

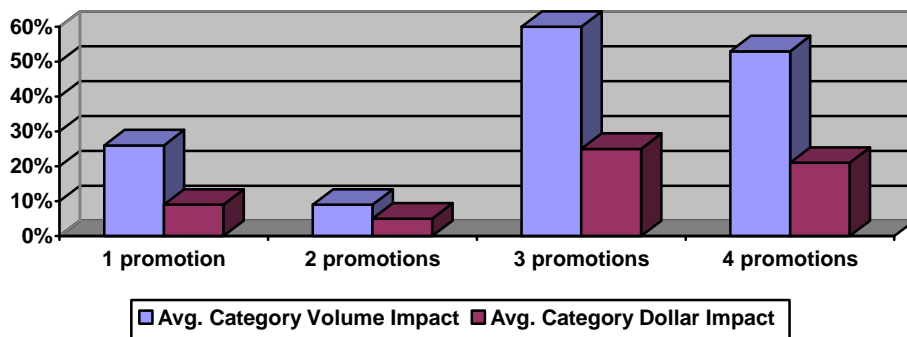


Fresh from California

CALIFORNIA TABLE GRAPE COMMISSION

Spring/Summer (May – August) Category Impact by Number of Grape Promotions per Month.

During the spring and summer our research tells us that three promotions per month is the key to getting consumers to purchase grapes. Historically, running three promotions, which is any event associated with either a temporary price reduction, or in-store or circular advertisement, generated the best volume and dollar lift for the category.¹



¹ Perishables Group, 2006