



Fresh from California

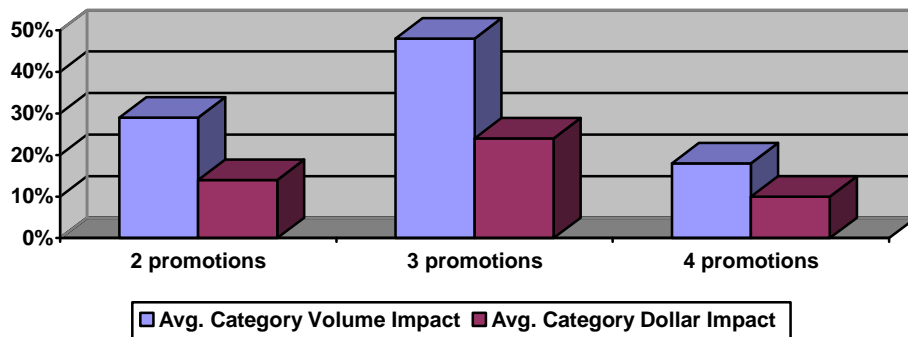
CALIFORNIA TABLE GRAPE COMMISSION

Fall/Winter (September – December) Category Impact by Number of Grape Promotions per Month.

Let's be clear on what exactly is a promotion. We consider any event associated with either a temporary price reduction or in-store or circular advertisement as a promotion.

We all know that grape promotions are necessary. Now, let's talk frequency. How *many* promotions should run per month?

After analysis of consumer purchasing in response to promotions, three is clearly the magic number. During the fall and winter, three grape promotions per month generated the best volume and dollar lift for the category¹ as opposed to two or four.



¹ Perishables Group, 2007