



RETAIL NEWS

CALIFORNIA TABLE GRAPE COMMISSION

June 2021

California grapes



available now

upcoming consumer advertising & education

Family Features

Beginning June 1, digital and print news outlets will feature grapes as a healthy food that contributes to colon health. Recipes will be included.

Radio Health Journal

Airing the weeks of June 6 and June 20 will be 60 second radio spots airing nationwide on Radio Health Journal that focus on grapes supporting healthy aging, including colon health.

Radio

In select California markets June 14 through July 31, 15 second radio spots will air in English and Spanish that encourage consumers to look for California grapes where they shop.

Digital TV

California grape commercials will begin airing on a variety of digital networks and streaming services June 14.

Today's Dietitian Eblast

Eblast sent to dietitians on June 21 will focus on healthy aging, including colon health.

Smartbrief for Nutritionists

Advertising in the June 24 digital newsletter will focus on healthy aging, including colon health.

Newspaper

Starting July 1, with a focus on "Warm Weather Delights", California grape messaging will be included; available both in print and online.

Instacart

California grapes to appear in top search results while browsing and searching online starting mid-July.

Grow your shopper base with California grapes

California table grapes are here! With over 80 varieties of black, green, and red grapes to enjoy – there is a California grape for every shopper. Support California table grape growers and their communities by stocking California grapes over those from other origins because your support matters now more than ever!

June is a great month to kick-off your grapes from California season! Take advantage of digital TV, which goes live this month with commercials focusing on California, snacking, and health. Share your ad dates two weeks in advance for a layered promotion of digital TV and traffic radio. By submitting a list of your store addresses, we will target consumers within a two mile radius of these store locations. Tagged with your store logo, commercials will air on a variety of streaming services, networks, and online sites. Reach additional shoppers this season with this new and exciting digital promotion that runs now through November.

Traffic radio spots are available now to all retailers stocking and advertising California grapes on a front page, major feature, multiple variety ad, or store grand openings! To qualify for traffic radio, the ad must include the grapes from California logo, reference local or California origin. Select from the available spots attached and submit your qualifying ad dates 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! An updated variety guide displaying the top California varieties of the 2020-21 season is attached. Send us an email request for printed copies of this guide.

With an estimated crop size of 102.7 million 19-pound boxes for the 2021-22 season, keep plenty of California table grapes in stock. On your social outlets, help us educate shoppers and consumers alike of the fact that California grapes are a summer, fall, and early winter fruit!

