



**- Advertisement -**

**Four Star Fruit acquires Columbine Vineyards' Holiday grape program**

---

May 9, 2024

The premium table grape category continues to experience dynamic changes as demand for its top-tier varieties and programs remains at the top of retailers' minds across the globe. In response, [Four Star Fruit](#) solidified its position as a frontrunner in the industry with the recent acquisition of Columbine Vineyards' Holiday grape program from Agriculture Capital.

"We are excited to bring our valued retail partners the Holiday grape program with deep industry roots and customer satisfaction," said Jack Campbell, president of Four Star Fruit. "This acquisition makes us the exclusive marketer for the Holiday variety, continuing our commitment to delivering exceptional quality and flavor diversity to meet growing consumer demand."

Under the terms of the acquisition, Four Star Fruit has exclusive rights to all brands, trademarks and DNA associated with the Holiday variety. Recognized for its exceptional sweetness and distinctive late-season profile, the Holiday variety is highly sought-after and easily recognized by consumers nationwide.

[Print](#)