



CALIFORNIA
TABLE GRAPE
COMMISSION

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News Release

FOR IMMEDIATE RELEASE

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Grapes from California: the Taste of an American Summer

Fresno, CA – As the United States of America gets ready to celebrate the July Fourth holiday, and its 250th birthday, Grapes from California are poised to join promotions and parties across the country this summer and through the fall.

The California table grape harvest is in full swing, with promotable California grape volume available now. "As Americans gather to celebrate Independence Day and our nation's 250th birthday, there's no better time to celebrate the incredible fruits of American agriculture, like Grapes from California," said Ian LeMay, president of the California Table Grape Commission. "Every bunch of Grapes from California represents the hard work of multi-generational farming families who help feed our country and the world. Choosing American-grown produce is a simple but meaningful way to support those families while enjoying the freshest, highest-quality grapes of the season."

To drive demand for an exciting season, the global marketing campaign launched by the commission offers a wide variety of promotional activities, such as contests, digital promotions, and sampling in addition to updated point-of-purchase materials and an expanding library of California grape recipes, photography, and videos.

"The Fourth of July is synonymous with backyard barbecues, family gatherings, and sharing great food," said LeMay. "While fireworks light up the sky and burgers and hot dogs fill the grill, Grapes from California deserve a place at every celebration, whether in the produce department, on snack boards, in salads, or simply enjoyed by the handful. Grapes from California are the taste of an American summer."

July Fourth California table grape images are included with this release. High-resolution copies are available upon request.



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