



RETAIL NEWS

CALIFORNIA TABLE GRAPE COMMISSION

September 7, 2021

plenty of healthy



California grape volume

Upcoming consumer *advertising & education*

Radio

Airing now, radio show hosts Amy Brown, Enrique Santos, Mario Lopez and Nephew Tommy are sharing how they go with grapes from California every day as a healthy snack. Hosts will record new spots each month through November.

Smartbrief for Nutritionists

Advertising in the September 12 newsletter will focus on heart health, reaching dietitians across the country.

Radio Health Journal

The week of September 12, 60-second radio spots will air nationwide on Radio Health Journal Network with a focus on heart health.

Digital coupon

Starting September 13 a digital coupon will be offered through Ibotta for six weeks for 25 cents off any purchase of California grapes.

Radio Health Journal

The week of September 26, 60-second radio spots will air nationwide on Radio Health Journal Network with a focus on weight management.

Social Media

September 22 is the first day of fall, so celebrate healthy choices with a California grape post!

Health Tip

Serve up a healthy GAME DAY snack... go with grapes on the field, in the stands, or on the couch!

Ample volume of California grapes still ahead

Fall is fast approaching, and with 67% of the California grape crop typically shipping after September 1, grapes are a popular fall and early winter fruit. In the next month, numerous varieties of delicious black, green, and red grapes will be available to stores and shoppers nationwide. Together, let's promote healthy eating in the coming months: keeping stores stocked with multiple varieties of California grapes, run grape ads of all three colors, and share grape snacking ideas, recipes, and health tips on social media!

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. Each retailer has \$1,800 of allocated prize money. Award the prize amount to the stores with the highest percentage volume increase in 2021 over 2020. To qualify, retailers are required to run a two-week long contest during the time frame of August 1 through October 31. In addition to store-level prizes, participating retailers are automatically entered into a retailer-wide drawing for an Apple iPad Pro. Participate now and you may be our next grand prize winner! Complete rules and results form are attached.

Get more traffic with tagged radio ads

Tagged traffic radio spots are available to all retailers stocking and advertising California grapes on a front-page, major-feature, or multiple-variety ad, or store grand openings! In order to qualify for traffic radio, the ad must include the grapes from California logo or reference California origin. Select from the available spots attached and submit your qualifying ad two weeks in advance. Spots are available in English, Spanish, and Canadian French. Radio advertising is a great way to reach grape shoppers and gain foot traffic to your stores. Submit your ad dates today!

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 table 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!