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TABLE GRAPE
COMMISSION

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News Release

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Food Service Publicity for California Grapes Pays Off in 2008

FRESNO, California – California grapes were featured in a steady stream of foodservice trade press coverage throughout the 2008 season that reached chefs, foodservice directors and menu developers across the nation, in both commercial and noncommercial foodservice establishments.

These industry professionals constantly seek new ideas and inspiration from the trade journals, as well as evidence of what other operators – their colleagues and competitors -- are doing. In 2008, foodservice stories about grapes from California reached nearly 3.6 million people. If the California Table Grape Commission had purchased ad space equal to the amount of coverage in the publications it would have cost \$137,837. The return on investment was five to one in foodservice outreach.

“Through earned media coverage we are able to keep California grapes top-of-mind with chefs, menu developers and decision-makers that influence menu offerings,” said Cindy Plummer, the commission’s vice president of domestic marketing. “At the same time the media coverage enhances perception about grape usage in foodservice venues.”

Each year the commission meets with the editors of these trade publications to pitch California grape stories or recipe features that will meet their editorial needs. Throughout the year, the commission provides those editors with timely information about California grapes – whether grape recipes and photography, nutrition and health information, or offers for operator resource materials. Case studies, which feature grape recipes actually used by operators on their menus, are popular with editors, offering real world examples of grape usage by chefs.

California grapes were showcased in a wide array of menu applications including cocktails, appetizers, breakfast items, salads, side options, entrees and desserts. Publications included *Restaurant Hospitality*, *Food Management*, *Flavor & the Menu*, *Restaurants and Institutions*, *National Culinary Review* and *Foodservice Director*. Additionally, *USA Today* noted Denny’s use of grapes on its Kids’ Menu.

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.

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