



RETAIL NEWS

CALIFORNIA TABLE GRAPE COMMISSION

August 4, 2021

**increase
brand
exposure**



**with
California
grapes**

Upcoming consumer *advertising & education* Instacart

Watch for California grapes to appear in top search results beginning in August.

Registered Dietitians

Starting August 2, Jim White, fitness expert and dietitian, demonstrates how grapes are important before, after, or even during a workout.

Radio Health Journal

The week of August 8, 60-second radio spots will air nationwide on Radio Health Journal Network with a focus on back to school and fall snacking.

Smartbrief for Nutritionists

Advertising in the August 9 digital newsletter will focus on brain health, reaching dietitians across the country.

Radio Health Journal

The week of August 22, 60-second radio spots will air nationwide on Radio Health Journal Network with a focus on brain health.

Radio

Starting in August, radio show hosts Amy Brown, Enrique Santos, and Mario Lopez will share how they go with grapes from California as a healthy snack; every host will record a new spot each month through December.

Magazine

In partnership with Health magazine, two influencers will share California grape messaging in the magazine and on their social media platforms.

win \$750 with California grapes

Rally your produce troops for a friendly GO WITH GRAPES from CALIFORNIA sales contest. Each retailer has \$750 of allocated prize money. Award the prize amount to the stores with the highest percentage volume increase in 2021 over 2020. To qualify, retailers are required to run a two-week long contest during the time frame of August 1 through October 31. In addition to store-level prizes, participating retailers are automatically entered into a retailer-wide drawing for an Apple iPad Pro. Participate now and you may be our next grand prize winner! Complete rules and results form are attached.

watch for California grapes on Instacart!

Starting in August, those shopping via Instacart will see California grapes appear in top search results and be reminded of their availability. Ensure your California grape photography is up to date on Instacart and your e-commerce sites. An attractive photo can be the push shoppers need to add grapes to their basket! The commission has an array of black, green, and red grape photos to use in your advertising efforts. Visit this link for photography to use in the promotion of California table grapes:
<https://spaces.hightail.com/space/BxxPepS3Vy>.
This Instacart promotion runs through November!

increase your banners' exposure with digital TV

It is not too late to participate in our digital television commercial promotion and increase your banners' exposure! This promotion is available to all retailers advertising California grapes on a front-page, major- feature, or multiple-variety ad. Commercials focusing on California, snacking, and health will air on a variety of streaming services, networks, and online sites. By submitting a list of your store addresses, we can target shoppers within two miles of your store locations. Share your ad dates two weeks in advance for a layered promotion of digital TV and traffic radio, which is sure to increase your online and in-store activities.

reach a captive audience with radio

Tagged traffic radio spots are available to all retailers stocking and advertising California grapes on a front-page, major-feature, or multiple-variety ad or store grand openings! In order to qualify for traffic radio, the ad must include the grapes from California logo or reference California origin. Select from the available spots attached and submit your qualifying ad two weeks in advance. Radio advertising is a great way to reach grape shoppers and gain foot traffic to your stores. Confirm your ad dates today!