

# VIRTUAL GRAPE GUIDE

**Thank you for supporting Dulcich & Sons' Pretty Lady™ Grapes!**

This virtual guide was created to make your season simple, successful, and sales-driven. We've packed the guide with the latest variety info, packaging updates, merchandising tips, store pairing ideas, ready-to-share recipes, and plug-and-play social content for your marketing team.

For inquiries or additional resources, please reach out to our team at HYPHEN:  
[retailsupport@thehyphenteam.com](mailto:retailsupport@thehyphenteam.com)

*Click on the section name to quickly visit that section*

Merchandising, Storing,  
and Packaging Information



Pretty Lady Grape Varieties  
and Their Availability

Store Pairing Suggestions  
and Fun Recipe Ideas



Social Media



# MERCHANDISING, STORING, AND PACKAGING INFO

## Merchandising Tips:

- Refrigerated displays are key. Place Pretty Lady™ grapes alongside berries (yes, grapes are berries too!).
- Remind customers that grapes are a healthy and reliable staple, even during times of uncertainty.
- Use color to your advantage. Group red, green, and black varieties to create eye-catching contrasts.
- Prominent placement = boosted sales. Leverage high-traffic areas like entrances, endcaps, and secondary displays.
- Create urgency. Remind customers that Pretty Lady™ grapes are seasonal and that once they're gone, they're gone!



## Storing:

Keep grapes refrigerated and do not mist. Store away from items like onions as they will absorb those odors.

## Packaging Info:

We've expanded our lineup to include bi-color grapes and multiple pack sizes across:

- Stand-Up Pouch Bags:**  
The handles, zip-seal, and stand-up design are not only appealing to customers, they've been proven to reduce shatter and increase shelf life. Unlike bunches of grapes just stacked on a produce shelf, our bags allow for convenient, visually pleasing displays.
- Top Seals:**  
Pretty Lady Vineyard's Top Seal packaging exemplifies the Dulcich Family's commitment to food safety and sustainability. The trays used in these packages are 100% recyclable
- Clamshells:**  
Available in various sizes for flexibility.

Our grapes are packed in Top Seals or stand-up pouch bags ensuring cleanliness and safety.



# PRETTY LADY GRAPE VARIETIES AND THEIR AVAILABILITY

Get to know our varieties and when they're available!

Available All Season:  
Green | Green and Red Mix | Organic

## EARLY SEASON



**Sugar Drop®**  
July-August

Sweet, crunchy flavor with large elongated berries



**Ruby Rush®**  
July-August

Uniform bunches with large clusters. Berries are firm and juicy with a fruity aroma



**Applause®**  
July-August

Jumbo, red color berries with a tropical aroma and overtones of mango



**Fire Crunch®**  
July-August

Fiery, red color bursting with a sweet flavor and crisp texture

## MID-SEASON



**Esteem**  
August-September

Sweet and crisp with muscat melon flavor



**Applause®**  
August-September

Lush, large round berries with fragrant strawberry notes



**Emerald®**  
August-November

Sweet and crispy jumbo berries



**Cherry Crush™**  
September-October

Intense cherry-color with sweet cherry notes



**Midnight Beauty®**  
August-September

Bold color with sweet and juicy flavor

Also Available During Fall:  
September-October

Pretty Lady for Halloween | Grape Pumpkin Patch | Harvest Hobgoblin

## LATE SEASON



**AutumnCrisp®**  
October-December

Sweet, crisp and mildly muscat



**Scarlotta®**  
October-December

Sweet and crisp with a succulent finish



**Adora®**  
October-December

Jumbo, black seedless with a slight plum flavor

Also Available During Winter:

Dia de los Muertos | Pretty Lady for the Holidays | Holly Jolly Grapes  
October-November | November-December | November-December

