



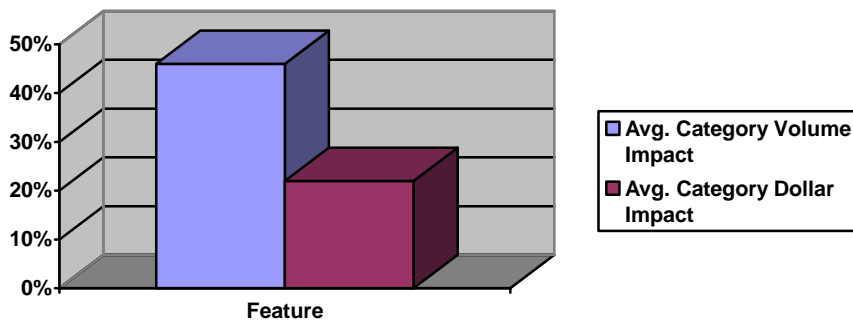
Fresh from California

CALIFORNIA TABLE GRAPE COMMISSION

Fall/Winter (September – December) Category Impact by Event Type.

More grapes for less? When consumers might need a relevant reminder that fresh grapes are readily available, it's a good time to consider deeper promotions. During the fall and winter, 10 for \$10 promotional events generated positive volume and dollar lift¹.

When 10 pounds of produce items for \$10 are offered, consumers typically purchase 10 pounds when they normally might have purchased less. This is a great way to get fresh grapes out the door in bulk.



¹ Perishables Group, 2007