

CATERER AND HOTELKEEPER California prunes press release: 31 March 2008

HEALTHY EATING FEATURE in May issue

Prunes - number one in the antioxidant charts

Antioxidant is one of today's buzz words, fused into the vocabulary of the health-conscious diner and quality California prunes comes out way ahead of the rest of the field.

The California Prune Board are committed to raising awareness of the benefits of incorporating quality California Prunes into your menu and have developed a wide range of recipes to suit all sectors.

And now for the science bit! Antioxidants are natural chemicals which reduce cell damage caused by free radicals (high reactive oxygen molecules). Free radical damage causes defects in the cell processes and thus production of new cells. An antioxidant rating analysis - ORAC* - which scales the levels of antioxidants in fruit and vegetables has rated California Prunes as the top scoring fruit.

Findings suggest that eating plenty of high-ORAC fruit and vegetables not only seems to reduce the risk of cancer, but may also prevent the loss of long-term memory and learning ability, as well as reduce the risk of heart disease.

Esther Ritson-Elliott of the California Prune Board said "Utilise the versatility of California Prunes to bring your menu new and exciting dishes for the discerning customer who demands nutritious food combining a variety of flavours. Our development chef has created a wealth of recipes to enhance your healthy menu."

* Oxygen Radical Absorbance Capacity developed by Human Research Centre on Ageing in Boston, USA

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:

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Attachments:

1 Grilled halibut on celeriac puree - photograph

2 Grilled halibut on celeriac puree - recipe

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