

California Raisins UK

# Consumer Press Release



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## Public Health England issues guidance on children's snacks - could a serving of California Raisins be a solution?

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

As the new year begins, Public Health England have just released new guidance on snacking in children for parents as part of their Change4Life campaign.

Following research from the National Diet and Nutrition Survey, on average children are consuming at least three unhealthy snacks and sugary soft drinks per day, contributing to childhood obesity and damage to their teeth from excess added sugar.

The new tagline for the campaign reads "look for 100 calorie snacks, two a day max". And this is where California Raisins comes in.

A 30g serving of California Raisins, the recommended daily portion size, is only 97.5 calories, great for a tiny tummy. In fact, California Raisins fit perfectly into healthy eating habits and an active lifestyle for both kids and adults.

California Raisins are a natural source of slow release energy, without the added sugars that are linked to poor oral health. (You can read more about California Raisins, natural sugars and oral health - [click here](#))

<http://www.californiaraisins.co.uk/got-perception-raisins-oral-health-wrong>

So next time you're shopping for snacks, head to the dried fruit aisle and pick up a pack of raisins. Make sure to check the label to ensure that they're California – if it says Produce of California or USA then they will be.

**For further information please contact The California Raisins Administrative Committee on 01628 535 755 or via email at [info@ukraisins.com](mailto:info@ukraisins.com).**

**THINK RAISINS. THINK CALIFORNIA**

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