



California Raisins UK

# Consumer Press Release



May 2017

## More than just a snack

Get ready for summer with help from California raisins

Now that the warmer weather has arrived, thoughts invariably turn to summer and getting ready to hit the beach on holiday. If you've resolved to get in shape for 2017 there are plenty of simple ways to do so – and some often have more lasting effects than others. One of them is simply adjusting your diet to include more wholesome natural foods, like California raisins.

According to health officials, we should all be eating at least five portions of fruit and vegetables every day to maintain a healthy lifestyle. That may sound like a lot to manage, but it doesn't have to be. Just a handful of California raisins as a snack, sprinkled on your muesli, or tossed into a salad counts as one of those portions, and then there's only four more to go. Eating more fruit and vegetables is an easy resolution to keep, and it can significantly reduce the risk of many serious diseases too. Snacking on fresh fruit and vegetables and small amounts of unsalted nuts and dried fruit helps to increase nutrients and reduce saturated fat, salt and added sugars in our diet. This can help us to manage our weight, cholesterol levels and blood pressure.

Eating fibre-rich food is another great way to aid digestion, particularly from plant-based foods. Studies have shown that a diet rich in fibre can help assist weight loss, independent of exercise and calorie intake, so if you'd like to get in shape for summer, California raisins could help that too as part of a balanced diet. They contain essential vitamins and minerals, are a source of antioxidants and even contain elements that fight plaque and gum disease. All in all, California raisins offer big benefits for such a small fruit.

## WHY ARE CALIFORNIA RAISINS SO POPULAR?

Well, they're 100% natural to start with. The only elements used to produce California raisins are plenty of sunshine and mountain water. With strict production processes and rigorous quality and grading, you can be sure that the dried fruits will be clean, safe and ready for immediate use.

California raisins are available in all major supermarkets and health food stores – look out for 'produce of USA' if 'California' isn't mentioned on the front of the pack.

For some great recipe ideas and snacking ideas visit [californiaraisins.co.uk](http://californiaraisins.co.uk)

## THINK RAISINS. THINK CALIFORNIA

### California Raisins Administrative Committee

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