



TASTE THE QUALITY
OF CALIFORNIA

MIKI PRUNE EXTRACT– JAPAN'S BEAUTY PHENOMENON

It has been well documented that California Prunes offer a multitude of health benefits, especially when eaten regularly as part of your everyday diet. In Japan they have long celebrated the benefits of the humble prune, especially since MIKI PRUNE EXTRACT was launched in 1972. This product, which is eaten as a supplement, has almost reached cult status there and it is believed to make people more beautiful and help them live longer. So much so that 6,000 people from Japan are making a special trip to California to honour the orchards that produce the prune extract.

With sales of over 10 million jars each year, this high quality extract is exclusively available to buy from a direct sales team comprising of men and women from 25-80 years old, who make sales door-to-door. In some cases it is a family affair consisting of grandmother and granddaughter teams, all advocates of adding California Prunes to their diet.

To mark the MIKI PRUNE Orchards' 20th Anniversary, 6,000 of its top Japanese sales men and women have been invited to Sacramento, California to celebrate their success. The highlight and ultimate honour for them will be locating their personal plum trees in the Californian orchards, which were purchased by the sales team when they started working with the brand to cement their belief in the product.

California Prunes consistently produce the highest quality prunes in the world; so you can rest assured that only the best plums make their way from the orchard and into your kitchen cupboard. California Prunes are high in fibre so they encourage good digestive health and keep you feeling fuller for longer - so why not try out this health and beauty secret for yourself!

California Prunes can be incorporated into your everyday diet as a snack or as an ingredient in various tasty recipes. For inspiration please visit www.californiaprunes.co.uk

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Notes to editors:

- * Each year 9,672 metric tons of prunes are shipped to Japan valuing \$277 million dollars
- * In 1979 the MIKI CORP began buying plum orchards north of Sacramento, California. It now owns 1,000 acres in Yuba and Sutter counties, along with a prune dehydration plant

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