



Fresh from California

CALIFORNIA TABLE GRAPE COMMISSION

2009 California Table Grapes Traffic Radio Tags

All season long, your shoppers will be hearing about and seeing fresh California grapes. These short advertising messages will air during radio traffic reports when consumers are paying close attention to what they hear on the radio.

We've created a variety of messages to remind consumers where to go to get the fresh California grapes they enjoy. These radio tags are numbered for easy selection.

Season-long

1. Since 1839, Grapes from California have been grown to be the plumpest, juiciest grapes in the world. Share our family's tradition with your family. Get fresh Grapes from California at (Name of Store) today.
2. Not all grapes are created equal. Once you get a taste of Grapes from California you won't settle for less—for you or for your family. Stop by (Name of Store) and pick up some fresh Grapes from California today.
3. Grapes from California aren't like ordinary grapes. They're the plumpest, juiciest grapes in the world and they come in three great colors. Look for Grapes from California at your local (Name of Store) today.

Early Season

4. Summer's so close you can almost taste it. In fact, now that Grapes from California are available at (Name of Store) you *can* taste it. For a plump, juicy, *summery* snack, get Grapes from California.
5. It's summer and that means it's time for Grapes from California. They're available now. So for a sweet, summery snack, get some Grapes from California at (Name of Store) today.
6. It's grape season, so get excited about Grapes from California. Grapes from California are the plumpest, juiciest grapes around and you'll find them at (Name of Store) now.
7. Some people can't wait for baseball season. What about grape season? Well, the wait is over. Visit (Name of Store) now and pick up some sweet, summery Grapes from California.



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Health

8. Grapes from California aren't just good for your health they're just plain good. Grab some Grapes from California today at (Name of Store) and snack without the guilt. They're a healthy treat that tastes great.
9. Grapes from California don't just taste good. They're good for you. Grab a fresh bunch of Grapes from California today at (Name of Store) and have a healthful snack ready for your whole family.
10. When it comes to your family, you want healthier options. That's why Grapes from California are the natural choice. Plump, juicy and good for you, Grapes from California are available now at (Name of Store).
11. Sweet and tasty, doesn't have to mean high in calories. Grapes from California balance flavor and nutrition. You'll find them fresh at (Name of Store) today. Grapes from California for a healthful snack.

Memorial Day

12. Memorial Day is near and that means a long weekend and some tasty Grapes from California. You'll find them at your local (Name of Store). Grapes from California – snack all weekend long.
13. Memorial Day has arrived and so have the grapes. Grapes from California of course! Grapes from California are the plumpest, juiciest grapes around and they're available now at (Name of Store).
14. Parades, picnics and Grapes from California. Must be Memorial Day. It's time to head down to (Name of Store) and grab the plumpest, juiciest grapes in the world, Grapes from California.

Father's Day

15. Grapes from California were first harvested in 1839. Your dad's not that old, but he's sure to appreciate some plump and juicy Grapes from California. Pick some up today at (Name of Store).
16. Dads everywhere deserve a delicious, healthy snack this Father's Day. So, get him some juicy Grapes from California. They're available fresh at (Name of Store). Grapes from California – dads love them.



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Summer

17. When the summer comes, reach for the refreshing taste of Grapes from California. In this heat, only the juiciest grapes will do. Grapes from California. Stock up for summer at (Name of Store) today.
18. School's out and that means more hungry mouths to feed for more hours of each day. Give them a healthy snack they'll love. Give them Grapes from California. Available at (Name of Store) today.
19. Summer's here and Grapes from California make for the perfect snack. Pack them in a lunch or grab a few bunches and dress up any barbeque. Grapes from California are available now at (Name of Store).

Picnics

20. It's picnic season. So don't forget Grapes from California. Grapes this tasty are naturally gourmet. Visit (Name of Store) today for fresh Grapes from California and add some fun to any picnic.
21. No picnic is complete without Grapes from California. Grown in the warm California sunshine, they're the perfect snack for your summer fun. Visit (Name of Store) to get some today.
22. Grapes from California are picnic perfect. These plump and juicy treats go great with everything and are sure to keep the crowd happy. Shop (Name of Store) for fresh Grapes from California.

Fourth of July

23. It's the Fourth of July, so break out the barbeque and the Grapes from California. Their plump, juicy flavor is a real crowd pleaser. Shop (Name of Store) for fresh Grapes from California.
24. Everyone loves the Fourth of July. Make the day even better with a favorite snack - Grapes from California. Plump, juicy and healthy too! Shop (Name of Store) for fresh Grapes from California.
25. Add a fun new treat to your Fourth of July. Add Grapes from California. Plump, juicy and healthy too, they're a great way to celebrate. Shop (Name of Store) for Grapes from California.



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Back to School

26. What better way to get your children started back to school than putting some fresh Grapes from California in their lunch. Grapes from California - a delicious, all-natural snack available now at (Name of Store).
27. Your kids will be thrilled to find delicious Grapes from California in their school lunch. And you'll be thrilled to know that they're snacking on something healthy. Shop (Name of Store) for fresh Grapes from California.

Tailgate Party

28. When it's time to tailgate, mix it up a bit; accent your barbeque with the delicious taste of Grapes from California. Visit (Name of Store) today for fresh Grapes from California and get ready for the big game.
29. Tailgating is an art. And so is growing fresh Grapes from California. So bring your A-game to the tailgate party and don't forget to grab plump, juicy Grapes from California. Available now at (Name of Store).

Holiday Season

30. Whether you've been naughty or nice, Grapes from California make the perfect holiday treat. They even come in green and red varieties. Grapes from California are available now at (Name of Store).
31. Make your list and check it twice, just remember to add plump, juicy Grapes from California. They make the perfect holiday treat. Grapes from California are available today at (Name of Store).
32. Add some warmth to the cold holiday season. Grapes from California are still in season because the sun still shines in California. Fresh Grapes from California are available now at (Name of Store).