

**I. INTRO ROOM – Welcome To Stevco
(No Written Piece)**

II. HOME ROOM – About Us

Stevco Inc was created by its founder and president Steven L. Gilfenbain in 1974. With a passion for producing the world’s tastiest and most extraordinary table grapes, Steve soon earned the affectionate nickname “Grapeman.”

Steve knew instinctively that the only way to produce the highest quality table grape was to control and be directly involved with the process every step of the way. Steve sought out the most knowledgeable professionals in the areas of land selection, cultivation, harvesting, packing and shipment.

Producing over 6 million containers of grapes annually, Stevco varieties are available at most major supermarket chains as well as small grocery stores throughout the U.S. for families to enjoy the whole year round.

With a new look to match our always-high standards and capabilities, there’s never been a better time to enjoy Stevco grapes and become a part of our extended family. Making you happy, comfortable and satisfied is our primary concern. So, have a look around our brand, spanking new site.

And tell em’ the Grapeman sent you.

II. GROWING REGIONS ROOM – Growing Regions

Since 98% of all table grapes are grown in California, location is everything. With rich farmland in the communities of the Coachella and San Joaquin Valleys, Stevco vineyards include the strongest and healthiest vines in the most fertile regions and best weather conditions of the great Golden State.

Using aggressive planting of new varieties and innovative farming techniques Steve’s team of quality control experts ensure that only the very best grapes are selected. Stevco produces a wide variety of table grapes that are shipped year round from Chile, Mexico, Coachella and the San Joaquin Valley. They are easily recognized by the Labels of Distinction, which include the Patricia, Marilyn, Sall-N-Ann, Grapeman and Flamingo brands.

IV. FARMING OPERATIONS ROOM – Farming Operations

Stevco grapes are exclusively grown by its farming operation, Lucich Farms, which uses the latest farming techniques and employs only the most skilled agriculture professionals, from the corporate offices to the field. Additionally, Lucich Farms features a new multi-million dollar state of the art cold storage facility that is yet another example of Stevco’s commitment to producing the highest quality table grapes.

V. COLD STORAGE FACILITIES ROOM – Facilities

Known industry wide as a first class operation the world-renowned specialists at Lucich Farms are constantly developing the strongest vines in the valley. Under their watchful eyes, each bunch is hand selected and hand packed in 100% slider bags to guarantee a perfectly ripened, sweet and delicious grape. Each box is then rushed to our state-of-the-art cold storage facilities where the grapes are “quick cooled” and kept at the optimal temperature until they are picked up and travel in refrigerated trucks, boats and planes ensuring you and your family that when they arrive they are the freshest and most delectable grapes anywhere in the world.

VI. NUTRITION & HEALTH BENEFITS ROOM

Not only are grapes delicious and refreshing, they also contain many powerful health-protecting properties. Grapes are a natural mix of antioxidants packed with phytonutrients, and resveratrol, which are found primarily in the skin of grapes and have been shown to fight breast, liver and colon cancers. There are many other wonderful things grapes do described by big fancy words that only a Doctor would understand like, “Grapes prevent platelet aggregation, enhance arterial flexibility and reduce inflammation inhibiting the oxidation of "bad" LDL cholesterol.” But for you and me suffice to say, Grapes are good and good for you. Adding fresh grapes to your diet gives you extra protection against disease.

VII. SAFETY & TRACEABILITY ROOM

With HarvestMark Stevco is extending its efforts and bringing trace-back capability to our clamshells to ensure that we continue to meet and exceed the standards of our customers, as well as consumers that buy and enjoy our high quality brands of table grapes. Each clamshell carries a unique HarvestMark traceability code which links to specific harvest and packing information of that clamshell. The codes can be entered at HarvestMark.com for instant access to product and traceability information, bringing new food safety and quality tools to buyers and connecting the consumer with the farmer and the harvest. Traceability has always played a pivotal role in the food safety program at Stevco. Through the HarvestMark portal consumers can learn more about the specific brand of grapes, as well as obtain valuable marketing information such as coupons, recipes and consumer feedback surveys.

VIII. LABELS OF DISTINCTION ROOM

As a way of branding, Stevco assigns each wholesaler their own unique label of distinction. This allows them to stand behind the label and provide their customers with the same easily recognizable quality they can ask for again and again. In addition to many others, these labels include Patricia, Marilyn, Sall-N-Ann, Grapeman and Flamingo.

IX. STEVCO PACKAGING ROOM

Stevco is a very mobile operation and prides itself on the ability to pack and ship their grapes in any type of container the customer requests from slider bags to clamshells. Environmentally, Stevco was one of the first in the industry to ship using green friendly RPC (Returnable Plastic Container) boxes and pallettes.

