

## PACKED FULL OF SUPERFOOD POWERS; CALIFORNIA PRUNES

### COME TO STAFFORD AS SPONSOR OF FASHION 2008

As summer approaches people want to look and feel their best and eating a healthy diet is a fantastic way of achieving this. The residents of Stafford will not only benefit from a fashion fix when FASHION 2008 comes to the Guildhall Shopping Centre on Sunday 20 April, they will also receive a dose of superfood power courtesy of the California Prune Board, official sponsor of FASHION 2008. Whilst you're daydreaming about wearing the latest summer fashion you can also get a taste of California by sampling the highest quality California Prunes and learning about their unbeatable health benefits. Prunes offer the highest level of antioxidants<sup>1</sup> of any fruit or vegetable and are packed full of vitamins and minerals so you'll be looking and feeling your best in no time.

Every year a new fruit or vegetable is hailed a superfood. From blueberries to acai berries, nutritionists and health gurus seem to be always alerting us to another food that has been crowned King of the shopping aisles. But there is one fruit which has been aiding our health for years and continues to provide an assortment of potent dietary benefits - the Prune!

California Prunes are dried in quality controlled conditions to produce the highest quality prunes in the world, which in turn provide the following health benefits:

- **Antioxidants:** California Prunes have the **highest** anti-oxidant rating of any fruit or vegetable. Anti-oxidants help slow down the process of ageing, protect against heart disease and certain types of cancer
- **Natural Sugar:** Prunes contain only naturally occurring sugars, with no added sugar. Natural sugars are slow releasing and maintain energy levels throughout the day (great for those on a GI diet)
- **Fat Free:** California Prunes are fat free, so make a great, healthy snack
- **Fibre:** Prunes are a good source of fibre. A daily serving of 40g (5 prunes) will provide 1/6 of an adult recommended daily intake for fibre
- **Salt and Sodium:** Prunes are salt and sodium free
- **Post-Menopausal Osteoporosis:** moderate consumption of California Prunes may help in the prevention of post-menopausal osteoporosis<sup>2</sup>

Anne Graham, Marketing & Promotions Manager at the Guildhall said, "We are very pleased to announce that California Prunes is the official sponsors of Fashion 2008. They will be joining us on the day to promote California Prunes which have been chosen as the official snackfood of the England Netball team due to their dietary benefits and superior quality."

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<sup>1</sup> Anti-oxidant analysis called ORAC (Oxygen Radical Absorbance Capacity) developed by the Agricultural Research Service's Human Research Centre, Tufts University, Boston. See also 'The ORACle diet', 2002, Michael van Straten

<sup>2</sup> Osteoporosis research, Department of Nutritional Sciences, Oklahoma State University, Stillwater, OK, USA

So if you're trying to decide if it should be goji berries or wheatgrass taking pride of place in your shopping basket this week, forget the hype and eat some high quality California Prunes instead. Visit [www.californiaprunes.co.uk](http://www.californiaprunes.co.uk)

**Editor's notes:**

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