

California Raisins UK Trade Press Release



25 April 2018

CALIFORNIA RAISINS AND CALIFORNIA WALNUTS BROUGHT A TASTE OF CALIFORNIA TO THE 2018 INGREDIENTS SHOW

The California Raisins Administrative Committee (RAC) exhibited alongside fellow US commodity California Walnuts and brought a smile to the visitors of the 2018 Ingredients Show at Foodex (April 16-18th), held at the National Exhibition Centre (NEC) in Birmingham.

A 50's style diner was created to help deliver 'The Taste of California', which together with the fluorescent neon lights, billboards and vibrant colours helped to make the booth the talk of the show.

Over the 3 days, some 200 attendees visited the stand, with about 50% of these requesting further details on products, recipes and all being entered into the competition to win a mixed case of California wine.

On Twitter the account 'Pro Extra' (@ProExTraCo) tweeted about the California diner on the final day:

"We talk about creating cool spaces at #exhibitions that visitors will want to be seen at – @CalRaisinsUK you've nailed it @FoodDrinkExpo this week – loving your work!". Great feedback for the whole team who worked on the stand.

Charlotte White, professional cake baker, founder of Restoration Cake and author of books such as *Deliciously Decorated* and *Burlesque Baking*, worked her magic in the diner. Visitors had the chance to sample various products produced by Charlotte, which included the rich and gooey Rum and California Raisins Brownies - with the raisins rum-soaked overnight! Technically still one of your five-a-day.



Charlotte White from Restoration Cake

THINK RAISINS. THINK CALIFORNIA

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Commenting on the event, Iain Forbes from The Garden, the trade representative for California Raisins in the UK, stated:

“We were pleased to be able to exhibit at the trade show, teaming up with California Walnuts under the ‘Taste of California’ theme. If visitors did not arrive with a smile from the views of the nostalgic diner, then the range of sample treats, from the raisins themselves to the baked products, certainly helped them to leave with one!”

William Reed, the exhibition organisers, commented –
“We’ve had such a great response from both exhibitors and visitors at the show and in terms of numbers we had just under 30,000 attendees across all the 5 co-located shows...”

For those who could not make the event (you missed a memorable one!), but worry not, download Charlotte’s mouth-watering recipes from California Raisins UK.

Enjoy!

www.californiaraisins.co.uk/trade

For more marvellous cake creations from Charlotte White visit www.restorationcake.com.



Charlotte White with the RAC team

For further trade information and support please contact California Raisins on 01628 535 755 or via email at info@ukraisins.com.

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