

California Raisins UK

# Consumer Article of Interest



20 January 2021

## CALIFORNIA RAISINS THE ALL NATURAL SUPERFRUIT

Toilet roll was not the only product flying off the shelves during the pandemic - in fact, plant-based foods experienced a huge surge in popularity and “2020 became the year that every one of the top UK supermarkets had their own vegan range”<sup>1</sup> There is no doubt that Covid-19 has changed the way consumers shop. The ongoing trend reflects consumers paying closer attention to their diet forming a new understanding of what and how they eat: reading product labels, knowing what ingredients are in their foods, where their food comes from and which foods they should avoid.

### ***So, why choose California Raisins?***

Well...California Raisins are 100% natural with the only elements used to produce them is plenty of sunshine and mountain water. They also provide many health benefits in comparison to other snacks in the market with a 30g serving counting as one of your ‘Five A Day’.

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<sup>1</sup> Source: The Vegan Society, Link: <https://www.vegansociety.com/news/media/statistics>

THINK RAISINS. THINK CALIFORNIA

California Raisins Administrative Committee c/o The Garden Marketing & PR, Bourne End Business Park, Cores End Road, Bourne End, Buckinghamshire SL8 5AS, UK

+44 (0)1628 535 755 [info@ukraisins.com](mailto:info@ukraisins.com) [www.californiaraisins.co.uk](http://www.californiaraisins.co.uk)

Furthermore, California raisins are sweet, juicy and intensely fruity. They are a versatile ingredient that can be enjoyed as a healthy snack or they can add natural sweetness to any baked dish or daily meal. Add them to your breakfast cereals, or on salads and you will be adding natural nutrients to your diet.

In addition to California Raisins being a great versatile ingredient they are also a great snack as they are a natural energy source, shown to sustain blood sugar levels longer than more traditional energy foods. As a result, you will not feel those crashes of energy which often occurs when eating or drinking specific sports bars and drinks. So, next time you are exercising why not grab a handful of California Raisins to snack on?

**Notes for Editors:**

- 100% Natural
- Contains, fibre, vitamins and minerals
- Aid digestion, boost iron levels and keeps bones strong
- 100% sun-dried with no added preservatives
- An easy digestible source of quick energy

**For further details please email [info@ukraisins.com](mailto:info@ukraisins.com)**

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