way to meet these needs and add more variety and fresh, upscale appeal to deli offerings and to deliver value:

- 🍇 **CONVENIENCE:** Fresh grapes packed in to-go containers provide convenient on-the-go snacks.
- 🍇 **VARIETY:** Adding grapes to existing menu offerings is an easy way to increase variety, and turn sandwiches and salads into signature specials all your own.
- 🍇 **EXPERIMENT with COOKING:** California grapes can be added to home assembly and cooking kits, allowing consumers to experiment with cooking without investing too much time, money, and effort.
- 🍇 **QUALITY and FRESHNESS:** Fresh grapes brighten, lighten, and add a refreshing sweetness to foods and beverages, from salads to smoothies.



Juicy grapes complement the fiery chilies in this Thai Curry Chicken Salad with Grapes.



Fresh Grapes: Handle with Care

- ▶ High-quality, fresh grapes from California will have green, pliable stems and plump berries.
- ▶ Grapes generally have a much longer shelf life than other berries, but they still need care to keep them at their best.
- ▶ Providing good air circulation is one of the best ways to keep grapes in optimum condition. When buying in volume, gently stack grape boxes in the cooler **so that air can circulate around them.**
- ▶ Store grapes immediately in refrigeration when received. The ideal condition for grapes is 30-32°F with 90-95% relative humidity.
- ▶ Do not store grapes near a cooling unit's direct air path to avoid accelerated dehydration.
- ▶ Like most berries, grapes can absorb strong odors. Try to avoid storing them next to green onions and leeks.
- ▶ **Never store or display grapes where they will come in direct contact with water, ice or iced products.**
- ▶ Store grapes unwashed.
- ▶ Rinse grapes just before serving or adding to a recipe.
- ▶ Use shatter — those grapes that fall from the stems — as soon as possible in salads, sandwiches, skewers, etc.

Season and Varieties

- ▶ Fresh Grapes from California are available from May through January.
- ▶ There are more than 80 varieties of California grapes, each with a personality all its own.



California Table Grape Commission

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