



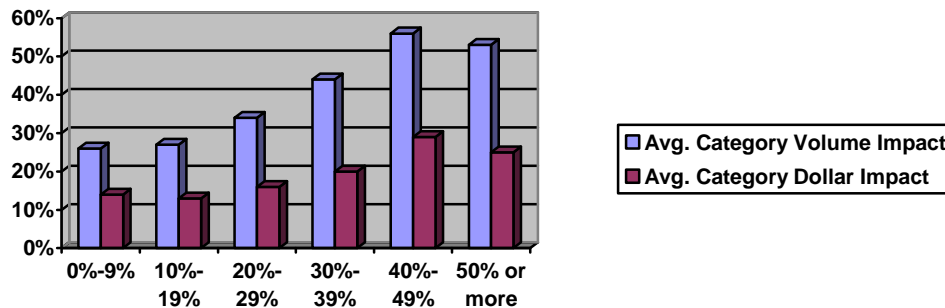
Fresh from California

CALIFORNIA TABLE GRAPE COMMISSION

Fall/Winter (September – December) Category Impact by Discount.

How low should you go? When determining how much of a discount is necessary, you still want to maximize profit while getting these grapes in the hands of as many consumers as possible. During the fall and winter, average category volume lift was maximized at discount levels of between 40 to 49 percent¹.

However, even at a minimal (less than 10 percent) discount range, promotions appear to drive positive lift of grape promotions during this time frame. A small discount can go a long way.



¹ Perishables Group, 2007