



**Giumarra**  **nature's partner**  
Feeding the world in a healthy way®

# — 52-Week Grapes —

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC



**Arra 19**  
A proprietary mid-to-late season variety with a crisp texture and naturally sweet flavor.

CHILE



**Crimson**  
A medium-size grape with firm, crisp berries and a sweet, rich flavor.

CHILE

PERU

U.S.



**Flame Seedless**  
A popular variety with a delicately sweet flavor and firm berries. Color is brilliant red and flesh is juicy.

CHILE

PERU



MEXICO

U.S.

PERU



**Mystic Treat™**  
A low-acid variety with medium-large, round berries. Very sweet and crisp.

CHILE



**Passion Fire™ (Arra 29)**  
A proprietary variety with bright red, full color. Berries are large to extra-large with full bunches. Flavor is aromatic and sweet with a crunchy texture.

PERU



MEXICO

U.S.

PERU



**Red Globe**  
A sweet, delicious red seeded grape with very large berries.

CHILE

PERU

U.S.



**Arra 30**  
A proprietary variety with large to jumbo-sized berries and large bunches. Flavor is uniquely sweet with juicy flesh.



MEXICO



**Early Sweet**  
A proprietary variety with low acid and a bright green to creamy finish. Medium-sized bunches with large to extra-large berries. Flavor is very sweet with a touch of muscat.



MEXICO

PERU

U.S.

PERU



**Perlette**  
A crisp, juicy grape with medium berries and thin skin.



MEX.



**Sugraone**  
An early-ripening variety with a light, crunchy texture and sweet flavor complemented by a bright green color.

CHILE

PERU



MEXICO

U.S.

PERU



**Sweeties™ (Arra 15)**  
A sweet and crunchy mid-season grape offering a well-balanced eating experience and large berries.

CHILE

PERU

U.S.

PERU



**Thompson Seedless**  
A sweet, juicy grape with oblong berries.

CHILE

PERU

U.S.



**Autumn Royal**  
A relatively new black grape variety with a sweet taste and crisp, crunchy texture.

PERU

U.S.



**Summer Royal**  
A medium-sized black variety with juicy flesh and a sweet, muscat-like flavor.



MEXICO



**Unknown**  
A mid-season black variety with deep color and a complex, sweet flavor.

CHILE

U.S.




MARKETING & MERCHANDISING


Lorem ipsum

# — 52-Week Grapes —


## A CROWD FAVORITE

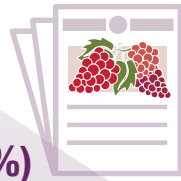
Grapes are the **THIRD MOST POPULAR FRUIT** in the U.S. 

**52%** of U.S. consumers purchase grapes once per week or more. 

Per capita consumption of table grapes in the U.S. is more than **8 POUNDS PER PERSON.** 

## PROMOTING FOR SALES SUCCESS

Multiple grape variety promotions produce the **GREATEST VOLUME LIFT.** 

Front page ads can produce the **HIGHEST VOLUME IMPACT (159%)** for the grape category. 

Beautiful, well-stocked displays will capitalize on the quarter of consumers who only decide to purchase grapes at the store. 

MARKET HEALTH	PROMOTE FLAVOR	MERCHANDISING TIPS
<ul style="list-style-type: none"> <li>• Grapes are an excellent source of vitamins C and K.</li> </ul>	<ul style="list-style-type: none"> <li>• Red seedless are the most popular with consumers.</li> <li>• Offer samples to introduce shoppers to new specialty varieties.</li> </ul>	<ul style="list-style-type: none"> <li>• Utilize bags and clamshells to keep your display looking neat.</li> <li>• Consider pricing all varieties the same.</li> </ul>



Sources: California Table Grape Commission  
Fresh Trends 2017