



THE GOLD STANDARD

## CALIFORNIA PRUNES AT TASTE OF LONDON 2010

The California Prune Board is delighted to announce that it will be present at this year's Taste of London Festival which is returning for a seventh year to London Regent's Park. The event takes place from 17-20 June and brings together the capital's finest chefs and restaurants along with an extraordinary range of quality food and drink from around the world.

California Prunes will be inviting visitors to sample quality California Prunes from its stand at the festival and look forward to welcoming you over the duration of the show. California Prunes have long been recognised by chefs and cooks as a high quality, versatile ingredient. These juicy dried fruits make a fantastic addition to a number of recipes and also offer a multitude of health benefits.

California Prunes contain only naturally occurring sugars so they provide a sweet taste and juicy flavor with only 20 calories per prune. Prunes are also high in fibre which can help to maintain a healthy digestive system and in turn provides a high satiety level which leaves you feeling fuller for longer. Low in fat, California Prunes also make a great substitute for butter or oil when cooking. Blend some prunes with water to make a prune puree which adds moisture so you can enjoy your favourite recipes with a reduced calorie count!

California Prunes consistently produce the highest quality prunes in the world; this means you can rest assured that only the best plums make their way from the orchard to your kitchen cupboard. Find out more and view some great recipe suggestions at [www.californiaprunes.co.uk](http://www.californiaprunes.co.uk) or visit us on stand PR4 at the Taste of London.

Tickets are currently on sale so save the date, invite your friends and book your tickets to the foodie event of the summer.

Ends

April 2010

### Editor's notes:

#### About Taste of London

Taste of London is the world's leading restaurant, food and drink festival. The social event of the year for aspirant 'foodies' and socialites keen to combine a great day out with tasting and learning about food and drink. Visitors can expect to experience 40 of London's top restaurants whilst meeting an array of exciting culinary talent.

Taking place on 17th-20th June 2010, Regent's Park, tickets are available from £22. For more details go to [www.tastefestivals.com/london](http://www.tastefestivals.com/london)

FOR FURTHER INFORMATION PLEASE CONTACT BELIEVE EVE:

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