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Divine Flavor extends its grape program into California



Carlos Bon

[Divine Flavor](#), in collaboration with Niabell Farms, will expand its offerings of table grapes from California for the first time starting this July. The expansion into Bakersfield, CA, will bridge the gap between the end of the Mexican season and the start of the South American imports — filling an essential window for Divine Flavor’s year-round supply of premium table grapes.

“Thanks to this joint venture with Naibell Farms, Divine Flavor has found a formal solution of becoming a true year-round supplier in the table grape category,” said Divine Flavor Senior Vice President of Sales Carlos Bon. “We have a footprint in the early, mid- and late parts of California with 100 percent proprietary varieties, focusing on the best flavor and the newer generation of table grapes.”

Divine Flavor currently produces grapes at its vineyards of Grupo Alta based in Jalisco and Sonora, Mexico, which harvests from April to July. The company also has strategic grape-growing partnerships throughout Peru, Chile and South Africa, which supply the brand from November to April/May. This will be the company’s first branded grape supply from the United States.



Jimmy Yin and Jon Williams.

“With our decision to grow grapes in California and partner with Niabell Farms, there is a shared vision to mirror the success seen in our vineyards across Mexico, Peru and Chile, ensuring our customers can expect exceptional grape varieties throughout the entire year,” Bon said.

“This strategic plan demonstrates Divine Flavor's dedication to delivering top-quality grapes and maintaining strong relationships with our valued customers not only during our traditional seasons but on a year-round basis,” he said. “We want to continue providing them with flavor and service.”

Jon Williams, president and CEO of Niabell Farms, said the partnership with Divine Flavor has been a project in the making for several years. He and his partners are thrilled to begin producing grapes in the Divine Flavor label.

“We are ecstatic to begin this business partnership with who we believe is a key player in the table grape category,” said Williams. “We know how important flavor and great eating grapes are to this industry and we are happy to be the partners who will help Divine Flavor continue supplying their customers with the best proprietary varieties the industry has to offer.”

Niabell Farms will begin packing for the Divine Flavor brand starting mid-July as the Sonora season concludes.

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