



CALIFORNIA
TABLE GRAPE
COMMISSION

392 W. Fallbrook Avenue
Suite 101
Fresno, California
93711-6150
Phone: 559-447-8350
Fax: 559-447-9184
grapesfromcalifornia.com

News Release

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Contact: Jeff Cardinale
jeffc@grapesfromcalifornia.com

Supermarket Dietitian Program Features California Grapes

Fresno, CA – For the last three months of 2021, retail dietitians shared tempting ideas for incorporating California grapes into meals with their clients in four states.

Nine registered dietitians and licensed food nutritionists from a large grocery chain highlighted California grapes from October through December in 168 stores in Maryland, Washington D.C., Virginia, and Delaware. Dietitians held in-person and online classes designed to inspire their customer clientele with creative ways to use California grapes, including building a better charcuterie board. Among other things, the team of dietitians used blog posts and podcasts, social media, and an “Ask the Expert” column in *Savory* magazine to tempt consumers with grape usage and recipe ideas.

“The outreach the dietitians conducted was broad and deep,” said Karen Hearn, vice president of domestic marketing for the California Table Grape Commission. “It was also beautifully done, full of enticing ideas and mouthwatering photos. The work was tied to retail promotions and we know it helped motivate consumers to purchase. The program will serve as a model for future work.”

Hearn noted that the timing of the promotion was important because over 45 percent of the California grape crop shipped October through December.

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