



Produce Profile: GRAPES



WHICH VARIETIES OF ORGANIC GRAPES DOES OGC CARRY?

OGC is proud to offer over 25 varieties of organic grapes. From confection-inspired Candy grapes, several types of specialty grapes and classic seedless table grapes, there's the perfect pick for every shopper. To learn more about each variety, be sure to check out the Grape Primer included in OGC's Grape Toolkit.

WHAT ARE IFG GRAPES?

From International Fruit Genetics (IFG), this series of grapes was developed with traditional breeding methods. Grapes currently named with IFG numbers are still under trial and may receive an official marketing name in the future. Before Cotton Candy and other well-loved Candy seedless grapes became a household name, they were an IFG-numbered variety!

WHEN ARE GRAPES AVAILABLE?

OGC offers a nearly year-round supply of tasty organic grapes.

Each year, availability begins in January thanks to our grower partners in South America whose sweet and succulent seedless table grapes satisfy shoppers' cravings during the Northwest's cooler months. A short gap occurs in March as growing regions transition.

In the spring and early summer, as the weather heats up in northern Mexico, southern California and eventually California's central valley, availability on forever favorite seedless table grapes begins to increase dramatically. Candy seedless varieties make their annual debut along with clusters of specialty varieties.

As the deliriously delicious transition from summer to fall starts, the greatest number of varieties become available with the addition of Northwest-grown specialty grapes from our grower partners in Oregon and Washington. This final grape hurrah ends the season with a bang before a short gap in December.

DOES OGC OFFER ANY ECO-CONSCIOUS PACKS?

Yes! OGC is excited to share our Ladybug Brand 100% recyclable (or compostable) cardboard totes. Filled with delicious organic black, green and red seedless table grapes starting in July, followed by Northwest-grown specialty varieties later in the season, these totes are great for busy shoppers on the go and eaters seeking more climate-friendly alternatives to plastic.

MERCHANDISING TIPS

- Shoppers seek out grapes year-round making this staple fruit a powerhouse in the produce department. Place them front and center and pile them high to entice and delight.
- Look for opportunities for secondary displays by the register to net impulse buys.
- Emphasize organic, Northwest-grown and/or eco-conscious packs when appropriate.
- Utilize the variety POP in OGC's Grape Toolkit to draw shoppers' attention, educate about varieties and inspire impulse purchases.
- Cross-merchandise grapes with other fruit, crackers and cheese to inspire grazing boards.
- Sample as much as possible, whether passively or with active demos. The height of the season, when there's numerous grapes of all shapes, colors and flavors, is a great time to introduce shoppers to something new.
- Be sure to bring in Ladybug Brand 100% recyclable totes for shoppers seeking alternatives to plastic packaging.

