



CALIFORNIA GRAPES:

VARIETIES, TRAINING, AND MERCHANDISING

CALIFORNIA TABLE GRAPE COMMISSION

Shown are the top volume
varieties of fresh grapes.
Over 90 varieties are
grown in California.

Based on 2018–19 volume reported to the
California Table Grape Commission.



Autumn King

August–January

Very large, green,
cylindrical to oval,
seedless berries



Crimson Seedless

August–January

Medium-sized,
red, cylindrical,
seedless berries



Flame Seedless

May–October

Medium-sized,
red, round,
seedless berries



Scarlet Royal

June–January

Large, red, oval,
seedless berries



Sheegene-13 Timco®

August–January

Large, red, oval,
seedless berries



Sheegene-21

Some fruit sold
under names:

Ivory®

Marlena

Sugar Crunch®

Summer Crunch®

June–November

Large, green, round to
oval, seedless berries



Sugranineteen

Scarlotta Seedless®

September–January

Large, red to dark
red, oval-elongated,
seedless berries



Autumn Royal

August–January

Large, black, oval-elongated, seedless berries



Blanc Seedless

Pristine®

July–December

Very large, green, elongated, seedless berries



IFG 68-175

Sweet Celebration®

July–December

Large, red, oval, seedless berries



Red Globe

July–January

Very large, red, round, seeded berries



Sheegene-17

Some fruit sold under names:

Great Green®

Great White

Green Emerald

Seedless®

Green Envy®

August–December

Large, green, oval, seedless berries



Sheegene-20

Allison®

August–January

Large, red, oval, seedless berries



Sugraone

Some fruit sold under name:

Superior Seedless®

May–September

Large, green, oval-elongated, seedless berries



Sugrathirtyfive

AutumnCrisp®

June–December

Very large, green, oval, seedless berries

TRAINING GUIDE

The California grape season begins in late spring when the first grapes are harvested from vines in the Coachella Valley. The warm, desert climate helps ensure that fresh grapes will appear in markets in May.

As the season in Coachella comes to a close in early July, harvest begins in the San Joaquin Valley and often continues into December.

Fresh California grapes are available through January.



RECEIVING AND BACK ROOM GRAPE HANDLING TIPS

- Maintain a consistent cold chain. Place grape boxes immediately in refrigeration when received. The ideal condition for grapes is 30–32°F with 90–95 percent relative humidity.
- Keep grapes away from water or ice, as moisture will decrease shelf life.
- Gently stack grape boxes in the cooler so that air can circulate. Dehydration of grapes will accelerate if stored in the direct air path of the cooling unit.
- Grapes tend to absorb odor, so try to avoid storing next to green onions and leeks.
- When stacking grape boxes, remember to keep boxes off the ground, as any excess moisture or a dirty surface may cause damage to the grapes.

GRAPE DISPLAY HANDLING BEST PRACTICES*

BAGGED GRAPES

- Grape bags stacked three high will start to show visible shrink at 48 hours of display.
- At 72 hours of display, if grape bags are stacked more than two high, the bottom stack will have almost double the visible shrink of the bags stacked above.
- If grapes are refrigerated, grapes can be displayed for up to 48 hours before visible shrink occurs.
- If grapes are not refrigerated, grapes can be displayed for up to 24 hours before visible shrink occurs.

TWO-POUND CLAMSHELL GRAPES

- If grapes are refrigerated, grapes can be displayed for up to 72 hours before visible shrink occurs.
- If grapes are not refrigerated, grapes can be displayed for up to 48 hours before visible shrink occurs.

FOUR-POUND CLAMSHELL GRAPES

- If grapes are refrigerated, grapes can be displayed for up to 72 hours before visible shrink occurs.
- If grapes are not refrigerated, grapes can be displayed for up to 48 hours before visible shrink occurs.

MERCHANDISING AND DISPLAY TIPS

- When building a display, bagged grapes should be gently stacked no more than three layers high. Two-pound clamshells can be stacked up to four layers high, and four-pound clamshells in original shipper boxes can be stacked up to six layers high. These stack height recommendations will assist in decreasing shatter and breakdown of the grapes.
- Refrigerated grape displays will have an increased shelf life.
- Display grapes with proper country of origin signage, as well as variety and price information.
- Maintain a good sanitation program. Remove any debris that can detract from the look of the display and damage grapes.
- Remove any poor-quality, tired, and non-appealing grapes from the display.
- Abundant, fresh, high-quality, and well-maintained grape displays generate increased grape sales.
- Create secondary displays to drive additional sales and highlight unique varieties.
- Expand display space for grapes and generate increased sales.

CATEGORY MANAGEMENT RESEARCH

After years of category management trade research, there are many proven strategies that will help improve grape category performance. A lot of grape category information is available to help sell more fresh California grapes.





For more information on training, handling, or displaying fresh California grapes, please contact:



California Table Grape Commission

392 W. Fallbrook Avenue, Suite 101

Fresno, CA 93711-6150

Phone: 559-447-8350

Fax: 559-447-9184

info@grapesfromcalifornia.com

GrapesfromCalifornia.com



GrapesfromCalifornia.com

392 W. Fallbrook Avenue, Suite 101, Fresno, CA 93711-6150
phone: 559-447-8350 • fax: 559-447-9184