

Table Grape Development

A lot of work goes into developing new seedless table grape varieties. Grape breeding is a long-term process that involves crossing two parent plants - each with differing, but desirable traits. Every cross results in dozens, or even hundreds, of different potential offspring, which are carefully evaluated for flavor, size, texture, color and seedlessness. Ripening time and commercial productivity are also important considerations. It may take as many as ten to twelve years from the time a cross is made to the time of commercial release.

Specialty Packaging

CLAMSHELLS

- Higher Sales
- Less Shrink
- Longer Shelf Life



CARTONS

- Field-packed for optimum freshness
- Styro
- Corrugated
- Special pack



Contact Information

Sun World has two offices in California:

Sales and Administration:

Sun World International, Inc.
52-200 Industrial Way
Coachella, California USA 92236
TEL: +1 661.392.5000
FAX: +1 661.392.5092

Sales, Marketing, and Licensing:

Sun World International, Inc.
16350 Driver Road
Bakersfield, California USA 93308
TEL: +1 760.398.9300
FAX: +1 760.398.9498

Research and Development

Sun World International, Inc.
16350 Driver Road
Bakersfield, California USA 93308
TEL: +1 661.392.5100
FAX: +1 661.58.3651

Table Grape Category Manager:

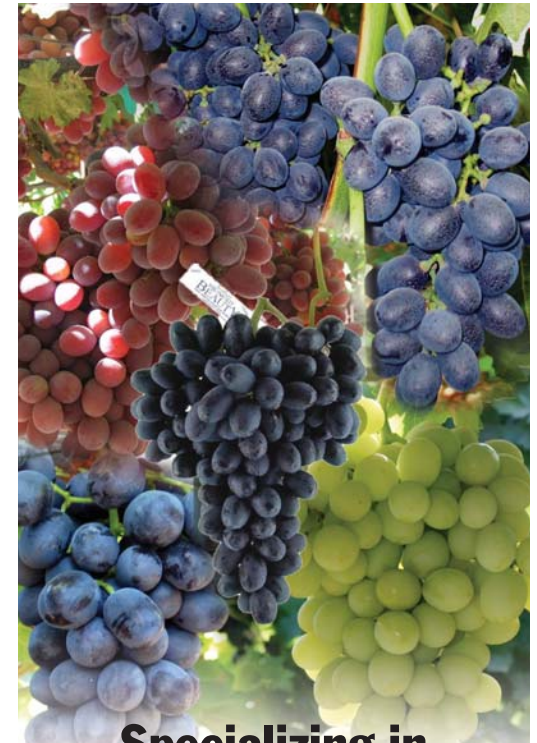
Rick Paul, Bakersfield
rpaul@sun-world.com
TEL: +1 661.392.5062

For more information on how Sun World can add value to your operation, **visit our website**. While you're there, be sure to click on the newsletter link to read our latest *'Fresh News'*, and then catch up on previous issues in the archives. *'Fresh News'* is a must-read if you want to keep up with new trends in this rapidly changing industry.

www.sun-world.com
www.sunworldfruit.com



Table Grape Guide



**Specializing in
Seedless Varieties with
Enhanced Flavor**

Sun World

One of the largest table grape development and breeding programs in the world.

SUPERIOR SEEDLESS

A SENSATIONAL GREEN GRAPE
By Sun World



Introduced in 1972, this unique fruit is grown by Sun World and its licensed producers in the United States, South Africa, Namibia, Australia, Spain, Italy and Israel. Sugraone, a standard in the grape industry, is an early-ripening white seedless grape marketed by Sun World and its licensees under the SUPERIOR SEEDLESS® brand. It is produced on 15,000 acres located on five continents.

SABLE SEEDLESS

AN EXCEPTIONAL BLACK GRAPE
By Sun World



Sugrasixteen is one the newest Sun World fruit introductions. It is marketed by Sun World and its licensees under the SABLE SEEDLESS® brand and ripens in central California during the first week of August or about two weeks after the Thompson Seedless harvest begins. The deep black grapes have a firm, crunchy texture and a rich, distinctive, tropical flavor with high natural sugar content and a trace of Muscat. The Sugrasixteen variety was crossbred 15 years ago and has since undergone more than ten years of extensive trials and evaluation by the Company's research and commercial farming staff. Its aromatic aroma and distinctively sweet flavor make SABLE SEEDLESS a Sun World favorite that it will revolutionize the black seedless grape category.

MIDNIGHT BEAUTY

A SPECIAL BLACK SEEDLESS GRAPE
By Sun World



Developed by Sun World researchers, the Sugrathirteen variety grape boasts extremely large berries and has a crisp texture. They tend to be slightly redder in color than other black grapes. An early-ripening variety, Sugrathirteen was developed as a companion to the company's popular Sugraone variety (SUPERIOR SEEDLESS® brand) grape. It is marketed internationally under the MIDNIGHT BEAUTY® brand.

SOPHIA SEEDLESS

A SENSATIONAL GREEN GRAPE
By Sun World



This new, large white seedless grape, developed by Sun World researchers, is available midseason and can be harvested ten days after Thompson Seedless. Identified by the variety name Sugraeighteen, this outstanding new seedless grape is marketed by Sun World and its licensees under the SOPHIA SEEDLESS® brand. Its subtle Muscat aroma and distinctively sweet flavor make SOPHIA SEEDLESS® a favorite with Italia grape fans.

COACHELLA SEEDLESS

A SENSATIONAL GREEN GRAPE
By Sun World



Sugratwelve is an early ripening white seedless grape that has all the characteristics of Sugraone, but with an elongated berry. It is marketed under the brand COACHELLA SEEDLESS® and is harvested at about the same time as Sugraone (SUPERIOR SEEDLESS®) and Sugrathirteen (MIDNIGHT BEAUTY®). Its unusually large, cylindrical berries are crisp in texture with a light green, creamy white skin.

