



Two Pound Clamshell

- SUPERIOR SEEDLESS®
- MIDNIGHT BEAUTY®
- Crimson Seedless
- Thompson Seedless
- Rec Flame

(Availability: May--October)



Sales Dept.
 P.O. Box 1028 • Coachella, CA 92236
 Bakersfield 661-392-5050
 Coachella 760-398-9430
 Fax 760-398-9413

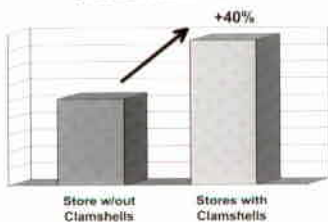
Grape Clamshell Consumer Study

Perishables Group conducted consumer intercepts at two test stores with two control stores during a two-week period in fall of 1999. Quantitative point-of-sale and shipment data was integrated into the study.

HIGHER SALES

Stores that carried the clamshell sold over 40% more in dollar volume than stores that only carried grapes in bags.

% Dollar Sales Increase



LESS SHRINK

Shrink for Red seedless grapes in test stores with the clamshell was significantly less than stores with bagged product.

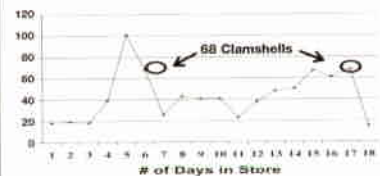
Shrink Comparison



LONGER SHELF LIFE

Product in clamshell packaging maintained its quality and integrity over an extended period of time, thus lengthening its shelf life.

Clamshell Packages - Volume Sales By Day



- Grapes are the number 6 category in the produce department with a 5.8% dollar share.
- The average margin for grapes is 31%. Average for the department is 39.2%.
- Average shrink for the grape category is 17.7%.
- Grapes other than Green and Red seedless have significantly higher shrink percentages. This could be attributed to coding problems or checker error.
- Clamshell sales achieved a 25% volume share when merchandised next to bagged product.

Visit us at www.sun-world.com

SUN WORLD GRAPE CLAMSHELL CONSUMER STUDY