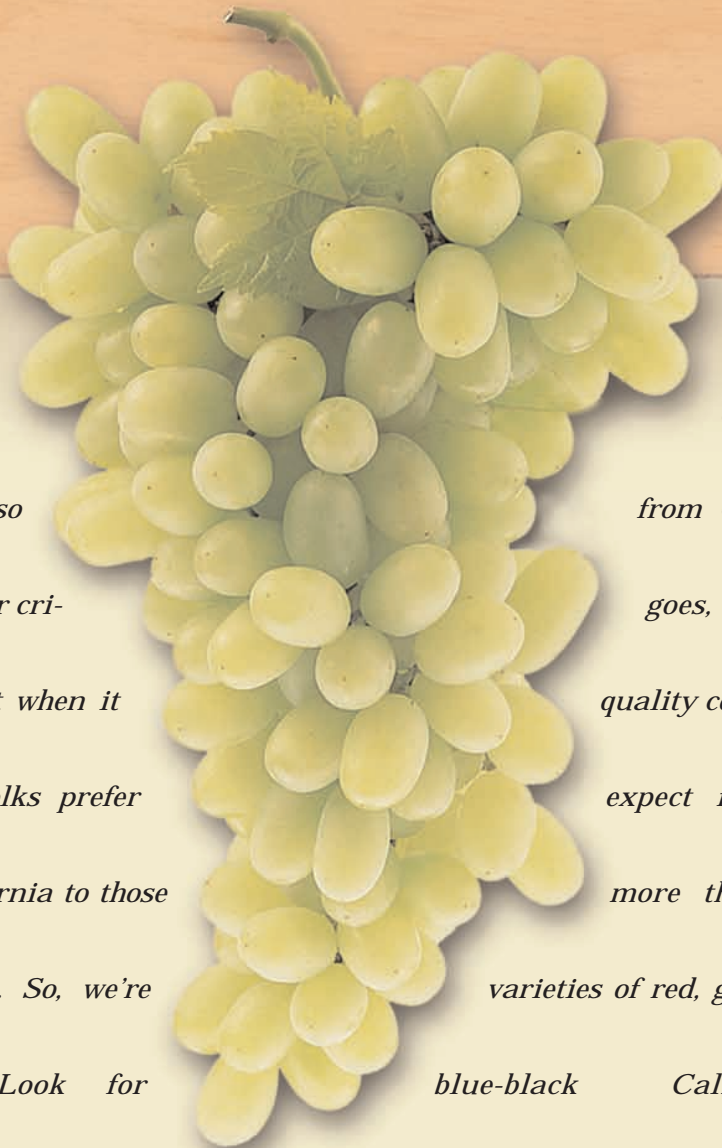




California produces  
**CONSUMERS' FAVORITE GRAPES.**  
*Which almost makes up for the hippie cults, fad diets and reality TV.*



*Sure, not everything from California is so great. Take this power crisis for instance. But when it comes to grapes, folks prefer the ones from California to those from anywhere else. So, we're launching our "Look for*

*embarrassing stuff from California comes and goes, but the quality consumers expect from the more than fifty varieties of red, green and blue-black California*



**Check out our new "Look for California" consumer program.**

*California" program. This symbol on our*

*Grapes is always exceptionally high. They can be sure that these grapes are*

**Research shows that the more varieties of grapes you display, the more you sell.**

*bags of grapes makes it easy for consumers to recognize California Grapes—their favorite pick. The*



*grown, picked and handled with the care and know-how that comes from over two centuries of practice.*

**Register to win a round trip ticket and hotel accommodations for the Produce Marketing Association trade show in Philadelphia.**

Visit [www.grapes.com](http://www.grapes.com) for details.