



VIRTUAL GRAPE GUIDE

Thank you for being a retailer of **Dulcich & Son's Pretty Lady Grapes**. Our hope is that this virtual grape guide will provide you with answers to your inquiries about our varieties and when they are available as well as merchandising tips and packaging information. We have also provided pairing suggestions and printable recipe cards for you to display to your customers as well as pre-generated posts for your social media channels available for you at your convenience.

For inquiries or additional resources, please reach out to our team at Marketing Plus: mpsocial@mpluscreate.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 & Fun Recipe Ideas



Social Media

MERCHANDISING, STORING, AND PACKAGING INFO

Merchandising Tips:

Display grapes in your refrigerated sets, along with berries — grapes technically are berries, after all. Group your display using the natural color breaks to call attention to the fruit. Secondary displays, outside the destination set, are a great way to build sales. Because our grapes are only available for a limited time, consider promoting the Pretty Lady Brand in prominent displays near the store entryway or in other high-traffic areas.



Storing:

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

Packaging Info:

Did you know that our Stand-Up Pouch Bags double as colanders? Easy for your customers to take home, rinse and enjoy.

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.



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.

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!



SUMMER AVAILABILITY

VARIETY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Flames							
Timco							
Supreme							
Esteem							
Summer Royal							
Midnight Beauty							



FALL AVAILABILITY

VARIETY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Scarlet Royal							
Emerald							
Autumn King							
Autumn Royal							

Also Available During Fall



WINTER AVAILABILITY

VARIETY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Scarlotta							
Autumn Crisp							
Adora							

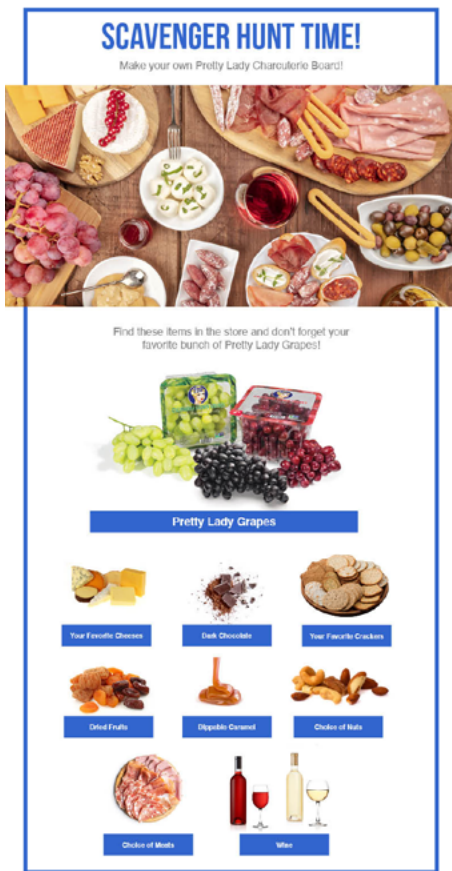
Also Available During Winter



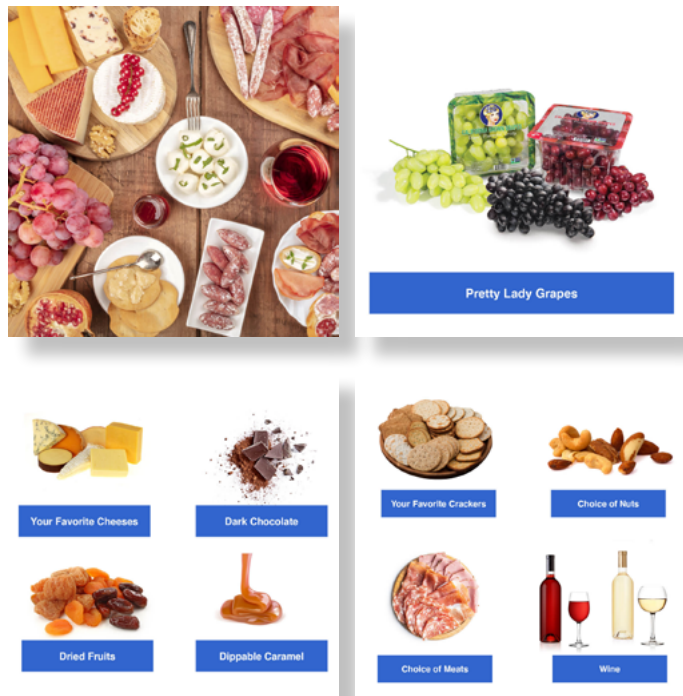
STORE PAIRING SUGGESTIONS & FUN RECIPE IDEAS

In an effort to not only sell our product, we want you to sell your store's products as well. What better way to sell our grapes than with other products from your store that pair perfectly with the grapes? We have also included easy, fun, and delicious printable recipe cards and a fun Charcuterie scavenger hunt for your customers to try for themselves.

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



SOCIAL MEDIA

We want to make social media a breeze for you.

Here we have included holiday themed recipes and pre-generated major holiday posts. Click on the links below to download the individual posts. If you would like unbranded images or need help placing your brand on the posts contact us at mpsocial@mpluscreate.com

June:

[Father's Day Post](#)
[Summer fun recipe](#)

July:

[Fourth of July post](#)
[Pretty delicious Recipe](#)

August:

[Back to School Post](#)
[August Recipe](#)

September:

[Picnic Post](#)
[September Recipe](#)

October:

[Halloween post](#)
[October Recipe](#)

November:

[Thanksgiving post](#)
[Deliciously fall recipe](#)

December:

[Winter Post](#)
[Christmas post](#)
[Happy New Year post](#)
[Festive winter recipe](#)

Generic Grape Images:

[Generic Posts](#)