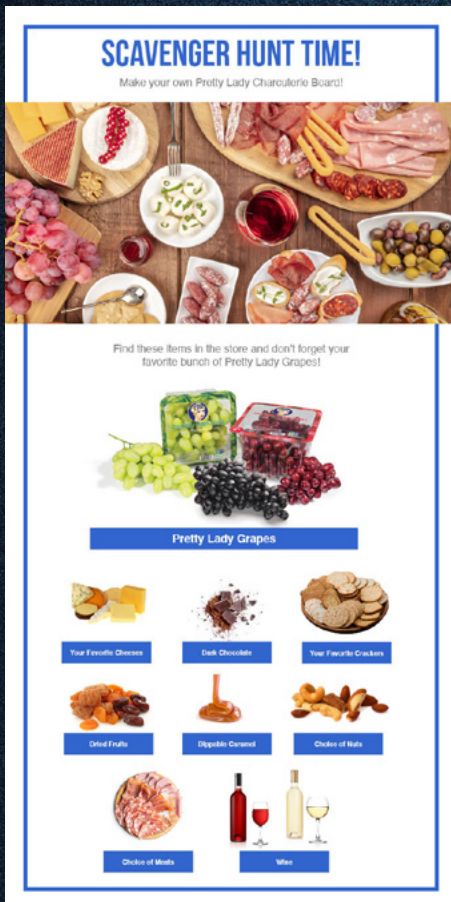


# STORE PAIRING SUGGESTIONS & FUN RECIPE IDEAS

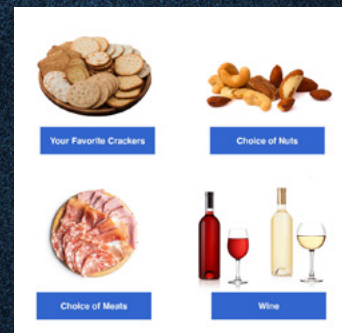
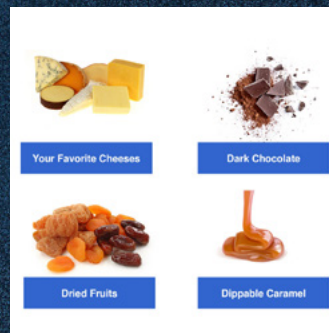
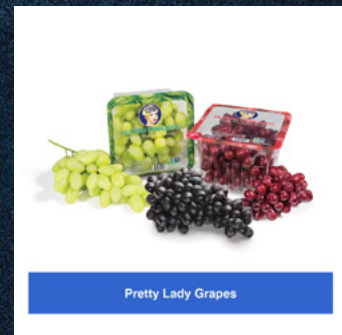
Let's boost your cross-promotion game. Use Pretty Lady™ grapes to move cheese, dips, nuts, chocolate, sparkling water, wine, crackers, or yogurt.

And don't forget to emphasize that grapes aren't just a treat for school lunches. They're great to snack on or build into any meal during your day!

## Email/Website Marketing Materials



## Social Media Marketing Materials



## Recipe Ideas:

- [Caramel Dipped Pretty Lady Grapes](#)
- [Pretty Lady Mini Cheese Ball](#)
- [Pretty Lady Grape Frozen Yogurt](#)
- [Pretty Lady Grape Cup](#)

For more amazing recipes, visit [dulcich.com](http://dulcich.com)



# SOCIAL MEDIA

**Make it easy. Make it shareable. Make it Pretty.**

We've created a bank of seasonal posts and downloadable assets for you to post all year long. Whether your store has a social team or a single associate running your Instagram, we've got you covered. Need unbranded assets or help co-branding posts?

Reach out to: [retailsupport@thehyphenteam.com](mailto:retailsupport@thehyphenteam.com)

June:

[Social Media Posts for June](#)  
[Summer fun recipe](#)

July:

[Social Media Posts for July](#)  
[Pretty delicious Recipe](#)

August:

[Social Media Posts for August](#)  
[August Recipe](#)

September:

[Social Media Posts for September](#)  
[September Recipe](#)

October:

[Social Media Posts for October](#)  
[October Recipe](#)

November:

[Social Media Posts for November](#)  
[Deliciously fall recipe](#)

December:

[Social Media Posts for December](#)  
[Festive winter recipe](#)

Generic Grape

Images:

[Generic Posts](#)

