



Fresh from California

CALIFORNIA TABLE GRAPE COMMISSION

Top Ten Ways to Sell More Grapes from California

Grapes are an integral part of and key to profits of any produce department. The California grape season is the ideal time to offer your customers exciting grape varieties and take advantage of the many opportunities to increase your grape category sales. Take advantage of any or all of the elements listed below and watch your grape sales soar.

1. Produce sales by supporting consumer preference for Grapes from California.

Research shows that 93 percent of primary grape shoppers prefer grapes from California to imported grapes when there is no price differential. Sixty-eight percent of these same grape shoppers prefer grapes from California when their price is higher than the price of imported grapes. Meet the demand. Stock, display and promote grapes from California.

2. Promote grapes often to maximize sales

Let's be clear on what exactly is a promotion. We consider any event associated with either a temporary price reduction or in-store or circular advertisement as a promotion.

We all know that grape promotions are necessary. Now, let's talk frequency. How *many* promotions should run per month?

After analysis of consumer purchasing in response to promotions, three is clearly the magic number. Three grape promotions per month generated the best volume and dollar lift for the category¹ as opposed to two or four.

3. Multiply volume by advertising multiple varieties

Multiple variety promotions produce the best sales results. Research shows that multiple variety promotions deliver significantly stronger lift in both grape category volume and dollar sales than single or two variety ads.

4. Boost sales by promoting grapes on the front page

Advertisements and promotions are vital elements of a successful grape program.

So, where should grapes be advertised? Front page ads generate nearly double to triple the volume and dollar lift of back page ad

5. Increase sales dollars by increasing space

Increased grape space is strongly correlated with higher category performance. Larger category space is associated with higher overall performance. As space expands, grape sales and overall category contribution shows significant increases. In order to obtain optimum sales results, target an average of at least 25-30 square feet of space devoted to grapes. Space allocation of more than 25 feet can generate up to 63 percent more dollars per store per year than sets under 18 feet.



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6. Promote grapes at a reasonable price

Finding the right price for grapes is always a challenge. Research shows that if you price fresh grapes too high, consumers will not purchase them. On the other hand, research also shows that if you price them too low, consumers may also keep from purchasing them.

7. Generate impulse sales with dynamic displays

Research shows that appearance is the most important in-store factor for grape impulse purchases. Research also shows that 55 percent of primary grape shoppers make the decision to buy grapes after they are in the store. A dynamic grape display can generate additional sales.

8. Target the right audience to increase grape sales

Advertisers know that targeting the right audience with the right message makes the best use of advertising dollars. The same thing works in the produce department with targeting the right customer and knowing when they shop.

The primary grape shoppers are women aged 25-64 years old.

- Seventy-one percent of that shopping happens Friday through Sunday.
 - Tip: Make sure displays are well stocked so you don't lose out on valuable sales.
- Ninety-five percent of them consume or serve grapes most often as a snack.
 - Tip: Signage reminding customers to purchase grapes as a snack can result in increased sales.

9. Stock more grapes from California varieties to increase sales

During the California grape season a minimum of four varieties of grapes from California should be displayed. Stocking five and six varieties of grapes every day will increase average weekly sales. Displaying six varieties of grapes from California versus four can triple both average weekly sales volume and dollars.

10. Display the freshest grapes possible to increase impulse sales

To reduce shrink and display the freshest grapes possible, the following grape display handling best practices are recommended:

- Bagged grape displays
- Display grapes on non-refrigerated displays up to 24 hours
- Display grapes on refrigerated displays up to 48 hours
- Clamshell grape displays
- Display grapes on non-refrigerated displays up to 48 hours
- Display grapes on refrigerated displays up to 72 hours