

The Giumarra Companies has announced the expansion of its exclusive line of Mystic-branded premium grapes to fruit grown in Mexico.

This is a first for the program, which originally included only Chilean red seedless grapes and expanded earlier this year to include both Peruvian and Chilean-grown red, green, and black seedless premium varieties.

The company will have promotable volumes on all three grape colors starting in late May, a key timeframe for seasonal fruit in the produce department.

“We are evolving our Mystic line to offer customers the continuity of a high-quality, trusted brand identity for all grape seasons, and we are excited to add our flavorful Mexican fruit to the program,” said Fernando Soberanes, director of long beach operations for the Giumarra Companies.

“Our goal is to deliver a superb eating experience to consumers throughout the season.”

Giumarra’s Mystic grape program includes Mystic Treat red seedless grapes, Mystic Sweet green seedless grapes, and Mystic Pearl black seedless grapes. Mystic grapes are packed by special order and are available in 2-lb., 3-lb., and 4-lb. clamshells.

Kellee Harris, western region business director for Giumarra, noted that the flagship size of the Mystic program is the 2-lb. clamshell offering. She stated that earlier this year, the company changed its original 8/2-lb. case to a 10/2-lb. case, and it met with great success from retail customers.

“We foresee clamshells of all sizes becoming increasingly important in the grape category given the current retail environment surrounding the COVID-19 crisis,” said Harris.

“Clamshell packaging connotes quality and because it is a sealed pack, dissuades shoppers from touching the fruit prior to purchase. Clamshells also work well when merchandised next to bagged grapes, providing consumers with more options to ensure grapes are in the shopping cart at checkout.”

Giumarra’s spring grapes are grown by Sonora, Mexico-based Videxport, Fair Trade Certified by Fair Trade USA. Fair Trade Certified farms meet rigorous social, environmental, and economic standards.

“At a time when consumers are seeking to band together and make a difference, Fair Trade offers an opportunity to support our essential harvesters and packers in Mexico with a

nominal product premium that is returned directly to a community development fund managed by farm workers,” said Harris.

Giumarra can offer retail customers a Fair Trade Certified program on any of its grapes grown by Videxport. The company’s Mexican grape season will extend through June, after which it will transition to California-grown fruit.