



Colorful Grapes Make a Clear Impression

California Grapes-To-Go: Packaging Size Preference

Take-out packages	Selected choice	Selected choice
Student Dining	10/12 – 10/18	10/19 – 10/26
4 oz. package	13%	19%
8 oz. package	87%	81%
Retail	10/13 – 10/19	10/20 – 10/26
9 oz. package	39%	48%
13 oz. package	61%	52%

Note: Red and green grapes were used through the entire trial; blue-black grapes were added from 10/12-10/26. Source: Stanford Dining 2006

“Grapes are a viable alternative to traditional whole or cut fruit options. Single-serve retail packages are convenient and attractive, providing the portability that customers are demanding. With a small amount of effort, grapes are easily marketed as an attractive, transportable, healthy choice.”

—Eric Montell, SENIOR ASSOCIATE DIRECTOR, STANFORD DINING

California Grapes-To-Go: Merchandising by Single or Multiple Varieties

Student Dining	10/12 – 10/18	10/19 – 10/26
Single-Variety Pack	31%	40%
Multi-Variety Pack	69%	60%
Retail		
Single-Variety Pack	39%	25%
Multi-Variety Pack	61%	75%

Note: Red and green grapes were used through the entire trial; blue-black grapes were added from 10/12-10/26. Source: Stanford Dining 2006

Fresh Grapes are “Good to Go”

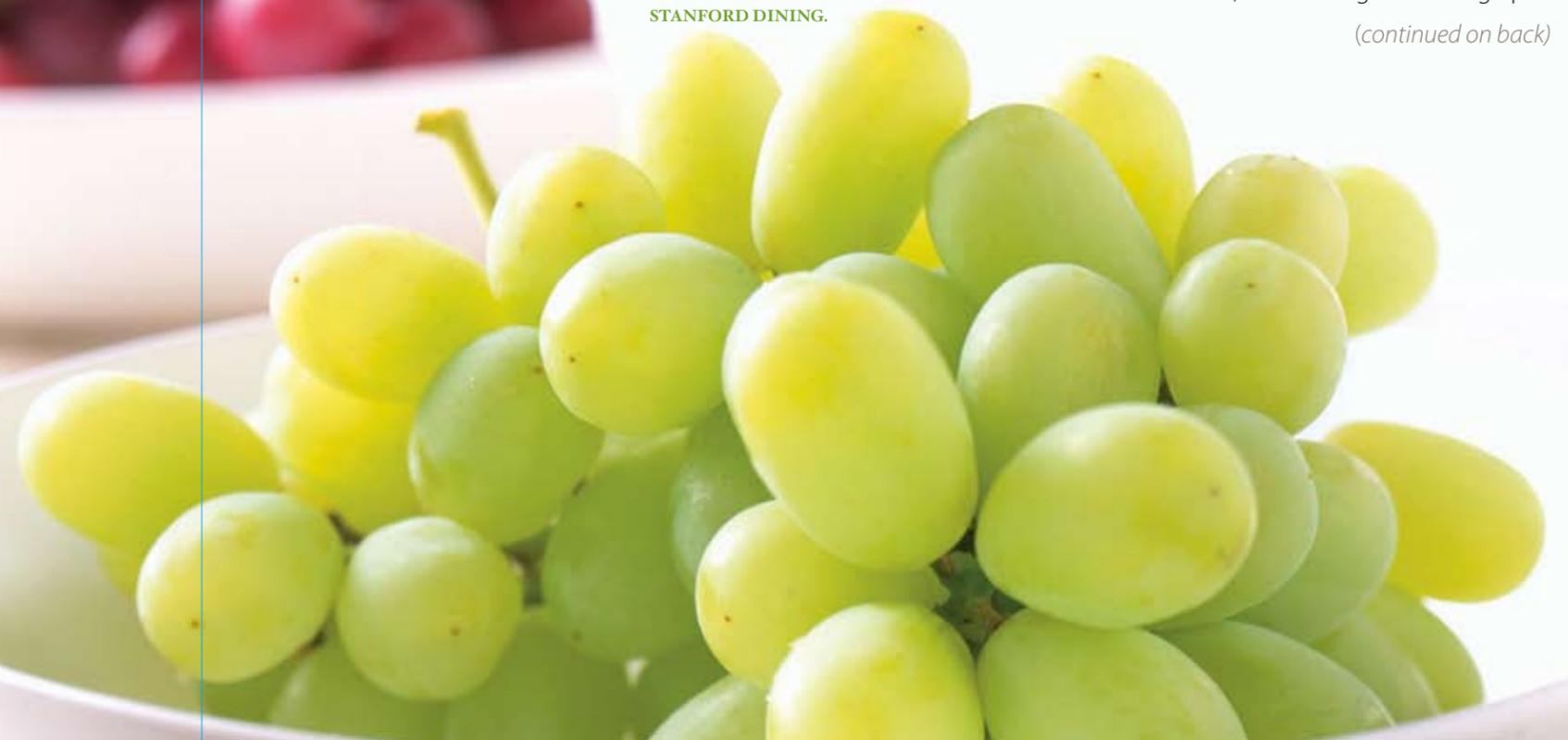
STANFORD DINING strives to keep its customers – students, faculty, staff and visitors – more than just satisfied with their on-campus dining options. “‘Commitment to Excellence’ is our motto,” says Stanford Dining Executive Director Rafi Taherian. In the fall of 2006, he and his management staff – always looking for exciting new items to add to menus and as take-out selections – decided to include fresh grapes from California for a trial period as a “to go” item in the student dining and retail cafes.

