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COMMISSION

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# News Release

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## Food Network Loves Grapes from California

FRESNO, California – With California’s fresh grape season underway, millions of viewers of the Food Network will start seeing commercials featuring notable chefs from around the country talking about why they love California grapes. The spots also direct viewers to the Food Network’s website at [foodnetwork.com/grapes](http://foodnetwork.com/grapes) to watch videos, read recipes and learn more about grapes from California.

“The Food Network is watched by millions of shoppers and has a tremendous impact on what people buy and eat,” said Jim Howard, commission vice president. “Research shows that 69 percent of primary grocery shoppers watched the Food Network in the last seven days.”

The network’s website is equally influential. With over 190 million page views each month, it is the number one food-related website in the United States. “Not only are we reaching millions of consumers, we’re doing so in a way that carries a lot of credibility with shoppers,” said Howard. The website also includes videos of Food Network chefs cooking with grapes under the banner “Why We Love Grapes.” “Having the network endorse grapes in that way, along with online videos from Food Network chefs is powerful.”

The “Why We Love Grapes” section of the website will be up throughout the rest of the year. The television spots will also run season-long and appear on the full range of network shows including daytime, weekends and prime time.

Banner ads on the Food Network website and on other affiliated sites such as [rachaelray.com](http://rachaelray.com) are running during the season and will be tagged to local retailers in exchange for enhanced promotional commitments. Traffic radio and magazine advertising are also available with tagging opportunities for retailers.

The California Table Grape Commission was created by the California legislature in 1967 to increase worldwide demand for fresh California grapes through a variety of research and promotional programs. More information can be found at [grapesfromcalifornia.com](http://grapesfromcalifornia.com).

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