

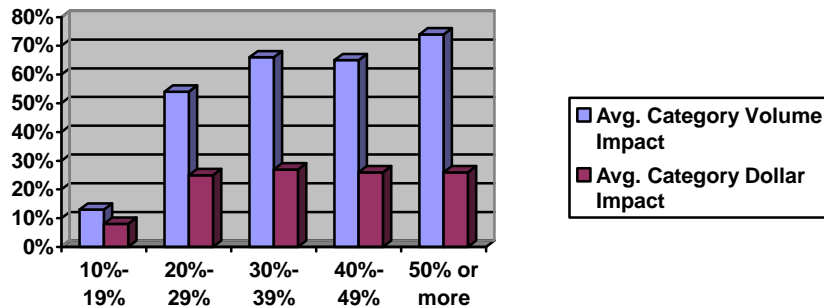


Fresh from California

CALIFORNIA TABLE GRAPE COMMISSION

Spring/Summer (May – August) Category Impact by Discount.

How much of a discount is necessary to move grapes off the shelves? We've found that promotions in the low discount ranges in the spring and summer appear not to be enticing enough to counter the impact of other foods promoted during the same week(s)¹. As the discounts for grapes deepen, consumers are more likely to just buy fresh grapes as opposed to their second favorite, cheaper fruit. The greatest volume impact appears to be 50 percent or more.



¹ Perishables Group, 2006