



RETAIL NEWS

CALIFORNIA TABLE GRAPE COMMISSION

May 2021

available
soon



california
grapes

upcoming consumer *advertising & education*

Today's Dietitian Symposium

Conference is May 16 through
May 19.

Social Media

The season has kicked off on
commission social media
platforms, including
Facebook, Instagram,
Pinterest, Twitter, and
YouTube.

Radio

In select California markets
June 1 through July 15, :15
radio spots will air in English
and Spanish that encourage
consumers to look for
California grapes where they
shop.

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 radio spots
airing nationwide on Radio
Health Journal that focus on
grapes supporting healthy
aging, including colon health.

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.

your support matters

Fresh, beautiful, and good for you California grapes available soon!
Support California table grape growers by stocking California
grapes over those from other origins. The 2021 harvest starts soon!

After a successful year of the “your support matters” campaign,
shoppers of California grapes understand their continued support is
critical in ensuring the livelihood of California table grape growers
and their communities. Research indicates 92% of primary
shoppers prefer to buy grapes from California over imports when
priced the same and 73% of primary shoppers prefer to buy grapes
from California over imports when priced higher. The percentages
are clear, stock the grapes primary shoppers prefer!

The 2021 line-up for California grape promotions is customized to
reach shoppers in a variety of ways this season with messaging on
Health, Wellness, Origin, and Snacking!

- **New for 2021 –**

- Digital T.V. commercials – target consumers within 2 miles
of retailers locations
 - Submit list of store addresses
- Influencer social media campaign
- Podcasts

- Digital coupons – through Ibotta, shoppers will receive a \$0.25
rebate
- Print advertisements – a consumer advertising campaign in
magazines like Food Network, Good Housekeeping, Men's
Health, People, Shape, and Women's Health will boost in-store
and online sales
- Shopping Apps – grapes to appear in top search results July
through October on Instacart
- Traffic radio – drive-time commercials steer customers into
stores

Traffic radio is available now for front page, major feature, or
multiple variety ad or store grand openings! In order to qualify for
traffic radio, the ad must include grapes from California logo,
reference local or California origin. Select from the available tags
attached and submit your qualifying ad dates 10 days in advance.
Radio advertising is a great way to reach grape shoppers, and gain
foot traffic to your stores. Confirm your ad dates today!

