

PUB CHEF California prunes press release: 4 March 2008

DESSERTS FEATURE in April issue

California prunes, partners for perfect desserts

Customers wishing to indulge in a sumptuous dessert are increasingly also aware of eating healthily. California prunes bring a healthy balance to a wide variety of innovative dessert recipes. As well as adding flavour and texture, their inclusion in a dessert adds fibre and minerals, yet virtually no fat.

California produces more prunes, of consistently high quality, than any other region of the world. The California Prune Board has recently created a collection of recipe ideas to inspire chefs to employ this versatile product on their dessert menus. From a refreshing and delicate California prune and lavender sorbet to the richness of a California prune and butterscotch shot, the ideas are sure to appeal to a wide range of diners. Even the classic trifle is brought up to date with a California prune and Armagnac version.

Esther Ritson-Elliott of the California Prune Board explains “California prunes 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 is available in a variety of formats from foodservice distributors.

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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Pics:

- 1 California prunes layered with tapioca and topped with a butterscotch puree
- 2 A delicate California prune and lavender sorbet
- 3 A distinctive California prune and Armagnac trifle

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