X. MARKETING & SALES ROOM

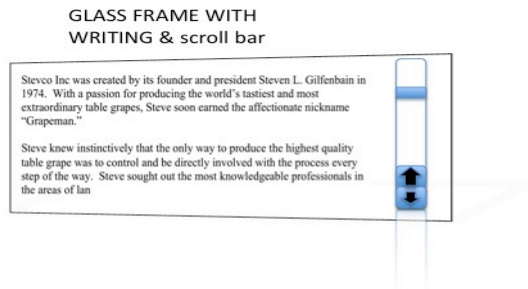
Led by Jared Lane, Stevco employs a seasoned sales staff that works as a team bringing grapes from the Coachella and San Joaquin Valleys and Mexico to local chains, grocery stores and literally the entire world, including Australia, Russia, and China

XI. TABLE GRAPE VARIETIES ROOM

In addition to the ever popular Thompson Seedless and Flame, Stevco provides new varieties like Princess (green) Scarlet Royal, Sweet Scarlet, Vintage Red (red) and Autumn and Summer Royal (black) so customers can enjoy fresh, seedless grapes all year round.

XII. STAFF

With many employees that have been with us for 10 years or more, Stevco is a real family business and operates as such with the confidence, familiarity and trust that working side by side for many years brings. While being an industry leader, Stevco still takes pride in being a very “hands on” operation from growing and harvest to packaging, safety and marketing. And it shows in every delicious grape we produce.



POP UP Window for Grapes

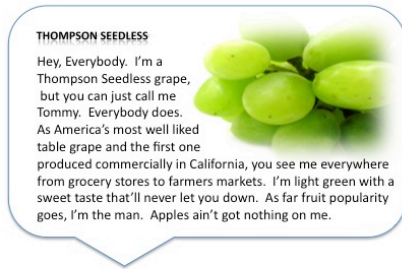


Table Grape Characters – (This will be for the pop ups when scrolled over a variety of table grape)

There are two seasons Spring and Fall

SPRING GRAPES FROM COACHELLA & MEXICO

FLAME (Voice of a sexy female diva)

Hey Boys and Girls. You can find me all year round, but they call me Flame cause I thrive in summertime and I'm all about hot. I'm a red, sweet, and delicious berry that loves to get her suntan on. So, if it's the beach or the pool, don't forget to take me along for a snack. I'm healthy and low in calories, so I look great in a bikini and so will you cause

SCARLET ROYAL (English boy prince)

Cherrio, kind sir and madams. I'm scarlet royal. The new boy prince here in the Kingdom of Grapes. I have attractive, dark-red skin and translucent, pale yellow-green flesh. And, though it takes me till August to ripen, I'm well worth the wait.

PERLETTE (French male)

Bonjour, my friends. Although I come from California my name is French and means "little pearl." I'm a firm green grape with a mild, sweet to slightly tart flavor. I'm a wonderfully healthy snack and taste great in salads, fruit kabobs or with a nice piece of Brie cheese. One bite of me and in no time you'll be saying "Oooo, la la."

SUGARONE (Fat Black Lady)

Hey Y'all. Miss Sugarone talking to ya, here. I'm bright, I'm green and I'm beautiful. I'm powerful good and pack a powerful crunch and sweet taste. There's a lot of me to love, baby. So come get ya some.

THOMPSON SEEDLESS (Popular Jock, QB and Prom King)

Hey, Everybody. I'm a Thompson Seedless grape, but you can just call me Tommy. Everybody does. As America's most well liked table grape and the first one produced commercially in California, you see me everywhere from grocery stores to farmers markets. I'm light green with a sweet taste that'll never let you down. As far fruit popularity goes, I'm the man. Apples ain't got nothing on me.

PRINCESS (Little girl voice)

Hi, I'm the little Princess in the Kingdom of the Grapes. I'm light green with lots of flavor and a real crunchy taste. The perfect balance of sweet and tart. Instead of candy or chips, have me as a snack and maybe someday you'll be a Princess just like me.

SUMMER ROYAL (Surfer dude)

Yo dudes! I'm the Summer Royal. The new and supremely delicious addition to summertime table grapes. I'm a rad, dark blue color and perfect for a late summer snack when the days are hot, the nights are long and the waves are tasty, just like me.

FALL GRAPES FROM SAN JOAQUIN

RED GLOBE (fat, friendly American Blue Collar)

Hey there. I'm a Red Globe. And I'm loved all over this big, blue marble we call earth. Europe, Asia, Australia. You name it, I've been there. Yeah, I got seeds. But that's what makes me so darn big and yummy.

SWEET SCARLETT – (Southern Belle)

I do declare. I'm Sweet Scarlet. I have attractive red raspberry skin and a simply delectable, pleasant Muscat flavor. Sure my fellow red grapes Ruby and Flame ripen in Mid August like me. But those girls aren't the unusual treat I am. One bite, and frankly my dear you will give a damn.

CRIMSON – (Proud, brave, strong. A hero.)

Greetings all! I'm Crimson. One of the most popular red table grapes in supermarkets worldwide. I'm extremely flavorful and give you an extraordinary and satisfying cherry red crunch. Cause of my long shelf life I'm always around when you need me. Crimson. The one you can depend on.

AUTUMN ROYAL – (aristocratic and proper)

Greetings and Salutations. I am Autumn Royal. The luscious aristocrat of the Table Grape World. I am a large, elongated purple-black berry with a crunchy skin, firm texture and a pleasant, distinctive flavor. Since I don't typically ripen until the first or second week of October, I am available in December when shoppers have few high-quality grapes to choose from. Thank Goodness!

