

• P R O D U C E N O T E S •

GREAT GRAPE DISPLAYS: DISPLAY TIPS FOR SELLING MORE GRAPES

DISPLAYS THAT WORK

- USE A WIDE, SHALLOW DISPLAY ON THE DRY SIDE OF THE PRODUCE DEPARTMENT
- LOCATE THE DISPLAY IN A HIGH TRAFFIC AREA TO INSPIRE IMPULSE BUYING
- INCLUDE AT LEAST 3 VARIETIES AND ALL 3 COLORS
- ROTATE GRAPES REGULARLY
- KEEP UP WITH DEMAND BY ORDERING REGULARLY
- LABEL EACH VARIETY CLEARLY WITH NAME, FLAVOR CHARACTERISTIC & PRICE
- POST POINT OF PURCHASE MATERIAL PROMINENTLY
- AMBER GRAPES CONTAIN LESS ACID, SO THEY TASTE SWEETER, EVEN THOUGH THE SUGAR CONTENT IS THE SAME AS GREENER GRAPES
- ENCOURAGE YOUR CUSTOMERS TO TRY AMBER GRAPES. OFFER SAMPLES.

ROTATE GRAPES TO KEEP DISPLAY FRESH AND FULL OF GRAPES

- PLACE OLDER GRAPES IN THE FRONT AND CENTER AREAS
- PUT NEW BUNCHES IN THE BACK AND CENTER AREAS
- THE FRONT SELLS FASTER SO JUST FOLLOW THE FLOW

INFORMATION COURTESY OF THE CALIFORNIA TABLE GRAPE COMMISSION

PREVENT SHATTER

- FIRST, UNFASTEN THE LUG'S LID
- THEN HOLD THE LID WHILE TURNING THE LUG UPSIDE DOWN
- CAREFULLY REMOVE THE LUG; IF LINED, THE GRAPES WILL STAY IN PLACE
- REMOVE THE LINER; THE GRAPES WILL FALL FREE
- IT WORKS!

GRAPES WITH AMBER

- AMBER GRAPES ARE YELLOWISH IN COLOR- IT DOES NOT MEAN THE GRAPES ARE OLD
- GRAPES WITH AMBER ARE USUALLY THE BUNCHES EXPOSED TO DIRECT SUNLIGHT ON THE VINE

