



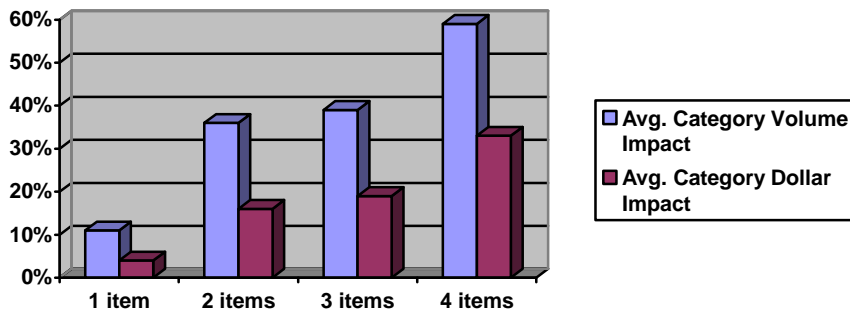
Fresh from California

CALIFORNIA TABLE GRAPE COMMISSION

Fall/Winter (September – December) Category Impact by Number of Items Promoted.

Is less really more? Of course not. More is more when it comes to grapes. During the fall and winter, promoting multiple grape items (four) had the best volume and dollar impact for the category¹.

So, while advertising two varieties can produce a 36 percent category volume lift, four can generate a 59 percent lift. Bottom line - multiple variety ads produce stronger results than single item ads.



¹ Perishables Group, 2007