



CALIFORNIA
TABLE GRAPE
COMMISSION

392 W. Fallbrook,
Suite 101
Fresno, California
93711-6150
phone: 559.447.8350
fax: 559.447.9184
grapesfromcalifornia.com

News Release

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Contact: Jeff Cardinale
jeffc@grapesfromcalifornia.com

California Table Grape Farmers Launch New Health Advertising Campaign *Ad series highlights links between grapes and a healthy heart, brain, and colon*

FRESNO, California – A new ad campaign from the farmers of fresh California grapes highlights how consuming normal amounts of grapes each day may contribute to long-term health by helping to maintain a healthy heart, brain, and colon.

Reaching consumers online and through print and broadcast, the campaign revolves around a series of ads focusing on the power of the whole fruit: grapes contain over 1,600 documented natural plant compounds, including antioxidants and other polyphenols. Each ad highlights key research from scientific study in the area of heart, brain, and colon health. Scientists believe it is the combination of natural plant compounds and daily consumption that provides benefit.

“Consumers have always loved grapes for their great taste, convenience, share-ability, and beauty. Through this campaign consumers will learn that the health benefits grapes provide go beyond the basics of eating a favorite fruit as part of a healthy diet,” says Kathleen Nave, commission president. “It is already established that grapes are a heart-healthy food, and now research in the areas of brain and colon health is emerging that suggests that grapes may have an even broader role to play in long-term health.” Nave noted that research into these three areas of health, and numerous others, will continue.

The campaign will run in magazines and newspapers in both print and online, on health-related websites, on television and radio, and on social media.

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About the California Table Grape Commission

The California Table Grape Commission was created by the California legislature in 1967 to increase worldwide demand for fresh California grapes through a variety of research and promotional programs. The fresh California grape season starts in May and runs through January.