



California Raisins UK

Consumer Press Release



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Have a 'Cracker' of a Christmas with California Raisins

With the twinkly lights and Christmas decorations filling almost every shop at this time of year, you won't need to be reminded that the festive season is just around the corner.

Christmas day is celebrated on December 25th each year to commemorate the birth of Jesus, although the date is not known to be his 'actual' birthday, it may initially have been chosen to correspond with either, the day exactly nine months after he was 'believed' to have been conceived or alternatively, the date of the winter solstice on the ancient Roman calendar. Either way, Christmas marks the beginning of the larger season of Christmastide, which lasts for twelve days.



By now, the children will have started their 'never ending' Christmas list for Santa and the prospect of having to be the perfect hostess is surely looming on the horizon.

Whilst Christmastide may only last twelve days, the preparations for Christmas can appear to be endless with all the present shopping and the pre-requisite organisation for family and friends visiting.

Are you tempted to turn into Ebenezer Scrooge and shout 'bah humbug', escape to a warmer climate or find solace in a festive 'bottle of cheer'? Well hold onto your 'festive hat' and get ready to pull out a 'Cracker' of a Christmas with a little help from California Raisins.

Adding California Raisins to your shopping list could not only save you time and money, but could add to your good reputation as the finest festive hostess and take the stress out of present buying. Why purchase gifts at a premium on the high street, when most people

THINK RAISINS. THINK CALIFORNIA

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would much prefer something made by your own fair hand. Chutneys, relishes, mincemeat, mince pies and mini Christmas puddings can all make excellent gifts and with

the added bonus, that you can get your children to give a helping hand too. Children love making things at Christmastime, so why not get 'Santa's little helpers' to grab an apron and stir up a feast in the kitchen. You will find plenty of inspiration on the California Raisins website at www.calraisins.org , so log on and be inspired.

The Victorians were instrumental in making Christmas as we know it, a popular event, with the introduction of Christmas trees and the idea of decorating the home. The Christmas pudding has its origins in the 1420's when it emerged not as a confection or dessert, but as a way of preserving meat. At that time, actual meat was mixed up with spices and dried fruit to act as a natural preservative and then it was placed into a pastry case. Today, we prefer to have our mince pies without the addition of meat and opt instead to pack them full of delicious, nutritious fruit. California raisins are the perfect addition to this tasty treat and many others. Why not make your own Stollen - a loaf shaped fruitcake from Germany - traditionally served during the Christmas season and filled with nuts, fruit and spices then liberally sprinkled with icing sugar. With so many wonderful festive gift and food ideas, you can't fail to impress this festive season.