

UK Retailers Offered Five New Products Featuring California Prunes for the Winter Holiday Season

The California Prune Board's (CPB's) promotional work in the UK market has paid dividends for the 2017 holiday season. Beginning in 2014, CPB's United Kingdom office began working with key food manufacturers and the foodservice sector encouraging them to develop and trial new food products utilizing the full range of prunes and products (e.g. puree, powder, paste, pieces, etc.). Consequently, retailers have launched five new prune-based products including: An Advent Calendar that contains Plum Pudding Solid Chocolate, Brownie mince pie using prunes in the mincemeat, Christmas Chocolate Tiffin featuring prune pieces mixes with 72% dark chocolate, a Guittard chocolate mix of California prune and nuts, and Chocolate Dipped California Prunes on skewers.

These holiday offerings are another strong example of CPB's successful promotional work utilizing MAP funding, with targeted manufacturers in the EU, which had already introduced seven new prune-based products using California chopped prunes, prune concentrate and/or powder. Four of these new products were launched in Ocado, a leading UK British online supermarket, and three new offerings were launched in Sainsbury, a leading UK retailer.

