

California-based Sun World Innovations has created a panel of U.S. and Canadian fruit companies to import its proprietary branded table grape varieties to North America.

In total, ten import companies became certified to distribute and market [Sun World's](#) full line of proprietary grapes. These importers are set to target the U.S. and Canada.

The newly-licensed importers consist of Camposol Fresh U.S.A., Inc.; The Oppenheimer Group; Dayka & Hackett LLC; Divine Flavor International LLC; Dole Fresh Fruit Co.; Fresh Flavor International, Inc.; North American Produce Buyers Limited, CCPC; Summit Produce, Inc.; Vanguard Direct LLC; and, William H. Kopke Jr., Inc./Southern Fruit Import Co.

These importers were nominated to supply North American markets by licensed Chilean, Peruvian, Brazilian, and South African grape suppliers.

As part of Sun World's panel, these importers now have the right to utilize the California company's varietal brand trademarks, including Autumn Crisp, Midnight Beauty, Scarlotta Seedless, noted company president David Marguleas.

According to him, this move is part of Sun World's greater strategy to expand in critical North American markets.

"We're pleased to invite these prominent fruit import companies to join the Sun World family as we further broaden our Southern Hemisphere licensed producers and exporters' distribution reach into key American and Canadian markets," he explains.

Previously, Sun World International, LLC has been active in the U.S. market with a [table grape promotion](#) set during the country's peak grape season. The two-week campaign focused specifically on driving sales of its proprietary grape varieties.