“We knew that grapes would be popular with a certain segment of our customers, but we were pleased and surprised by their increasing popularity,” says Eric Montell, Senior Associate Director of Stanford Dining. “Overall fruit consumption significantly increased, and offering California grapes

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“The majority of grapes produced in the United States are grown in California. Leveraging locally grown food is very important to us and to our students; serving California table grapes fits well with our healthy and sustainability dining goals.”

—Rafi Taherian, EXECUTIVE DIRECTOR, STANFORD DINING.



NEARLY EVERYONE SAYS THEY’D LIKE TO EAT HEALTHIER, BUT GIVEN THE CHOICE, DO THEY REALLY DO IT? The Stanford Dining students do, especially when grapes are offered.

Main Dish Side Selection Before and During the Grape Test

Side Options	Before	During
California Grapes	NA	30%
Fries or Chips	100%	70%

Source: Stanford Dining 2006

Stanford Dining started offering fresh California grapes as one of the optional sides for their Grill station serving such items as chicken tenders, hot subs and cheeseburgers. The other side choices were French fries or chips. The results were impressive.

“For every two students choosing French fries or chips, one was choosing grapes. I find that very significant,” says Eric Montell.



Fresh Grapes in Salads Score: Even Mighty Caesar Takes a Hit

Retail food offerings at Stanford compete with off-campus cafes and restaurants. “We realize that the Stanford community has several dining options other than just our services,” says Karen Andrews, Stanford Dining Associate Director Retail and Concessions. “That’s why we continue to offer new items all the time. If the items are popular and address our bottom-line requirements, then we’re likely to feature them on a regular basis.”

“Grapes were definitely seen as a healthy option by our customers.”

– Karen Andrews, ASSOCIATE DIRECTOR RETAIL AND CONCESSIONS, STANFORD DINING

Last fall, Stanford started offering fresh California grapes as a side option with their hot panini sandwiches. The other sides were either a pasta salad or a



Panini Side Selection Before and During the Grape Test

Panini Side Options	Before	During
Fresh Grapes	NA	31%
Caesar Salad	75%	50%
Pasta Salad	25%	19%

Source: Stanford Dining 2006

Caesar salad. Before grapes came on the scene, Caesar salads were the top choice. During the trials, sales of Caesar salads and pasta salads both fell and grapes came in with a significant showing.

In two other trial runs, tossed-to-order salads and “to go” salads squared off with

a new Market Fresh Salad, featuring assorted greens, fresh veggies and grapes. The competing tossed salad was a Cobb salad and the “Grab-n-Go” was Chicken Caesar.

“Overall, salad sales increased by nearly 10% over the trial period,” reports Andrews. “We think grapes contributed to that increase. We know a considerable number of our tossed-to-order-salad customers selected the new salad with grapes. We also noted that during the last week of October 2006, we used blue-black grapes in the salads and the totals spiked.”



“We’ve decided to use California grapes in salads again this year starting in the summer.”

– Karen Andrews, ASSOCIATE DIRECTOR RETAIL AND CONCESSIONS, STANFORD DINING

Retail Salad Sales

Salads – Tossed to order	selected
Farmers Market with Grapes	36%
Chicken Cobb w/o Grapes	64%

Salads – “To-Go”	selected
Farmers Market with Grapes	26%
Chicken Caesar w/o Grapes	74%

Source: Stanford Dining 2006



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