



MERCHANDISING AND TRAINING

GUIDE

CALIFORNIA TABLE GRAPE COMMISSION



GRAPE *storage* AND *handling*

- **Maintain a consistent cold chain.** Place grape boxes immediately in refrigeration when received. The ideal condition for grapes is 30-32°F with 90-95 percent relative humidity.
- **Keep grapes away from water or ice,** as moisture will decrease shelf life.
- **Grapes tend to absorb odor,** so try to avoid storing next to green onions and leeks.
- **Gently stack grape boxes in the cooler** so that air can circulate around them. Dehydration of grapes will accelerate if stored in the direct air path of the cooling unit.
- **When stacking grape boxes, remember to keep boxes off the ground,** as any excess moisture or a dirty surface may cause damage to the grapes.



merchandising AND *displays*

- **Create grape displays in the front of the produce department** to increase visibility.
- **Abundant, fresh, high-quality, and well-maintained grape displays** generate increased grape sales.
- **Display grapes with proper country of origin signage,** as well as variety and price information.
- **Refrigerated grape displays** will allow for an increased shelf life.
- **Do not pile grape bags too high** as it can reduce fruit quality and shelf life.
- **Maintain a good sanitation program.** Remove any debris that can detract from the look of the display and damage grapes.
- **Remove any poor-quality, tired, and non-appealing grapes** from the display.
- **Refrigerated bags of grapes can be displayed for up to 48 hours** before visible shrink occurs.
- **Refrigerated clamshells of grapes can be displayed for up to 72 hours** before visible shrink occurs.

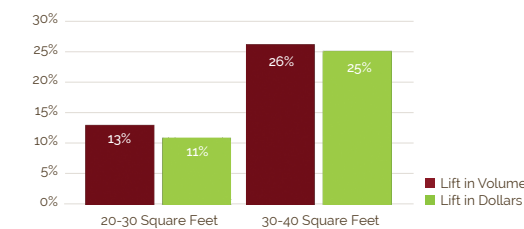


Two sizes of posters: 11"x7" and 17"x12"
Balloons are available in red, green, and black

POP materials are available upon request by email at info@grapesfromcalifornia.com.

ACHIEVE MAXIMUM *volume and sales lift*

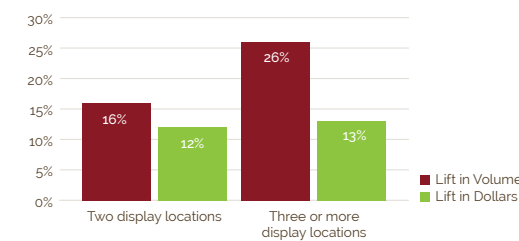
Targeting at least 30-40 square feet can maximize volume and sales results.



Expand display space for grapes and generate increased sales.

Target 30-40 square feet for grape displays for maximum lift in volume and sales.

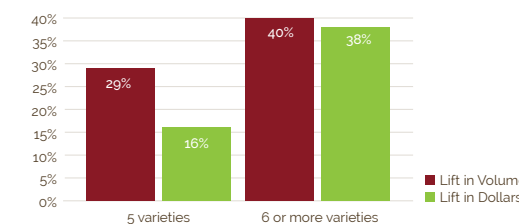
Three or more display locations can maximize grape volume lift.



Create secondary displays to drive additional sales and highlight unique varieties.

Adding a secondary display location drives a 12% lift in grape dollars and a 16% lift in grape volume. Three or more locations drives a 26% lift in volume.

Increasing varieties can drive increased grape volume and dollars.



Expand varieties



Increasing varieties from 3-4 to 6 or more drives 38% lift in grape dollars and 40% lift in grape volume.

GRAPE SHOPPING *tips* FOR PERSONAL SHOPPERS


- **Look for the Grapes from California logo** or California identification on the packaging indicating the grapes are grown in California.
- **Look for grapes with green pliable stems.**
- **Look for grapes that are firm, plump, and tightly attached to the stems.**
- **Do you see a waxy, whitish covering on grape berries,** giving a frosted appearance to dark-colored varieties? That's bloom and it's good! Bloom is a naturally occurring substance that protects grapes from moisture loss and decay.
- **Remember, communication is key.** If your customers' grape selection is not available, reach out to them and suggest another color or variety.
- **Green, red, and black grapes** all have unique flavors and textures.



ABOUT CALIFORNIA TABLE GRAPE GROWERS

- **Since 1839, California growers have been cultivating high-quality, delicious table grapes.** Emigrating to California from countries around the world, California's early growers learned how to plant, prune, pick, and ship grapes grown in California's fertile soil. These techniques have been handed down from generation to generation. Simply put, California table grapes continue to be grown by families for families around the world. 
- **California table grape growers are focused on providing a high-quality, safe, and healthy product** while doing so through adherence to strict regulatory standards, a commitment to environmental stewardship, and an ongoing focus on worker health and safety.
- **Your partnerships support the livelihoods of California table grape growers, their workforce, and the rural communities in which they live.** 
- **Since 1985, California table grape growers have awarded more than 200 scholarships** to help students attend college. Growers have also supported their communities with education grants for local schools and classroom support for teachers and students since the early 1990s. Many other organizations have also benefited from grower support, including conservation and cancer research programs, food banks, and the California Farmworker Foundation. This is work done collectively through the commission and is in addition to the work many growers do individually within their communities.

GENERAL FACTS

- The California grape season begins in late spring when the first grapes are harvested from vines in the **Coachella Valley**. The warm, desert climate helps ensure that fresh grapes will appear in markets in May.
- As the season in Coachella comes to a close in early July, harvest begins in the **San Joaquin Valley** and often continues into December.
- **Fresh Grapes from California are available May through January.**
- **Fresh Grapes from California are a healthy snack**, bursting with flavor and California Goodness.
- **99% of table grapes commercially grown** in the United States are grown in California.
- **With over 80 varieties grown, California grapes come in three colors** – green, red, and black – in both seeded and seedless options.
- **Learn about grapes**, including health information, and discover more than 300 recipes at www.grapesfromcalifornia.com. 



GrapesfromCalifornia.com

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