



THE SOCIAL BUNCH

CALIFORNIA TABLE GRAPE COMMISSION

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serve up a heart-healthy snack

With lots of big games this season, encourage your customers to go with Grapes from California every day for a heart-healthy snack! Whether snacking on the field or on the sidelines, watching from the stands or from the couch, California grapes are always healthy and delicious. Grapes from California are a fan favorite no matter the age, so whether it's a soccer snack or a tailgate treat, all ages will win with grapes.

Fresh, healthy, and delicious, California grapes are jam-packed with all kinds of naturally wholesome goodness. With over 1,600 natural plant compounds, including antioxidants and other polyphenols, black, green, and red grapes are a healthy addition to the diet. Eating grapes promotes a healthy cardiovascular system, and researchers have found that eating grapes every day supports a healthy heart.

So encourage your customers to serve up a healthy game day snack and goooo with Grapes from California every day!

The following social media posts are formatted for use on Facebook, Instagram, and Twitter.



bloom on grapes

Do your customers ever ask about the powdery-white coating on grapes? Use this video to educate them about bloom, which is a thin, waxy, natural coating on all grape varieties that protects grape berries from moisture loss and decay. Remind customers that bloom is easy to rinse off, but also fine to consume if some bloom remains after rinsing.



heart health

Eating grapes may help reduce the risk of cardiovascular disease. Share health research with your customers indicating that consuming grapes, as part of a healthy diet and lifestyle, contributes to heart health.



try them all

While California grapes are available in three colors - red, black, and green - the 82 varieties grown in California represent a range of shapes, sizes, textures, and flavors that vary widely, even while the color may be the same. Encourage your customers to try all three colors and new varieties as you stock them.