



THE SOCIAL BUNCH

CALIFORNIA TABLE GRAPE COMMISSION

June 2021



summer's favorite snack

cool off with California grapes this summer

When the weather is hot, nothing is cooler than fresh, healthy California grapes – the perfect summertime snack, whether you're splashing in the pool, lounging lakeside, or sunning on the beach. Table grapes love the sun, so California table grapes thrive with an average of 270-350 days of California sunshine every year.

And speaking of sunshine, did you know that grape consumption may help protect against UV damage to skin? A recent human pilot study published in the Journal of the Academy of Dermatology found that consuming grapes protected against ultraviolet (UV) skin damage. Natural components in grapes known as polyphenols are thought to be responsible for this beneficial effect. Sharing this research with your customers is sure to increase demand for California grapes.

So whether California grapes are enjoyed fresh or frozen, out of hand or in a drink, they are a snack that everyone can feel good about eating. Encourage your customers to go with grapes every day for a healthy summer snack!

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



trifecta of goodness

We set a camera in a California red table grape vineyard to capture the grapevine cycle all the way from dormancy to harvest-ready grapes! Share this video with your customers so that they can not only see the vines and grapes growing, but also how the trifecta of California goodness - sun, water, and earth - support the development of beautiful and flavorful California grapes.



skin health

Grapes may help support healthy skin during sun exposure. With 82 percent water content, grapes are hydrating, which helps promote healthy skin. In a recent human study, subjects consuming 2 1/4 cups of grapes every day for two weeks showed increased resistance to sunburn and a reduction in markers of UV damage at the cellular level. Share this hydrating grape and hibiscus tea recipe with your customers for a refreshing way to support healthy skin this summer!



versatile snacking

Nothing beats a frozen, no-bake recipe in the summer and this idea takes frozen grapes to the next level! Unlike many other fruits, grapes remain soft enough to eat when frozen. Add a layer of yogurt and chopped nuts to make these Frozen Yogurt-Dipped California Grapes an easy and cool treat that everyone will love.