



RETAIL NEWS

CALIFORNIA TABLE GRAPE COMMISSION

October 6, 2021

**\$500
Visa®
gift card**



**could
be
yours!**



Upcoming consumer advertising & education

Social

October is Farmer and Farm Worker Month; support them by stocking local California grapes!

Radio Health Journal

The week of October 3, 60-second radio spots will air nationwide on Radio Health Journal Network with a focus on immune health.

Registered Dietitians

Starting October 12, registered dietitians Marisa Moore, Toby Amidor, Frances Largeman Roth, and Malena Perdomo share how grapes are important before, after, or even during a workout.

Smartbrief for Nutritionists

Advertising in the October 14 newsletter will focus on immunity health reaching dietitians across the country.

Social Media

October 14 is National Dessert Day, celebrate healthy options by posting a photo of chocolate dipped California grapes!

Smartbrief for Nutritionists

Advertising in the October 26 newsletter will focus on the health benefits of grapes and snack versatility reaching dietitians across the country.

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!

Happy Halloween!

Advertise all three colors for a chance to win a \$500 Visa® gift card

Need a little extra cash this fall? It's easy to participate - simply advertise all three colors of black, green, and red grapes to be entered into our "I love all three colors of California grapes" sweepstakes! Submit a copy of your qualifying ad for the month of October for a chance to win one of five \$500 Visa® gift cards. Up to four unique entries allowed per retailer, and each ad copy submitted is one more opportunity for YOU to walk away with \$500!

Keep the "grape" momentum going with a sales contest

If you haven't already, rally your produce troops for a friendly GO WITH GRAPES from CALIFORNIA sales contest. As a participating retailer, you have \$1,800 of allocated prize money! To qualify, run a two-week long contest, and award the prize amount to the stores with the highest percentage volume increase in 2021 over 2020. In addition to store-level prizes, you are automatically entered into a retailer-wide drawing for an Apple iPad Pro. Complete rules and results form is attached.

Instacart makes online purchases of grapes easy

Now and through the month of October, advertising on Instacart will reach shoppers in a couple of ways as they build their online shopping orders. Grapes will appear within the top search results for specific keywords, and grapes will be suggested to shoppers while browsing for groceries. Help ensure the best shopping experience by updating all of your California grape photography. A collection of photos to use in the promotion of California grapes can be downloaded here:

<https://spaces.hightail.com/receive/YHxZXoCBdT>

Sell more grapes with health information

The cold and flu season is upon us, and now more than ever, shoppers are looking for ways to stay healthy. Research shows that 59% of primary shoppers are likely to purchase fresh grapes after learning they help support a healthy immune system; and they are then motivated to buy more fresh grapes.[1] To learn more or to obtain health related information on grapes to share on your platforms, visit <https://www.grapesfromcalifornia.com/grapes-health/health-research/>.

[1] True Global Intelligence, 2021, U.S. Usage Tracking Study, 2020