



Grapes

## A Brand You Can Trust

### BENEFITS

- **Brand Recognition** – The Welch's® brand evokes positive consumer impressions allowing you to differentiate your grape program.
- **Impactful, High-Quality Graphics** – On primary packages, display bins and POS material.
- **Consumer Connectivity** – The Welch's brand provides consumers a repeatable experience when they buy it again – driving consumer loyalty.
- **Robust Sales** – High trial and high repeat, from promising quality and delivering on the consumers' expectations .

### FEATURES

- Quality assurance
- Category analysis
- Welch's consumer website and social media
- Welch's consumer 800#
- Audited food safety program
- Trace-back/recall program
- Consumer marketing

### ADVANTAGES

- **Experience** – Over 100 year history in the produce industry.
- **Year Round Availability** – Domestic and import program ensures availability of product, (U.S., Mexico, and Chile).
- **On-Site Inspection** – Inspectors and field staff in the growing regions ensures that only the best fruit gets packed in the Welch's label.

### PROGRAM SPECS

- All Welch's Fresh grapes meet defined Welch's specs.
- According to internal C.H. Robinson® transaction data during 2011-2013, the arrival rate for Welch's averages 99.3% over the past two years.

### MARKETING SUPPORT

- POS materials
- Advertising materials
- Cross-merchandising opportunities
- Consumer displays/events

### LET'S TALK FRESH

Talk to us about how we could help you grow your grape category in the Welch's branded program.

Call 855-350-0014

Brought to you exclusively by:





### GREEN SEEDLESS - PLU#4022

Packaging	COO	Pack	Pkg Size	Net Wt (lb)	Cases/ Layer	Layers/ Pallet	Cases/ Pallet	US UPC	Chile UPC
Gusset	US	12	1.5	20	5	15	75	0 95829 21073 0	-
Gusset	US	10	2	22	5	15	75	0 95829 21071 6	-
Clamshell	US/MX/Chile	10	2	22	5	15	75	0 95829 21021 1	0 95829 21030 3
Clamshell	US/Chile	6	3	20	5	15	75	0 95829 21011 2	0 95829 21054 9
Gusset	US/MX/Chile	Bulk	19/18/18	21/20	5	18	90	-	-
Chinese Slider	US/MX/Chile	Bulk	19/18/18	21/20	5	18	90	-	-
Ziplock	US/MX	Bulk	19/18	21/20	5	18	90	-	-

### GREEN SEEDLESS - PLU#4497

Packaging	COO	Pack	Pkg Size	Net Wt (lb)	Cases/ Layer	Layers/ Pallet	Cases/ Pallet	US UPC	Chile UPC
Gusset	US	12	1.5	20	5	15	75	0 95829 21073 0	-
Gusset	US	10	2	22	5	15	75	0 95829 21071 6	-
Clamshell	US/MX/Chile	10	2	22	5	15	75	0 95829 21021 1	0 95829 21030 3
Clamshell	US/Chile	6	3	20	5	15	75	0 95829 21011 2	0 95829 21054 9
Gusset	MX	Bulk	19/18/18	21/20	5	18	90	-	-
Chinese Slider	US/MX	Bulk	19/18/18	21/20	5	18	90	-	-
Ziplock	US/MX	Bulk	19/18	21/20	5	18	90	-	-

### GREEN SEEDLESS - ALL OTHER VARIETIES - PLU#4498

Packaging	COO	Pack	Pkg Size	Net Wt (lb)	Cases/ Layer	Layers/ Pallet	Cases/ Pallet	US UPC	Chile UPC
Gusset	US	12	1.5	20	5	15	75	0 95829 21073 0	-
Gusset	US	10	2	22	5	15	75	0 95829 21071 6	-
Clamshell	US/MX/Chile	10	2	22	5	15	75	0 95829 21021 1	0 95829 21030 3
Clamshell	US/Chile	6	3	20	5	15	75	0 95829 21011 2	0 95829 21054 9
Chinese Slider	US	Bulk	19	21	5	18	90	-	-
Ziplock	US	Bulk	19	21	5	18	90	-	-





