



RETAIL NEWS

CALIFORNIA TABLE GRAPE COMMISSION

November 1, 2021

**boost
holiday
sales**



**with
California
grapes!**

Upcoming consumer *advertising & education*

Registered Dietitians

Starting November 2, registered dietitians Marisa Moore, Toby Amidor, Frances Largeman Roth, and Malena Perdomo share how grapes are important before, after, or even during a workout.

Radio Health Journal

The week of November 7, 60-second radio spots will air nationwide on Radio Health Journal Network with a focus on grapes and colon health.

Smartbrief for Nutritionists

Advertising in the November 18 newsletter will reach dietitians across the country with a focus on the health benefits of grapes and their snacking versatility.

Radio Health Journal

The week of November 21, 60-second radio spots will air nationwide on Radio Health Journal Network with a focus on grapes and immune health.

Social Media

November 25 is National Parfait Day, celebrate healthy options by adding California grapes to a parfait!

Radio

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

GIVE THANKS this holiday season by sharing good food, that's also good for you... Happy Thanksgiving!

Gobble up \$1,800 in a new sales contest

Only two months are left to run a second Grapes from California sales contest! By running a two-week sales contest, you can reward store personnel up to \$1,800 this holiday season. Award stores that increase their 2021 grapes from California volume in comparison to the same time period last year. That's not all, as a participating retailer, you will be entered into our grand-prize drawing of an iPad Pro. The rules and results form is attached.

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

Submit your October ads for a chance to win \$500

The "I love all three colors of California grapes" sweepstakes is now over. If you haven't already, submit your qualifying ads for a chance at a \$500 Visa® gift card. A qualifying entry is any October ad that included black, green, and red grapes, and referenced California origin or included grapes from California logo. The drawing resulting in five lucky winners will take place on November 15.

Traffic radio captivates holiday shoppers

Give your stores additional exposure with traffic radio this holiday season! Tagged radio spots crafted with holiday messaging are available November and December. Capture Thanksgiving shoppers with the following message - "ready to gobble up some good food that's also good for you? Give thanks for California grapes - always healthy, delicious and oh-so-versatile! Go with grapes from California every day, available at YOUR STORE!" Catchy holiday radio spots are available now and through the end of the year. Paired with your upcoming qualifying ads, traffic radio is sure to get you some added holiday sales. Submit your ad dates today!

Celebrate the holidays with black, green, and red!

Adding black, green, and red grapes is always a delicious, and immunity boosting treat to any dinner party. For some healthy and attractive recipes to share on your social media platforms these holidays, visit: <https://www.grapesfromcalifornia.com/recipe/>

