

EAT OUT California prunes press release: 10 March 2008

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## Plum juicy for a better burger

The California Prune Board have come up with a burger to match, or rather exceed, the burgers you already find in the all-American diner.

For customers wishing to indulge in a juicy, mouthwatering burger but at the same time looking for a healthy option, the California Prune Board development chef has created the ultimate in texture, taste and goodness.

Prunes adds fibre and minerals, yet virtually no fat and California prunes have the highest anti-oxidant level of any fruit or vegetable. In the States prunes are increasingly being added to burgers and baked goods to turn them into healthier options on the menu.

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. We want chefs to be aware of the enormous versatility that California prunes can bring to their menus.”

The goodness of California prunes provides even the most creative of chefs with a wealth of opportunity and an extra twist on your American menus. Try the Plum Juicy Burgers today!

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 Plum juicy burger photograph

2 Plum juicy burger recipe

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