



SUNLIGHT INTERNATIONAL SALES  
Premium California Table Grapes

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Grapes are available on a year-round basis. Besides adding bright colors, which help drive impulse sales, the bottom line is very impressive. From a seasonal standpoint, grapes can generate \$96 per square foot and are the highest dollars per square foot for the produce department's fruit category for September through December. Moreover, for the same period, grapes ranked as second highest dollars per square foot for the produce department. (source: California Table Grape Commission)

We at Sunlight International Sales are specialists in California Table Grapes. As the marketing arm of Jakov P. Dulcich & Sons LLC, we are growers, packers and shippers of the finest quality and most flavorful grapes in the world.

**RECOMMENDED DISPLAY IDEAS**

California table grapes should be prominently displayed from Memorial Day through Christmas. Two fundamental goals should always be kept in mind when building a display: quality and abundance. An abundant, fresh, high-quality display will generate even greater grape sales. Customers are inclined to buy more grapes from an abundant display. No matter how good the quality of product on display, partially stocked displays will make customers think they are getting lower quality, leftover product other shoppers did not want. To protect their quality while visually providing a picture of abundance, grapes should not be stocked more than one layer high. Fill and maintain the display frequently throughout the day/evening.

**POINT-OF-PURCHASE/SIGNAGE**

Point-of-purchase materials are used to draw customer attention to the display and drive impulse purchase activity. The key to success with point-of-purchase materials is to use the materials to create excitement at the display without taking away from the image of the produce department.

Signage is yet another call to action for customers to buy more grapes. Nutritional and variety information at the display or in the informational directories in the produce department fulfill customer needs while generating increased sales. With high consumer trust and preference for California-grown grapes, signage highlighting California provides additional sales opportunities.

**VARIETY AND AVAILABILITY GUIDE**

Variety is the spice of life, and we have variety. Today, Jakov P. Dulcich and Sons produces 14 varieties, including the new green seedless varieties Luisco and Autumn King, and is making plans to introduce new red varieties, such as Magenta, in the near future. With today's sophisticated shopper,

**QUICK TIPS**

- 1 Carry several colors and varieties — green, red, black, seedless and seeded.**
- 2 Rotate stock frequently for bright, fresh-looking product.**
- 3 Promote grapes frequently with expanded displays.**
- 4 Fruit must be kept at proper temperature to preserve shelf life. Once chilled, keep chilled. The grapes should be kept refrigerated whenever possible.**

displaying and promoting a wide range of red, green and blue-black grapes will generate excitement and sales. Research shows that chains promoting multiple varieties received a minimum of 200 percent item lift over baseline volume. Try displaying an eye-catching mix of product that generates a greater choice of product availability. Variety, display creativity and freshness all stimulate impulse purchase behavior.

**PROMOTIONAL/ADVERTISING IDEAS**

Red, white and blue for the Fourth of July; back-to-school with grapes packed in a lunch box for snacks; festive holiday ideas with recipe cards that include grapes for Thanksgiving, Christmas and Easter. Marketing studies show front page grape ads

generate a 72 percent increase in volume as opposed to back page placement, which generates only a 20 percent increase in volume.

**RIPENESS RECOMMENDATIONS**

Grapes will not mature or gain sweeter flavor after harvest. We at Sunlight and Dulcich harvest only fruit that has matured to the optimum flavor and sweetness nature provides.

**DISPLAY CARE AND HANDLING**

To maximize sales, straighten grapes displays when passing by to work on other displays. When rotating the display, always move older product to the top and center of the display. Whenever low or poor quality product is found, it should be removed. When product on display begins to look tired, remove or rework the product to maintain a fresh quality image and maximize profitability.

Refrigerated displays will extend the shelf life of grapes. Cool temperatures will prevent grapes from drying out.

**BACKROOM RECEIVING AND PREPARATION PROCEDURES**

Never wash grapes in preparation for display. The natural protective layer created by the grapes, called bloom, will be removed, allowing for dehydration or water loss to occur. While water may be refreshing for some produce, it will harm grapes. Always store with other fruits that require cold temperatures. Grapes should be kept at 34° F and high humidity. Never store grapes next to onions or other items that emit strong odors.

**CROSS-MERCHANDISING OPPORTUNITIES**

1. Wine, cheese and crackers.
2. Whipped cream and gelatin.