### RED SEEDLESS - PLU#4023

Packaging	COO	Pack	Pkg Size	Net Wt (lb)	Cases/ Layer	Layers/ Pallet	Cases/ Pallet	US UPC	Chile UPC
Gusset	US	12	1.5	20	5	15	75	0 95829 21072 3	-
Gusset	US	10	2	22	5	15	75	0 95829 21070 9	-
Clamshell	US/MX/Chile	10	2	22	5	15	75	0 95829 21020 4	0 95829 21029 7
Clamshell	US/MX/Chile	6	3	20	5	15	75	0 95829 21010 5	0 95829 21053 2
Gusset	US/MX/Chile	Bulk	19/18/18	21/20	5	18	90	-	-
Chinese Slider	US/MX/Chile	Bulk	19/18/18	21/20	5	18	90	-	-
Ziplock	US/MX	Bulk	19/18	21/20	5	18	90	-	-

### RED SEEDLESS - PLU#4499

Packaging	COO	Pack	Pkg Size	Net Wt (lb)	Cases/ Layer	Layers/ Pallet	Cases/ Pallet	US UPC	Chile UPC
Gusset	US	12	1.5	20	5	15	75	0 95829 21072 3	-
Gusset	US	10	2	22	5	15	75	0 95829 21070 9	-
Clamshell	US/MX/Chile	10	2	22	5	15	75	0 95829 21020 4	0 95829 21029 7
Clamshell	US/MX/Chile	6	3	20	5	15	75	0 95829 21010 5	0 95829 21053 2
Chinese Slider	US/MX	Bulk	19	21	5	18	90	-	-
Ziplock	US/MX	Bulk	19	21	5	18	90	-	-

### RED SEEDED - PLU#4636

Packaging	COO	Pack	Pkg Size	Net Wt (lb)	Cases/ Layer	Layers/ Pallet	Cases/ Pallet	US UPC	Chile UPC
Gusset	US	10	2	22	5	15	75	0 95829 21074 7	-
Clamshell	US/MX/Chile	10	2	22	5	15	75	0 95829 21018 1	0 95829 21051 8
Clamshell	US/Chile	6	3	20	5	15	75	0 95829 21059 4	0 95829 21056 3
Gusset	Chile	Bulk	19/18/18	21/20	5	18	90	-	-
Chinese Slider	US/MX	Bulk	19/18/18	21/20	5	18	90	-	-
Ziplock	US/MX	Bulk	19/18	21/20	5	18	90	-	-





## BLACK SEEDLESS - ALL VARIETIES [INCLUDING BEAUTY] - PLU#4056

Packaging	COO	Pack	Pkg Size	Net Wt (lb)	Cases/ Layer	Layers/ Pallet	Cases/ Pallet	US UPC	Chile UPC
Gusset	US	12	1.5	20	5	15	75	0 95829 21077 8	
Clamshell	US/MX/Chile	10	2	22	5	15	75	0 95829 21017 4	0 95829 21031 0
Gusset	US	10	2	22	5	15	75	0 95829 21076 1	
Clamshell	US/Chile	6	3	20	5	15	75	0 95829 21066 2	0 95829 21055 6
Gusset	US/Chile	Bulk	19/18/18	21/20	5	18	90		
Chinese Slider	US/MX	Bulk	19/18/18	21/20	5	18	90		
Ziplock	US/MX	Bulk	19/18	21/20	5	18	90		

## BI COLOR

Packaging	COO	Pack	Pkg Size	Net Wt (lb)	Cases/ Layer	Layers/ Pallet	Cases/ Pallet	US UPC	Chile UPC
Gusset	US	10	2	22	5	15	75	0 95829 21075 4	
Clamshell	US/MX/Chile	10	2	22	5	15	75	0 95829 21019 8	0 95829 21041 9
Clamshell	US/Chile	6	3	20	5	15	75	0 95829 21065 5	0 95829 21057 0

## TRI COLOR

Packaging	COO	Pack	Pkg Size	Net Wt (lb)	Cases/Layer	Layers/Pallet	Cases/Pallet	US UPC
Clamshell	US	10	2	22	5	15	75	0 95829 21022 8
Clamshell	US	6	3	20	5	15	75	0 95829 21035 8