



## **A TASTE LIKE NO OTHER. HOLIDAY® GRAPES RETURN TO THE FRUIT AISLE**

*Columbine Vineyards' Popular Grape Variety Will Be Available In Stores Nationwide Starting Mid-September*

**Delano, CA, Calif., September 14, 2020** - Holiday® grapes, the popular seasonal fruit, are returning to stores for the 2020 season. This extraordinary grape variety is produced by Columbine Vineyards, growers of the highest standard of table grapes for over 95 years. Known for their extra-large berry size and their robust, sweet flavor and juiciness, Holiday grapes are nurtured and hand-harvested from legacy vines in California's San Joaquin Valley. The 2020 harvest arrives in stores late September, providing healthy, fresh-from-the-vine snacking over the three month season.

Grown with sustainable agricultural practices, Holiday grapes continue to deliver a standout taste among table grapes, year after year. These large grapes have been expertly crafted with years of careful growing for the best color, size and sweetness. As a result, each Holiday grape "pops" with their candy-like sweetness and continues to stand out amongst competitors during taste tests.

*"Our grapes are grown with love and handled with care all year long, ensuring the highest quality, flavor and texture in this year's harvest," says Rick Johnston, EVP of Sales & Marketing. "Now, more than ever, consumers are looking for healthier meals and snack options to promote physical and mental wellness. In addition to wonderful taste & texture, Holiday grapes are packed with immune-boosting nutrients. Quality is our legacy and this season our customers will continue to enjoy the consistent, bright-red beautiful vine-ripened grapes they know and love."*

Holiday grapes are heart healthy, non-GMO, and rich in antioxidants, which have been proven to combat free radicals. The versatile, super-sweet berries make for excellent kitchen counter bites or convenient on-the-go snacks. Holiday grapes can also be used as robust ingredients for beverages, desserts and breakfasts dishes or they can be used in a flavorful charcuterie board centerpiece.

Tantalize your taste buds and dive into a bunch of Holiday grapes this season. This year's crop of straight-from-the-vine grapes are available nationwide in major supermarkets beginning September through mid-December.

For more information please visit <http://www.columbinevineyards.com/our-grapes/holiday-seedless/> and follow us on [Facebook](#), [Instagram](#), [Pinterest](#) and [Youtube](#). Engage with the Holiday digital community and share your own snackable creation using #HolidayGrapes and #ColumbineVineyards.

## **ABOUT COLUMBINE VINEYARDS**

It started with a single vine and a love for grapes...

Marin Caratan, has become a local legend in Delano, CA, where he settled in 1919. His passion and dedication would turn into a lifelong pursuit for exceptional quality. In 1926, Caratan and his brother planted their first vines in the San Joaquin Valley, an ideal area for producing the finest quality grapes. Their farm soon became known as an inclusive and exceptional place to work.

With a respect for the original founder, Columbine Vineyards continues to advance this legacy of dedication, hard work, and love. Through stewardship of soil, sustainable growing practices, and a unique breeding program that has brought Holiday® and Milano® varieties to stores, we've always looked to the future while honoring the past.

Each year, our grapes are carefully selected from vines at the peak of their maturity, skillfully hand-picked by growers seeking the sweetest and freshest grapes our vines can produce.

We are constantly finding ways to improve on a tradition of expertise. We have implemented and maintained sustainable agriculture practices that regenerate natural resources, and have been at the forefront of advancements in energy-saving technologies and resource conservation.

Like the first heritage vines planted by the original Caratan family, Columbine Vineyards continues to grow year over year, advancing a legacy of love that can be found in every bunch of our fresh California grapes.

Taste the love.

## **CONTACT**

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