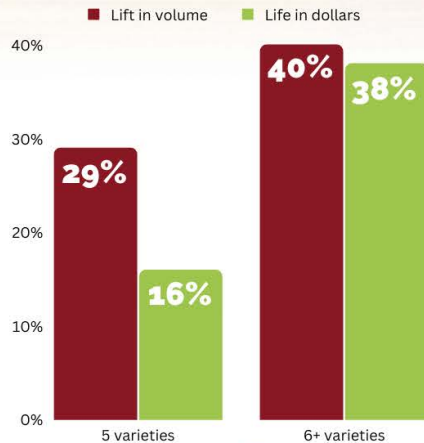




MORE REASONS TO *stock more grape varieties*

Research shows that increasing the number of grape varieties stocked earns a lift in volume and dollars.



Store week level models from CTGC and Nielsen datasets merged together, 85 weeks ending January 2021.

bite-size

GRAPES FROM CALIFORNIA NEWSLETTER

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