



THE SOCIAL BUNCH

CALIFORNIA TABLE GRAPE COMMISSION

July 23, 2021



California grapes: the perfectly portable snack



pack the snack that's perfectly portable

No matter where you're headed, pack the snack that goes where you go...go with grapes from California. Grapes are the ultimate portable snack – there's no need to peel, cut, or slice grapes and they travel well in a variety of containers! A favorite among adults, they're perfect for kids too – whether the kids are headed to school, camp, or sports – packing California grapes as a snack is quick and easy. Even better than quick and easy is enjoying a healthy snack.

Did you know that grapes may help support a healthy brain? It's true! All colors – red, green, and black – are a natural source of antioxidants and other polyphenols, which help protect the health and function of the body's cells.

So no matter who is snacking, grapes can satisfy without the added fat, salt, and sugar found in many processed snacks. Encourage your customers to pack the snack that's healthy and perfectly portable...go with grapes from California every day.

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



grab a bunch of goodness

There is a little bit of California in every grape. A little bit of warm California sun...a little bit of nutrient-rich earth...a little bit of clear mountain water...all adding up to a lot of California Goodness. And all that goodness literally pops off the screen with these six-second social media videos that will have your customers trying to grab grape bunches through their screens.

:06 videos are available with red, green, and black grapes



brain health

Eating grapes was shown to prevent metabolic decline in the brain of elderly subjects with mild cognitive impairment. In a preliminary study conducted at UCLA, researchers found that consuming about 2¼ cups of grapes every day preserved healthy metabolic activity in regions of the brain associated with early-stage Alzheimer's disease, where metabolic decline takes hold. Share this research with your customers to encourage them to go with grapes every day for a whole bunch of healthy.



portable snacking

Grapes go where your customers' kids go – school, sports practice, music lessons...you name it! So encourage them to go with grapes from California in the lunchbox for a healthy and portable snack that kids love. Delicious and packed with goodness, California grapes are a perfectly portable and healthy snack that all ages enjoy!

:15 video and still images available