

CATERER & HOTELKEEPER California prunes press release: 31 March 2008

HEALTHY EATING feature in May issue

Prunes: First of the five-a-day

Just three quality California Prunes can be the first portion of the recommended 5-a-day. This versatile fruit can be incorporated in a variety of ways to boost your breakfast menu and delight your health-conscious guests.

Enjoying a revival in popularity, California prunes are now a must for every breakfast menu and the adventurous chef. Prunes adds fibre and minerals, virtually no fat and California prunes have the highest antioxidant level of any fruit or vegetable according to the ORAC* analysis.

Incorporate in your own granola; a perfect accompaniment to porridge; serve with traditional cereal and milk. Make your own version of prune compote to serve with croissants and coffee or pancakes and juice.

Or offer California prunes mid-morning in the popular energy bar invaluable for those always on the go - a highly nutritious version of the traditional flapjack.

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 of California prunes is available in a variety of formats, from whole pitted prunes to purée and even prune powder to give the most creative of chefs a wealth of opportunity.

* 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 Energy bars photo

2 Energy bars recipe

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