



- Advertisement -

Fruit Royale happy with look of Chilean grapes

By

Keith Loria

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[Fruit Royale](#) is a trusted name in table grapes, operating as a year-round grower, supplier, importer, exporter and distributor since 2004.

The Delano, CA-based company works with its growers on all aspects of fruit production including growing, packing, cooling, storing, logistics and sales, with detailed emphasis on providing high quality product to customers on a consistent basis.

“We move more than 2 million boxes of fresh grapes to and from all parts of the world yearly,” said Louie Galvan, Fruit Royale’s managing partner, who has been in the table grape game since 1990. “Success comes from knowing your customer. At the end of the day, you have to be in tune with your customers’ needs and wants, put up a solid great tasting product and the rest takes care of itself.”

In 2022, varieties have helped move the category forward with regards to flavors and overall visual impact with size.

“The industry is in constant motion and evolving — we feel for the benefit of all involved,” Galvan said. “We are constantly vigilant of any ‘new’ packs, harvesting methods, sustainable opportunities, increased efficiencies in the process as a whole to try and control cost of production, freshness of product and value to the consumer.”

He noted that Chile is the company’s main supplier from January through April and it rounds out Fruit Royale’s year-round offerings nicely. The season looks like it will be a great one.

Fruit Royale’s Chilean ranches began harvesting its Perlons, Autumn Royales, Crimsons, Thompsons, and Ina-15’s in mid-December, with Flames and Sugraones a bit later in the winter.

“All systems are a go for our import programs from Peru, Chile and Mexico,” Galvan said. “Crops from Peru and Chile look great with new varieties coming on board every season.”

For those to sell well, he noted that retailers should be advertising and taking the time to educate the customer on the table grapes and why they are a strong value.

“Nowadays, consumers want to know flavor profiles, what regions the fruit is coming from, and how you’re stewarding the crop,” he said. Access to that information is a positive for everyone, “informed buyers, buy more grapes.”

The biggest challenges currently are labor issues and high prices associated with just about every aspect of the industry.

“We must work to stay profitable in an ever-increasing costs global economy,” Galvan said.

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About Keith Loria | 

A graduate of the University of Miami, Keith Loria is a D.C.-based award-winning journalist who has been writing for major publications for close to 20 years on topics as diverse as real estate, food and sports. He started his career with the Associated Press and has held high editorial positions at magazines aimed at healthcare, sports and technology. When not busy writing, he can be found enjoying time with his wife, Patricia, and two daughters, Jordan and Cassidy.

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