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Sun World kicks off 2024 Autumncrisp marketing efforts

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[Sun World International](#) shined brightly in the entertainment capital of the world last month with a sampling station for Autumncrisp at the 2024 Winter Fancy Food Show in Las Vegas.



The company sampled Autumncrisp green seedless grapes to more than 13,000 attendees Jan. 21-23 at the Winter Fancy Food Show.

Decked from head to shoes in bright green Autumncrisp attire, the Sun World's team shared samples with show attendees, including food and beverage makers, buyers, retailers, distributors, media, influencers and other industry insiders. For most visitors, it marked the first time they tasted the crisp, juicy, green grape.

"What happens in Vegas won't stay in Vegas this time, as Autumncrisp branded grapes are now set to become a global culinary phenomenon," said Jennifer Sanchez, Sun World's vice president of marketing. "Autumncrisp brand grapes are the world's first globally marketed table grape available

worldwide, year-round. The Winter Fancy Food Show gave us an amazing stage for spreading this message to an international B2B audience. The response was incredible.

“This also could not have happened without the dedication of one of our growers, Don Ricardo and licensed importer Dayka & Hackett, who produced and supplied top-quality Autumncrisp branded grapes from Peru for this sampling. We greatly appreciate their collaboration,” Sanchez said.

This past August, Sun World International announced its intent to market the Autumncrisp brand as the first globally branded table grape available year-round. To date, the campaign has featured robust digital marketing aimed at the iconic grape brand’s target consumers, sampling at the New York Wine and Food Festival and now Winter Fancy Food Show, media outreach, collaborations with food influencers, including The Produce Moms, and social media outreach.

To date, the robust digital marketing efforts have driven 2.3 million impressions across Autumncrisp branded social media accounts. For 2024, Sun World International will expand to in-store marketing, local market pilot campaigns and more.

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