



THE GOLD STANDARD

CALIFORNIA PRUNES AT THE 13TH ANNUAL SKILLS FOR CHEFS CONFERENCE

This July 5-6 saw 200 delegates come together at the 13th Annual Skills for Chefs Conference at the University of Sheffield. California Prunes were delighted to be involved, taking part in the exhibition for the second year running, providing samples for the annual 'Skills for Chefs Culinary Competition', as well as providing a selection of California prune breads produced by Artisan Baker, Peter Cook, of Price & Sons, Ludlow which were served at the Gala Dinner. Price & Sons recently received the accolade of being listed in the top ten small bakeries in the UK by the Sunday Times (3 July, 2010)

The conference provides the opportunity for leading chef's to share their skills and knowledge alongside an exhibition designed to bring together food professionals from across the industry. California Prunes were present throughout the conference with a stand and provided all delegates with a copy of 'The Food Professional's Guide to California Prunes' as well as product samples including prune puree, plum concentrate, prune powder and plum kernel oil. A number of well renowned chefs demonstrated over the 2 days, including Atul Kochhar, Mark Hix and Giorgio Locatelli.

The Key note address at the event by Catherine Gazzoli of Slow Food UK encouraged chefs to embrace the philosophy of cooking using food that respects the environment, human health and animal welfare. California Prunes have great synergy here, with a commitment to a sustainable industry that begins in the orchard and an industry developed Integrated Prune Farming Practice as well as the final product which provides a number of dietary benefits. As the relationship between eating and health, particularly the focus on conditions such as obesity continues, California Prunes believe strongly in continuing to increase awareness and understanding of the health benefits of prunes.

The two day event culminated in the conference gala dinner where Martin Carabott from The Gleneagles Resort was announced winner of the Skills for Chefs culinary competition. California prunes were included in the competition, in which chefs had to create an innovative dish using a designated set of ingredients. The winning dish was slow cooked Blythburgh pork fillet, California prunes and Armagnac jus. Guests to the dinner were also served with a selection of California prune breads produced by Artisan baker, Price & Sons of Ludlow.

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California Prunes have an affinity with many other foods, both savory and sweet, making them the ideal recipe ingredient. Having developed a range of prune derived ingredients for the food professional, California prunes hope to continue to meet demand for pure and functional ingredients and to provide inspiration for food developers.

California Prunes consistently produce the highest quality prunes in the world. For more information visit: www.californiaprunes.co.uk

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