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Sun World issues new licenses

Companies in California and Mexico have been granted new grape licenses, expanding the footprint of Sun World's varieties



Global variety development and licensing company Sun World International has granted new licenses for its table grape varieties to several Californian and Mexican companies.

The new licensees include Anthony Vineyards, for grapes produced in California's Coachella Valley and Illume Ag Sales (formerly known as Fabbri Group) in the state's San Joaquin Valley.

Anthony Vineyards is a family-owned and operated, multi-generational California produce farming and marketing company led by Domenick and Robert Bianco.

Meanwhile, Illume Agriculture, launched by an existing Sun World licensed grower and California farm management firm, Fabbri Ag Investments, is a vertically integrated

company with a new sales arm led by David Clyde and vineyard operations overseen by longstanding Sun World grower Kevin Andrew.

In Mexico, Divine Flavor was granted a license for grapes produced in Sonora and Jalisco.

Divine Flavor is part of Mexico's Grupo Alta and a longstanding Sun World licensed producer in Sonora, Mexico. It also holds a North American import license for Sun World grapes imported from South America and South Africa.

Garth Swinburn, licensing vice president of Sun World, said expanding the supply and distribution of its proprietary grape varieties was required to meet growing demand.

"Demand for our new grape varieties and brands continues to grow - not just in North America but increasingly in key global markets," Swinburn said.

"These new appointments, along with the support and commitment of our existing licensees, ensure that major retailers and more consumers will continue to have access to great-tasting Sun World grapes from California and Mexico."

The newly appointed licensed distributors join Dayka & Hackett in Mexico; Richard Bagdasarian, Famous Vineyards and Sun Pacific Marketing Cooperative, in the Coachella Valley as well as Dayka & Hackett, Sun Pacific, Famous Vineyards and Sunlight International Sales (Pretty Lady), in the San Joaquin Valley.