



RETAIL NEWS

CALIFORNIA TABLE GRAPE COMMISSION

December 6, 2021

Celebrate New Year's



with California grapes!

Upcoming consumer *advertising & education*

Registered Dietitians

Starting December 2, registered dietitians Toby Amidor, Patricia Bannan, and Malena Perdomo share how grapes are important before, after, or even during a workout.

Radio Health Journal

The week of December 5, 60-second radio spots will air nationwide on Radio Health Journal Network with a focus on grapes and festive occasions.

Smartbrief for Nutritionists

Advertising in the December 9 newsletter will reach dietitians across the country with a focus on the health benefits of grapes and heart health.

Social Media

December 16 is National Chocolate-covered Anything Day. Chocolate dipped California grapes are a healthy treat everyone will love!

Radio

Airing through Christmas, radio show hosts Amy Brown, Enrique Santos, and Mario Lopez share how they go with grapes from California every day as a healthy snack!

Social Media

December 21 is the first day of winter and did you know that California grapes are an early winter fruit that's exported well into January?

California grapes wishes you much health and prosperity in this New Year 2022!

Don't miss your chance at \$1,800 & an iPad Pro!

You can be the next grand prize winner of an iPad Pro and reward your produce team members up to \$1,800, when you run a two week long sales contest! Our final GO WITH GRAPES from California sales contest is ending soon so before the month is out, rally up your troops for one final, friendly grape contest. Reward the stores that increased their 2021 grapes from California volume in comparison to the same time period last year. As a participating retailer, you will be entered into our grand prize drawing of an iPad Pro! Best of luck!

If you ran a sales contest, and haven't submitted your results, share them now to receive your gift cards before the end of the year!

More holiday shoppers with traffic radio

Give your stores additional exposure with traffic radio this holiday season! Tagged radio spots crafted with holiday messaging are available through December. Capture holiday shoppers with the following message - "celegrape good times with fun, delicious California grapes that are festively flavorful and perfect for sharing." "Go with grapes from California every day, available at YOUR STORE!" Catchy holiday radio spots paired with your upcoming qualifying ads, is sure to get you some added holiday sales. Submit your ad dates today!

Celegrape the New Year with California grapes

With less than a month left of 2021 and the start of a new year, continue stocking colorful and healthy California grapes. What started as a Spanish tradition, is becoming a ritual across many homes and that's eating twelve grapes for good luck before the stroke of midnight. You can help shoppers partake in this tradition, that is not only fun, but also the doorway to New Year's weight loss and healthy eating resolutions. Ensure your shoppers have plenty of California grape varieties to choose from now and into early January!

