



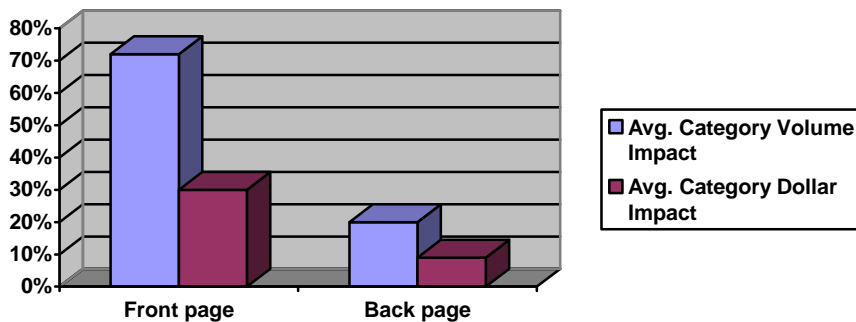
Fresh from California

CALIFORNIA TABLE GRAPE COMMISSION

Spring/Summer (May – August) Category Impact by Ad Location.

It is vital to advertise and promote grapes. Just look at the impact – nearly 50 percent¹ of shoppers look at store ads and/or specials for fresh produce before they go to the store. Over one-third of shoppers surveyed² agreed they would be influenced by an ad for grapes on sale. They would actually shop at a place other than their usual store to take advantage of a sale price on grapes. That's compelling.

So where should fresh grapes be advertised? Front page ads during the spring and summer, are the most effective and generated triple the volume and dollar lift of back page ads.



¹ Fresh Trends, 2003

² Fleishman-Hillard Knowledge Solutions, 2002