



- Advertisement -

Fruit Royale celebrates 20 years of grape success in San Joaquin Valley

By

Keith Loria

May 27, 2024

[Fruit Royale Inc.](#) is an experienced grower/shipper of table grapes, working directly with its contracted growers on all aspects of fruit production — growing, packing, cooling, storing, logistics and sales.

“We have been active in the production of premium table grapes in the San Joaquin Valley since 2004,” said Louie Galvan, managing partner of the Delano, CA-based company. “Our year-round figures are in the 3-5 million box range, and we supply premium quality grapes from around the world.”

The company is responsible for more than 1,200 acres in California and the San Joaquin Valley, which supplies customer from July through December.

“We have steadily increased our production on flavorful varieties for over 20 years,” Galvan said.

So far this year, the Chilean grape deal has been a challenge with adequate supplies.

“A shortage in grapes has created a season-long demand exceeds supply type situation,” Galvan said. “We have been able to complete all our commitments to 100 percent and remain proud to be able to accomplish that on a very difficult season. We look forward to our Spring Mexican and Summer California programs to continue our success.”

While it’s a bit early to present a detailed view of those upcoming grape seasons, all early indications are of a banner year of fantastic quality grapes, and Fruit Royale remains positively hopeful for the upcoming season.

“Our niche is anchored on being able to take the fluctuations out of the equation by providing a consistent supply of premium quality grapes from around the world 365 days a year,” Galvan said. “We are all on the same team — growers, packers, shippers and customers. It is our duty to keep everyone on the same path to providing the ultimate customer with the best we can offer. Constant communication is the key to any successful relationship.”

In recent years, there have been a host of new varieties trending, with a kaleidoscope of colors, shapes, flavors and sizes, making it a great time to be involved in the grape industry.

With that in mind, the company is looking for further ways to expand and grow business, and that’s why Fruit Royale’s strategy is focused on working more with those varieties that can grow the category.

“Education is key,” Galvan said. “The more informed the customer is about what they are buying, the more fruit they will buy. Whether it’s educating the customer on varieties, distinct flavor profiles in association with those varieties, or regions of production. The more the customer knows about the fruit the more they relate to the process.”

Sustainability is important to Fruit Royale, and the company is continually striving to accomplish those “green” needs to do its part for the environment.

“We remain stewards of our precious resources and will continue to look for new alternative sources of energy and water,” Galvan said.

Although most of Fruit Royale’s clientele’s programs have their own logistics departments, the company is always ready and willing to do what needs to be done to meet their needs and do what’s best for their customers.

“Our goal is to continue to serve our customers to the fullest and send our commitment, dedication, and work ethic forward through the next generations,” Galvan said. “We love what we do and can’t wait to pass that on.”

[Keith Loria](#)

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.

[Print](#)