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# **CALIFORNIA GRAPES:**

## **VARIETIES, TRAINING, AND MERCHANDISING**

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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

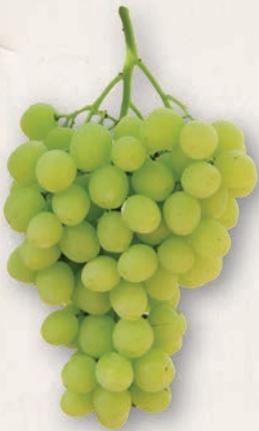
Large, red, oval, seedless berries



## **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

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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

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- 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\*

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### 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

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- 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

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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.





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



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