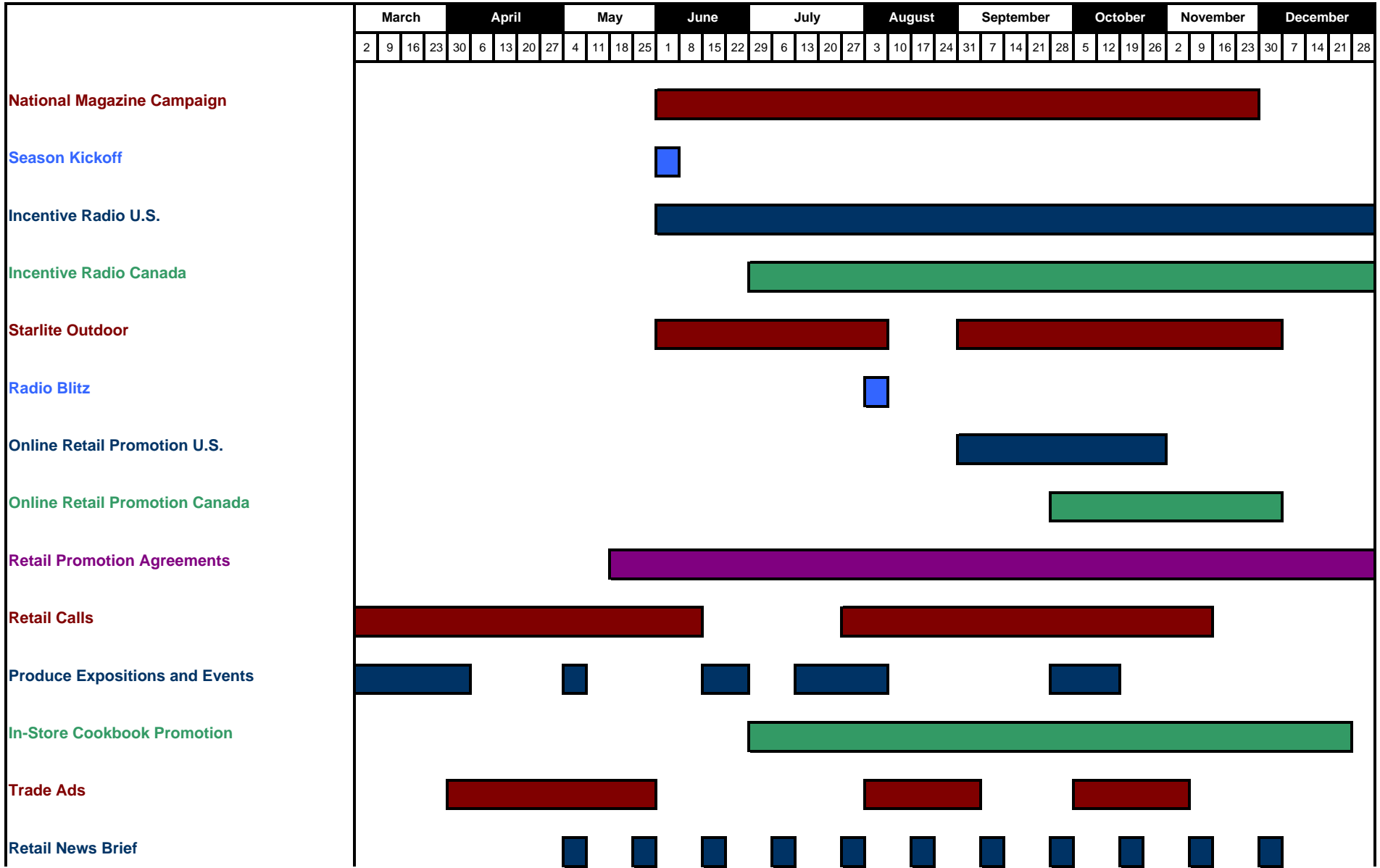


# California Table Grape Commission 2009 Domestic Marketing Promotion Calendar



### **National Magazine Campaign**

Placement in consumer magazines June through November.

### **Season Kickoff**

Announce the beginning of the California grape season with a harvest announcement on television featuring Bob Greene.

### **Incentive Radio U.S.**

Traffic radio tags offered to retailers on promotion for incremental front page and multiple variety ads.

### **Incentive Radio Canada**

Traffic radio tags offered to retailers on promotion for incremental front page and multiple variety ads.

### **Starlite Outdoor**

Small billboards located in grocery store parking lots in key markets, offered to retailers for additional ads to stock only grapes from California during promotion time.

### **Radio Blitz**

More than 400 radio stations will participate in a listener giveaway of a "Grapes from California Prize Pack."

### **Online Retail Promotion U.S.**

Retailer-tagged ads that appear on Yahoo! and MSN will send consumers to commission consumer-focused micro-site, offered to retailers for additional ads to stock only grapes from California during promotion time. There will be a drawing for a Best Life makeover with Bob Greene.

### **Online Retail Promotion Canada**

Retailer-tagged ads that appear on Yahoo! and MSN will send consumers to commission consumer-focused micro-site, offered to retailers for additional ads to stock only grapes from California during promotion time. There will be a drawing for a grand prize trip to Disneyland.

### **Retail Promotion Agreements**

Volume based promotions are targeted for the top 65 retailers in the U.S. and Canada.

### **Retail Calls**

Two rounds of retail calls will be conducted by domestic marketing staff to the top 65 retailers.

### **Produce Expositions and Events**

Southeast Produce Council Exposition March 7; PMA Produce Solutions March 19-21; Fresh Produce and Floral Council Exposition April 1; New England Produce Council Exposition April 1; Produce for Better Health Board Meeting April 2-4; Canadian Produce Marketing Exposition May 6-8; International Corporate Chefs Assoc. June 20-24; Fresh Produce and Floral Council Exposition July 14; Produce Marketing Foodservice July 24-26; National Association of Catering Executives July 26-29; Produce Marketing Association Fresh Summit October 2-5 and International Food Editorial Council October 12-15.

### **In-Store Cookbook Promotion**

Bob Greene's "Best Life Diet Cookbook" will be offered at retail as a consumer promotion item with proof of purchase of multiple pounds of California grapes.

### **Trade Ads**

Trade ads will be placed in *The Packer*.

### **Retail News Brief**

Electronic news briefs will be sent to retailers every three weeks with information designed to increase demand.

### **Holidays**

Memorial Day	Monday, May 25
Independence Day	Saturday, July 4
Labor Day	Monday, September 7
Thanksgiving	Thursday, November 26
Christmas	Friday, December 25