

CATERER AND HOTELKEEPER California prunes press release: 31 March 2008

HEALTHY EATING FEATURE in May issue

Alternative to school-gate junk food

With school children being encouraged to resist the temptation of the school-gate burger van, the California Prune Board have come up with a burger to exceed in flavour and excel in nutrition. Over 79 per cent of those students surveyed in the USA said they would like to try the burger again.

The ever-popular juicy, mouthwatering burger is now a healthy option thanks to the California Prune Board development chef who has created the ultimate in texture, taste and goodness.

Research carried out in the States involving secondary school students revealed that the marriage of quality California prunes and beef ensured their cherished burger was packed with flavour, highly nutritious but above all juicy and moist - the most important factor highlighted by the survey.

In addition, the moistness and binding quality of prunes provides the opportunity to use leaner minced beef making a burger with the added benefit of up to 40 per cent less fat, without compromising on the succulence and they don't dry out after heating and extensive holding.

Prunes adds fibre and minerals, yet virtually no fat and California prunes have the highest anti-oxidant level of any fruit or vegetable.

Esther Ritson-Elliott of the California Prune Board explains "The quality and taste of California prunes is unsurpassed. They are simply sun-ripened, juicy plums that have been dried to remove some of the water. They contain similar vitamins, minerals and fibre as their fresh counterparts, with the added bonus of convenience and year-round availability."

The goodness and versatility of California prunes provides chefs and cooks with their chance to address the rising levels of obesity. Try the Plum Juicy Burgers on your menu today!

The California Prune Board represents the prune growers and packers of California. The Board promotes the usage of prunes through advertising, publicity, product promotions, research and education programmes. For more information, please contact:

California Prune Board European Office, The Old Chapel, 41 Main Street, Lubenham, Leicestershire LE16 9TF

T +44 (0)1858 469666

F +44 (0)1858 469333

E info@cpbeurope.eu.com

W www.californiaprunes.co.uk

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Attachments:

1 Plum juicy burger photograph

2 Plum juicy burger recipe

For media enquiries please contact Ann Punter at Marketsquare Creative Marketing Ltd, Bowden Inn Farm, Bowden Business Village, Market Harborough, Leicestershire LE16 7SA. Telephone: 01858 546800. Email: ann@marketsquare.eu.com.