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Sunview anticipates solid 2024 table grape season

By

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[Sunview Marketing International](#), a three-generation family farm located in the San Joaquin Valley of California, is poised for an exciting new season ahead.



After all, the 2024 Central Valley table grape season is just around the corner, and Sunview is filled with anticipation and excitement for what promises to be a spectacular harvest.

“The table grape season outlook for this year is robust, and we are fully prepared to supply our fresh, high-quality grapes to our retail partners and consumers worldwide,” said Mitch Wetzel, vice president of sales and marketing for the McFarland, CA-based company. “Their role as our valued stakeholders is crucial in this process.”

Beginning in July with delivery through the end of the calendar year, Sunview will commence its table grape program as scheduled in early July, offering varieties such as Sugraone, Flame and Summer Royal, along with new early varieties of green, red and black grapes.

By the end of July, the company will start shipping its exclusive brands—Sparkle and Stella Bella.

As one of the largest organic table grape growers and shippers in the country, Sunview will also have a variety of green, red, and black organic grapes available from July through the end of the organic season in December, ensuring exceptional quality and consistent availability.

That’s why there has always been a strong consumer demand and trust for its products.

“We’ve been receiving a steady stream of messages from consumers eagerly anticipating the arrival of Sunview grapes in their local grocery stores,” Wetzelsaid. “The wait is almost over.”

Over this past winter, Sunview has diligently prepared for the upcoming season.

“We’ve been engaging with our customers worldwide, meticulously planning and projecting for the shipping season,” Wetzelsaid. “The weather this year has been ideal, and the quality in our vineyards is exceptional. We’re confident that we’ll start the season on a strong note and maintain this momentum throughout the year, delivering on our promise of being our customers’ single source of high-quality grapes out of the San Joaquin Valley.”

Sunview continues to see powerful retailer and consumer interest in its portfolio of proprietary brand grapes. Sunview’s mid-season grapes feature its proprietary Gem, Sweet Bella, Sorella Bella, Sweet Carnival and Carnival Fruit Punch, all of which are available only from the company. “All grape growers are eagerly awaiting the start of this year’s crop,” Wetzelsaid. “Last season, California growers met the challenge of unusual weather events and a hurricane and could still exceed customers’ grape quality expectations.

This year, we confidently expect to provide the highest quality and best-tasting fruit in the produce department. We anticipate that this season, grapes from California will continue to deliver exceptional quality that buyers and consumers can count on.

We look forward to an excellent harvest as we move towards the summer months.”

[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.

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