

# *Fresh* DIGEST

A PUBLICATION OF THE FRESH PRODUCE & FLORAL COUNCIL

- NoCal EXPO  
Draws Big Crowd
- SoCal EXPO on Tap
- FPFC Redefines  
Mission



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P-1 P30  
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similarly designed clamshells. Currently, there are 8-10 units per case. With the Quick Rinse Cube, we pack 12 units per case. It will save money on freight, is very efficient and is retailer driven."

And retail driven is what it's all about. "In the past," Pandol said, "most grape innovation has come from the production side. I'm a farm boy. I enter the grocery store with a very different view of things. To develop true innovation I had to 'check my farm boy ego' at the door and get involved with all the constituencies. We listened to the retailer and we listened to the consumer. We wanted to push the envelope and address the needs of both. To push the category forward, we needed to do it right, and we believe we have developed a package that will be attractive to a much broader base of consumer."

The Pandols have been pushing that envelope for the past seven decades. Pandol said his family purchased its first farm near Delano in the 1940s. "My Uncle Jack, had been in World War II, and in 1949 our family planted grapes for the first time."

Before that, to assist the war effort, the Pandols had grown potatoes.

Over the course of the next seven decades,

1. Green = Firm & sweet
2. Lighter Green = Extra sweet
3. Golden = Rich aroma, full flavor

### Year-Round Value Starts With Dulcinea.

At the heart of Dulcinea Farms™ lies true passion, innovation and quality you won't find anywhere else. Our passion drives us everyday to provide the freshest produce and the taste consumers absolutely love. And with passion comes dedication making sure that every bite of a Dulcinea product tastes simply amazing year-round. In order to deliver on our promise, we commit to securing the best growing locations, shortening our supply chain, implementing a continuous cold chain, adhering to strict quality standards, providing excellent customer support and having partners that share in our vision.

PRODUCT. INNOVATION. QUALITY. MARKETING. CONSUMER SATISFACTION.  
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