

Fresh Take: GRAPES



This month's fresh take focuses on a Fall, as well as year-round, favorite: grapes! With more than 8,000 grape varieties today, Peirone Produce strives to provide the highest quality and freshest grapes possible. Gather round these grape-o-riffic resources that highlight this tried-and-true produce sales performer.

\$\$\$ Driving Grape Sales \$\$\$

- <http://blog.robinsfresh.com/produce-trends/best-bunch-4-insights-based-ideas-drive-grape-sales/>
- <https://documentcloud.adobe.com/link/track?uri=urn%3Aaaid%3Ausc%3AUS%3A134cb22e-f500-44bd-86c9-b86a172af869>
- <https://documentcloud.adobe.com/link/track?uri=urn%3Aaaid%3Ausc%3AUS%3A7d621069-b381-42ca-8097-6405bb12248a>

Novelty varieties

<https://www.thepacker.com/article/grape-suppliers-see-new-sales-efficiencies-through-novelty-varieties>

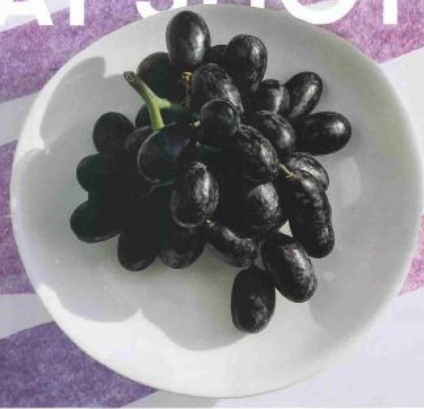
Organic grapes

<https://www.thepacker.com/article/new-varieties-swell-organic-grape-category>

2018 is the "Year of the Grape"

<https://www.foodingredientsfirst.com/news/welchs-claims-2018-is-the-year-of-the-grape-in-line-with-trend-forecasts.html>

GRAPE SNAPSHOT



Ruby, pendot, and onyx berries clustered together like stars in a galaxy—sometimes there is not a sight to behold as beautiful as a bunch of grapes. From the very first crisp, sweet bite, the grape has charmed many over the course of history, growing to be one of the most prevalent fruits in the produce department. But just how many unique takes on these gem-like lovelies are there? *The Snack* takes a closer look here...

SUMMER ROYAL



SEASON: MAY-OCT
COLOR: BLACK
SIZE: MEDIUM
SHAPE: ROUND TO SLIGHTLY OVAL
SEEDS? NO

MIDNIGHT BEAUTY



SEASON: JUN-SEP
COLOR: BLUE-BLACK
SIZE: MEDIUM
SHAPE: ELONGATED
SEEDS? NO

IFG SIX SWEET SAPPHIRE™



SEASON: AUG-SEP
COLOR: BLUE-BLACK
SIZE: MEDIUM-LARGE
SHAPE: ELONGATED WITH DIMPLE
SEEDS? NO

AUTUMN ROYAL



SEASON: AUG-JAN
COLOR: BLACK
SIZE: LARGE
SHAPE: OVAL, ELONGATED
SEEDS? NO

FLAME SEEDLESS



SEASON: MAY-OCT
COLOR: RED
SIZE: MEDIUM
SHAPE: ROUND
SEEDS? NO

ARRA TWENTYNINE PASSION FIRE™



SEASON: JUN-AUG
COLOR: FIERY RED
SIZE: LARGE-EXTRA LARGE
SHAPE: OVAL
SEEDS? NO

IFG 68-175 SWEET CELEBRATION™



SEASON: AUG-DEC
COLOR: RED
SIZE: LARGE
SHAPE: OVAL
SEEDS? NO

SCARLET ROYAL



SEASON: JUN-JAN
COLOR: RED
SIZE: LARGE
SHAPE: OVAL
SEEDS? NO

CRIMSON SEEDLESS



SEASON: AUG-JAN
COLOR: RED
SIZE: MEDIUM
SHAPE: CYLINDRICAL
SEEDS? NO

CSI-63 VINTAGE RED



SEASON: AUG-JAN
COLOR: RED
SIZE: LARGE
SHAPE: OVAL, ELONGATED
SEEDS? NO

ALLISON™ SHEEGENE-20



SEASON: AUG-JAN
COLOR: RED
SIZE: LARGE
SHAPE: OVAL
SEEDS? NO

90-3618 HOLIDAY™



SEASON: SEP-DEC
COLOR: RED
SIZE: VERY LARGE
SHAPE: ROUND
SEEDS? NO

ARRA TWENTYEIGHT PASSION PUNCH™



SEASON: SEP-OCT
COLOR: PINKY-RED
SIZE: LARGE-EXTRA LARGE
SHAPE: OVAL
SEEDS? NO

IFG NINE JACK'S SALUTE™



SEASON: SEP-OCT
COLOR: SOFT RED
SIZE: LARGE
SHAPE: ELONGATED
SEEDS? NO

SUGRANINTEEN
**SCARLOTTA
SEEDLESS™**



SEASON: SEP-DEC
COLOR: RED
SIZE: VERY LARGE
SHAPE: OVAL, ELONGATED
SEEDS? NO

RED GLOBE



SEASON: JUL-JAN
COLOR: RED
SIZE: VERY LARGE
SHAPE: ROUND
SEEDS? YES

SUGRAONE™
**SUPERIOR
SEEDLESS™**



SOME FRUIT SOLD UNDER LICENSE AS
SUPERIOR SEEDLESS™

SEASON: MAY-SEP
COLOR: GREEN
SIZE: LARGE
SHAPE: OVAL, ELONGATED
SEEDS? NO

IVORY
SHEEGENE-21™



SEASON: AUG-NOV
COLOR: GREEN
SIZE: LARGE
SHAPE: OVAL
SEEDS? NO

**THOMPSON
SEEDLESS**



SEASON: JUN-NOV
COLOR: GREEN
SIZE: MEDIUM-LARGE
SHAPE: CYLINDRICAL
SEEDS? NO

PRINCESS



SEASON: JUL-NOV
COLOR: GREEN
SIZE: LARGE
SHAPE: CYLINDRICAL
SEEDS? NO

ARRA FIFTEEN
SWEETIES™



SEASON: JUL-SEP
COLOR: BRIGHT GREEN
SIZE: EXCEPTIONALLY LARGE
SHAPE: ELONGATED
SEEDS? NO

BLANC SEEDLESS
PRISTINE™



SEASON: JUL-NOV
COLOR: GREEN
SIZE: VERY LARGE
SHAPE: ELONGATED
SEEDS? NO

AUTUMN KING



SEASON: AUG-JAN
COLOR: GREEN
SIZE: VERY LARGE
SHAPE: CYLINDRICAL-OVAL
SEEDS? NO



**Check out this month's featured new item:
Hobgoblin premium grapes from Dulcich Farms**

Order here or online:

<https://peironeproduce.com/whats-new/>