



California Prune Board (Europe): The Old Chapel, 41 Main Street, Lubenham, Leicestershire, LE16 9TF e-mail: [info@cpbeurope.eu.com](mailto:info@cpbeurope.eu.com)

## California prunes put Fine Dining on their menu

As a member of the Craft Guild of Chefs, we are delighted to send you a copy of an inspirational new book from the California Prune Board which has launched their campaign to highlight the goodness and versatility of California prunes to the UK's top chefs.

For all those seeking menu inspiration, this book includes a collection of recipe concepts, superbly photographed, covering canapés, starters, main courses and desserts – and included some unexpected 'perfect partnerships'! It's a little-known fact that prunes contain a unique blend of natural substances that can actually enhance the flavour of other ingredients in a dish, so the recipe creations taste as good as they look. California prunes also fit the ongoing trend towards healthier eating perfectly. Research across the UK has shown that people are increasingly aware of the health and nutritional benefits of prunes, and naturally associate California with healthy, natural fruits. California prunes are brimming with antioxidants, are a good source of energy and contain no fat or cholesterol.

The goodness of California prunes is available in a variety of formats, from whole pitted prunes to purée and even prune powder. So, if you are looking to source the finest quality ingredients for your kitchen and use them to create dishes which are attractive, nutritious and full of flavour, be inspired by California prunes, and include them on your menu.

For any further information, please contact California Prunes, Marketsquare, Bowden Inn Farm, Bowden Business Village, Market Harborough, Leicestershire LE16 7SA.

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](mailto:info@cpbeurope.eu.com)

W [www.californiaprunes.co.uk](http://www.californiaprunes.co.uk)