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**AutumnCrisp event results in thousands of new fans**

October 31, 2023

Sun World International recently took to New York City to officially debut its AutumnCrisp brand grapes' global consumer marketing campaign. The results: overwhelming enthusiasm and the birth of a viral grape sensation.



From Oct. 13 to Oct.

15, Sun World hosted an experiential sampling station, launching AutumnCrisp to more than 15,000 attendees at the Food Network New York City Wine & Food Festival presented by Capital One, one of the nation's premier food sampling events.

The AutumnCrisp brand grape station — located at the center of NYCWFF's Grand Tasting event — was Sun World's first consumer-focused event as part of its recently launched campaign to market AutumnCrisp as a globally branded table grape available year-round.

Decked from head to shoes with bright green AutumnCrisp attire, Sun World's street team passed out grape samples and AutumnCrisp-branded swag. For most attendees, it marked the first time they tasted the crisp, juicy green grape.

"We could not have asked for a more enthusiastic and exciting consumer debut," said Jennifer

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Sanchez, Sun World's vice president of marketing. "We at Sun World know this grape is special and that it has the potential to be the go-to grape for millions worldwide. The response from consumers at NYCWFF for crisp and juicy AutumnCrisp brand grapes was incredible! This also could not have happened without the dedication of one of our growers, Dayka & Hackett, that produced and supplied top quality AutumnCrisp branded grapes for this sampling. We greatly appreciate their collaboration."

The sampling station became a viral sensation during the event with myriad attendees sharing their experiences on Instagram, tagging @autumncrispgrapes for a reach of around 500,000 followers.

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