

California Prune Board (CPB) Korea Hosted a “2017 California Prune Gourmet Week” in Seoul

From June 1st through the 18th, the California Prune Board (CPB) Korea hosted the “2017 California Prune Gourmet Week” in Seoul to generate interest in California prunes as an excellent culinary ingredient in the foodservice sector. This event also successfully introduced the California prune and its versatile usage as a **cuisine ingredient** to consumers, through unique prune dishes developed and prepared by famous chefs. Consumers sampled various California prune dishes at 10 popular participating restaurants run by celebrity, opinion-leading chefs who frequently make appearances on TV cooking shows. This gourmet week program supported by both MAP and CPB funds led to 19 new menu ideas and influenced a new culinary trend.

The 10 participating restaurants developed menus with California prunes in various cuisines, from Italian, French, and contemporary Korean, to high-end desserts. “Super Pan,” one of the participating restaurants, added California prunes to its three signature menu items to enhance the texture, flavor and nutritional value. These new prune dishes were well received by many of their customers. Another famous chef and media star, Shin-Ae Hong at “Salt,” also presented three menu items using California prunes. A famous actor Lee Seo-jin from recent mega-hit TV cooking reality shows, also enjoyed prune gourmet week and was featured in a news article.

The three-week gourmet event provided the chefs with a variety of culinary experience using California prunes, and it provided the chance for consumers to try well-prepared prune dishes and learn about the versatility of California prunes. Additionally, the event appeared in the media, generating 11 articles with ad value of \$18,560,000 and an ROI of 475:1. It also led social media postings with a total of 23 blog postings and 10 Facebook postings.

Their newly-developed menus have motivated other restaurants to use California prunes in their menus. As a result, **we expect a total 21MT of annual incremental usage of California prunes in the food service sector** and its ripple effect should prompt consumption increase and **sales value of about \$1 million**. The “2017 California Prune Gourmet Week” by California Prune Board Korea, resulted in an increased awareness of California prunes and their versatility for the Korean customer. Prunes are amazing as they can be eaten as a snack, and used as culinary ingredients for appetizers, main dishes, and desserts.

