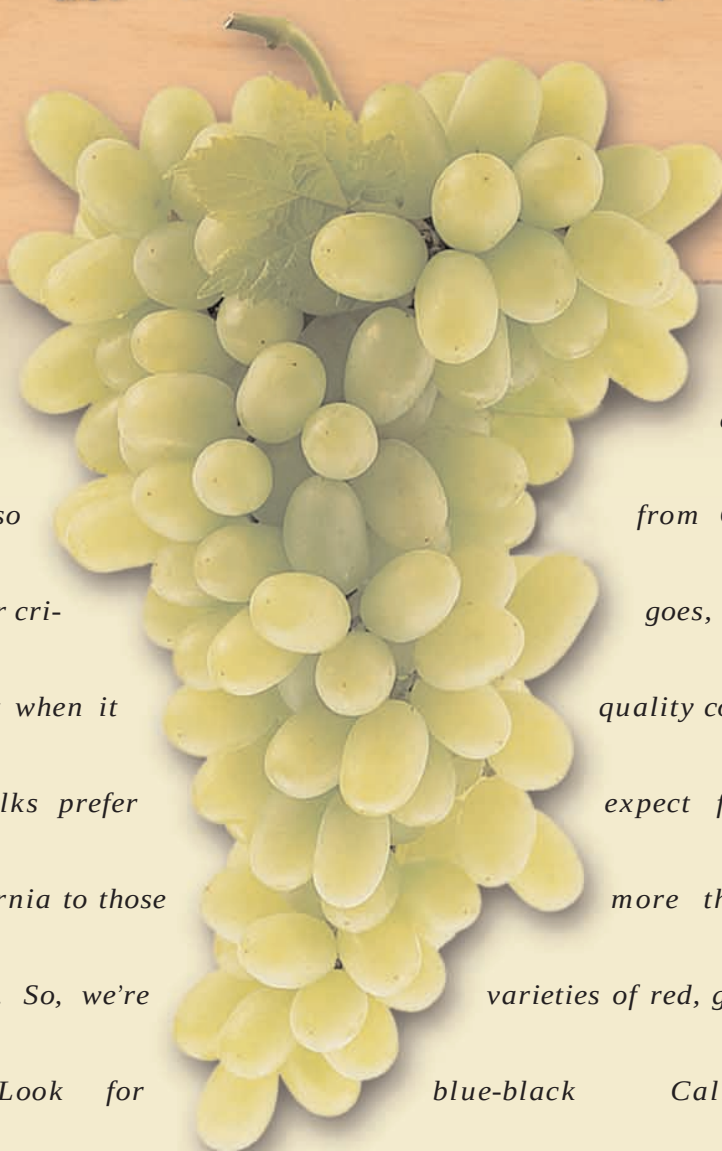




California produces
CONSUMERS' FAVORITE GRAPES.
*Which almost makes up for the
hippie cults, fad diets and reality TV.*



Sure, not everything

from California is so

great. Take this power cri-

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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 exceptional-

ly high. They can be sure that these grapes are

bags of grapes makes it easy for con-

sumers to recognize California

Grapes—their favorite pick. The



grown, picked and handled with the

care and know-how that comes from

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Research shows that
the more varieties
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