



THE SOCIAL BUNCH

CALIFORNIA TABLE GRAPE COMMISSION

September 20, 2021



**No tricks here...
treat your
customers to
HEALTHY
California grapes
this fall**



grapes support immune function

October is almost here, but there will be no tricks here...just encouragement to treat the body right with the goodness of fresh Grapes from California. This time of year, your customers are looking for ways to stay healthy, so share with them that eating grapes contributes to a strong immune system. Heart-healthy grapes may support immune health in multiple ways. The beneficial plant compounds in grapes help protect the health and function of cells, which is the foundation for good health. Grapes are a natural source of polyphenols, including resveratrol and quercetin, which studies suggest may positively influence immune function. Adequate hydration is critical to optimizing the immune response, and grapes are a hydrating food, containing about 82 percent water. Eating grapes has been shown to support heart, brain, and colon health, with promising findings in other areas too; maintaining healthy bodily systems is essential to preserving good health. Grapes are a good source of vitamin K, which research suggests may help maintain health during Covid-19.

So encourage your customers to go with Grapes from California every day for a whole bunch of healthy.

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



perfectly portable and healthy

Use this quick video to remind customers to munch on healthy grapes while their kids trick or treat instead of sneaking candy from their bags. Grapes are perfectly portable, with no peeling, coring, or slicing, making them a great snack while cruising the neighborhood on Halloween. And munching on fresh, all-natural grapes is guilt-free compared to candy and processed snacks.



eating for immune health

This digital cookbook is loaded with 21 recipes that may help support immune health. Each recipe contains at least three ingredients that are thought to support immune health, including foods that deliver vitamin A, C, D, E, selenium, or zinc, as well as whole grains and polyphenols, including resveratrol.



support immune health

Your customers are looking for ways to support immune health, so share with them that eating grapes contributes to a strong immune system. Grapes are a natural source of the polyphenol called resveratrol and studies have shown resveratrol positively influences immune function. So go with Grapes from California every day for a whole bunch of healthy.