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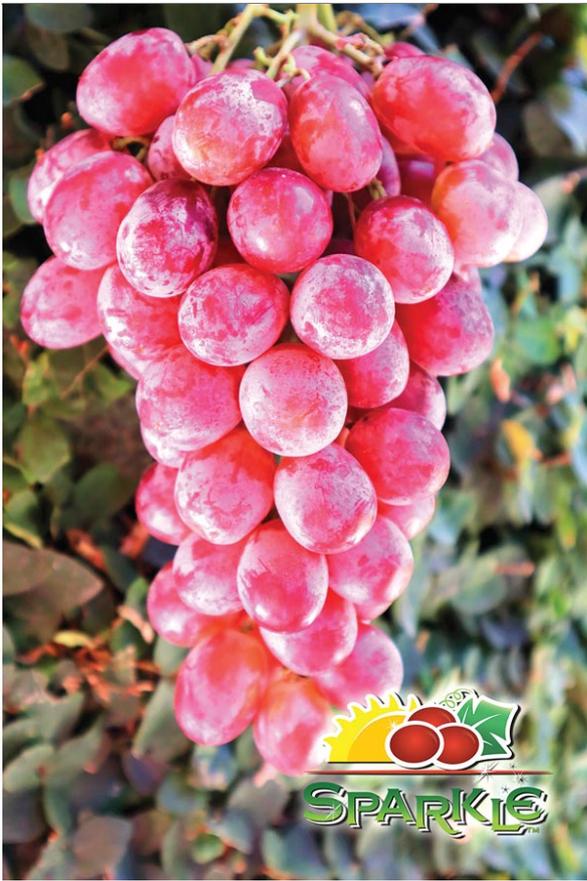
## **Sunview has robust grape variety lineup**

By

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Though 2020 required a much different approach because of the protocols surrounding COVID-19, Sunview Marketing was able to navigate those changes and the end result was a very successful grape season. Now that the 2021 California Central Valley season has begun, the sales team is ready to welcome back a more normal path to success.



“Last year the economy was dealing with unprecedented challenges. We look for this year to start out strong” said Vice President of Sales and Marketing Mitch Wetzel. “The winter weather was relatively normal although very dry, and we are looking forward to a great harvest as we move through the year. One of the hallmarks of Sunview’s grape program will absolutely not change. We will have promotable volumes of conventional and organic grapes throughout the season.”

This year’s grape season outlook is looking very strong, and the company is anticipating a high quality, high volume year for grapes. Wetzel said he is “excited about supplying our fresh grapes to our retail partners and consumers all over the world.”

Sunview has kicked off its California San Joaquin Valley grape season with Flame, Sugraone, and Summer Royal varieties. By the end of July, the company will begin to ship its exclusive grape brands: Sparkle, Rosa, Stella Bella, and its newest entry, Crown, a green seedless grape.

The company’s mid-season grapes sales list will include proprietary Gem and Sorella Bella. The company’s latest star brand, “candy treat” flavored exclusive Sweet Carnival, starts in early September and runs through mid-December. The consumer response to this brand was overwhelming. “We received so many letters, calls, and social media support for this brand. Consumers have told us they are anxiously awaiting its arrival. We have plans to build on that success this season,” said Wetzel.

Sunview also has new red and green varieties in the pipeline that will eventually be available during early, middle, and late windows during the California season. These new varieties will help to keep the availability mix fresh and exciting to customers and consumers. Wetzel expects those new grapes to be available in commercial volumes next season with more on the horizon.

Headquartered in Delano, CA, Sunview Marketing only markets grapes from its family-owned vineyards, which gives it greater control over the quality and consistency of its pack.

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Wetzel added: “Given these challenging times, everyone is looking forward to some version of normalcy which includes summer fun and summertime fruit. We are excited to be a part of that.”

Family-owned for more than seventy years, Sunview Marketing bills itself as “Your Single Source of supply of the highest quality table grapes from California’s Central Valley.”

Sunview has been farming conventional and organic table grapes for consumers worldwide for more than three generations.

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