

California Raisins UK Trade Activity Update



01 March 2018

The Raisin Administrative Committee (RAC) works alongside Rick Miller, Clinical & Sports Dietitian, Harley Street, London. The following press release has been distributed to the Consumer Press - Regional/National press, as well as consumer health and lifestyle magazines.

Please feel free to forward this release onwards to your trade contacts and/or media representatives.

THE SMALL SNACK THAT PACKS A BIG PUNCH: WHY RAISINS COULD BE GREAT FOR YOUR GUT HEALTH

By Rick Miller, Clinical and Sports Dietitian, Harley Street, London

We all know that a healthy and balanced diet full of fibre-rich foods reduces the risk of developing diabetes, obesity, cardiovascular disease and colon cancer, and can even reduce the risk of inflammation-mediated diseases such as arthritis. Unfortunately, the majority of people in the UK aren't incorporating enough fibre into their diet, falling well short of the recommended 30g guidelines set out by the Government.

The good news: just one 40g serving of California Raisins provides 1.6g of fibre and counts towards your '5 A Day' servings of fruit and vegetables. Research shows that raisins also have a prebiotic effect, keep bowel movements healthy and are proven to lower the risk of diabetes, heart disease and colon cancer.

To read the full article from Rick Miller [click here](#)

<http://www.californiaraisins.co.uk/raisins-high-fibre-snack-health-benefits>

To help your customers get California Raisins (and the fibre benefits) into their products, please liaise with your local supplier.

For further information please contact The California Raisin Administrative Committee on 01628 535 755 or via email at info@ukraisins.com

THINK RAISINS. THINK CALIFORNIA

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