

World-class Chocolatier and California Prune Brand Ambassador Wins Coveted Bronze Award for California Prune-inspired Chocolate

The California Prune Board (CPB) EU team continues to utilize MAP funds to educate manufacturers, artisans, and retailers about the entire range of California prunes and value-added products, including chopped, paste, puree, and powder. These represent a profitable opportunity for inclusion in existing and/or new recipes which will appeal to their clientele, especially those consumers who seek healthy lifestyles without sacrificing indulgence.

The key to the success of the added-value strategy is leveraging credible Brand Ambassador support.

April 2017 saw the creation of a mouth-watering California prune-inspired chocolate created by world-class chocolatier and California prune Brand Ambassador Paul A. Young. Paul's prune chocolate went on to win Bronze at the coveted Academy of Chocolate Awards 2017. The awards, a UK initiative in its ninth year, attracts entries from all over the world and recognizes some of the industry's finest chocolates. The winning soft salted caramel features blended California Prune puree and Madagascan Vanilla, housed in a 65% Ecuadorian dark chocolate shell. These awards celebrate only the most outstanding chocolates, so provenance and quality is of the utmost importance.

Our communication to food professionals continues to focus on the unsurpassed consistency and premium positioning of California Prunes as an extraordinary inclusion, and Paul's win really underpins this messaging.

