



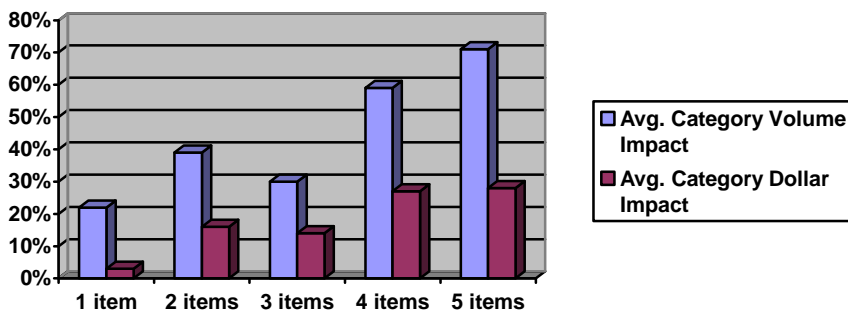
Fresh from California

CALIFORNIA TABLE GRAPE COMMISSION

Spring/Summer Category Impact by Number of Items Promoted.

Is it better to promote more varieties of grapes at the same time or less? During the spring and summer, we've found that promoting multiple varieties (five) had the best volume and dollar impact for the category¹.

For example, advertising two grape varieties can produce a 39 percent category volume lift; four items can generate a 59 percent lift; and five items generate a 71 percent lift. Bottom line -- multiple variety ads produce stronger results than single item ads.



¹ Perishables Group, 2006