

First Inclusion Product Launched at Prestigious Odette Bakery, Warsaw, Poland

The California prune industry produces prune products in a variety of forms that can be adapted and incorporated into a wide array of food products and California Prune Board (CPB) Europe has had success and will continue introducing these further-processed prune products (e.g. paste, puree, powder, pieces, concentrate) to food manufacturers and chefs as a means of flavorfully adding improved nutrition and variety to their products and menus. These value-added prune products lend themselves to a wide range of applications, boasting a combination of sorbitol, fiber, antioxidants, and malic acid that bind moisture in baked goods, provide antimicrobial properties to extend the shelf life of food, enhance flavor without overpowering, and replace sugar and fat content.

The CPB has utilized MAP funds in the Polish market since 2014/15 and as a result of targeted foodservice activity in 2016/17, June saw the launch of the first inclusion product in Poland, a California Prune inspired chocolate biscuit, “California Dream” with macerated California Prunes in Earl Grey tea. This was launched in the prestigious award-winning Odette Patisserie in Warsaw, Poland. It is run by Chef Krzysztof Rabek who was recently awarded the International Academy of Gastronomy Prix au Chef Patisssier 2017 in France.

“California Dream” is a layered dessert consisting of chocolate sponge topped with California Prune marmalade, chocolate ganache and California Prunes macerated in Earl Grey.

More specifically, the product was made of: Chocolate biscuit, California Prune marmalade, Valrhon Guanaja chocolate 70%, and macerated California Prunes in Earl Gray tea.

The launch was supported by a strong PR and social media campaign.

