

California Prune Juice

THE PREMIUM CHOICE

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CALIFORNIA PRUNES!



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Prunes. For life.

Why California Prune Juice is the only prune juice that belongs on the shelf and in the cart

California Prunes are the ultimate premium prune recognized throughout the world for their legendary flavor and quality. California Prune Juice is made exclusively with prunes grown in California.

Whether you are a retailer, registered dietitian or a consumer, it's important to seek out California Prune Juice to ensure a product that not only consistently tastes the best, but also delivers the functionality that consumers are seeking.

Research conducted by the Department of Pomology at the University of California at Davis indicates that because the production of prune juice is more expensive than that of traditional fruit juices, there has historically been an economic incentive for adulteration of prune juice - using less expensive juices, concentrates or sugar syrups - in order to create a less expensive product.

This can mean that prune juice and prune juice concentrates that are not made from California Prunes may not be up to par when it comes to taste and functionality, ultimately turning off shoppers and consumers. As a decision-maker, you can help ensure that California Prune Juice is the only prune juice on your store shelves and in the shopping cart.



The Power of Prunes

DID YOU KNOW?

California Prunes are naturally nutritious, surprisingly versatile and undeniably delicious! A serving of 4-5 prunes packs a powerful punch of important vitamins, minerals, antioxidants and fiber. Together, these nutrients form a web of vital functions that support overall health and the immune system.



Prune Juice from California Matters

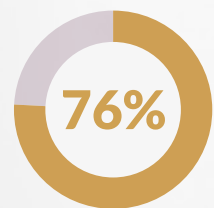
Only California invests in nutrition and crop research to expand our knowledge and improve fruit quality. California Prunes are consistently reliable from the highest agricultural standards of any nation to the climate-controlled tunnels for drying the fruit, balancing temperature, humidity and time for perfect sweetness. It takes the best prunes in the world to make the best-tasting prune juice in the world, and that's why California matters.

CALIFORNIA COUNTS



8 in 10

agree that it is important to know where the prunes they are purchasing are grown.¹



76%

The majority of consumers prefer to buy goods produced or grown in the United States.¹



6 in 10

often check to see if the prunes they purchase are from California.¹



ENSURE THAT YOUR PRUNE JUICE COMES FROM CALIFORNIA

California Prune Juice is the only prune juice that provides consistent reliability with no adulteration, ensuring a naturally sweet taste and delivering on the functionality that consumers are looking for.

The Power of Prunes

BONE HEALTH

California Prunes contain Vitamin K, potassium, copper and boron which research has shown to have bone protective qualities. In fact, clinical trials suggest that consuming prunes every day supports good bone health.²



¹ Online survey conducted February 21-28, 2018 of 1,009 U.S. adults who had eaten prunes over the last 12 months.

² www.fasebj.org/content/29/1_Supplement/738.12.abstract

How is California Prune Juice made?

Prune juice is not a fruit juice in the usual sense but rather a water extract of dried prunes. Typically prune juice is produced using hot extraction methods in which the prunes are cooked in boiling hot water. Pits and solids are removed with a cloth filter until it becomes a liquid juice. The juice may be standardized by blending with other batches in order to achieve a uniform product. If prune juice is made with inferior prunes, the juice becomes acidic or sharp in flavor. The best prune juice is made from plump prunes, which are California's specialty.



The Power of Prunes

GLYCEMIC INDEX

California Prunes have a low glycemic index (GI) of 29. Low GI foods are thought to help stabilize blood sugar and insulin response. The presence of fiber and sorbitol in prunes may contribute to this low GI.

What does California Prune Juice taste like?

California Prune Juice tastes like no other, delivering a naturally sweet taste with rich, deep flavor complexities including notes of honey and caramel. California Prune Juice has a rich, dark aroma and is known for a silky, smooth and luxurious mouthfeel.



For less than 200 calories, an 8 fl oz. serving of 100% California Prune Juice provides:

2.6 mgs Iron

More per serving than any other juice
(14% daily value)

3 g Fiber

A good source of soluble and insoluble fiber
(11% Daily Value)

15 g Sorbitol

Sorbitol is naturally occurring sugar alcohol which contributes to the digestive health benefits in prune juice³

Naturally Delicious

No added sugar, cholesterol, sodium or fat

430 g Potassium

(12% Daily Value)

The Power of Prunes

DIGESTIVE HEALTH

Most Americans fail to meet the recommended Daily Value of 28 g of fiber per day. Maintaining digestive health is an important component of overall well-being. California Prunes and California Prune Juice contain dietary fiber and sorbitol which both contribute to digestive health and play an important role in the microbiome.

DID YOU KNOW?

Digestive health is the #1 reason that consumers seek out California Prune Juice.⁴

³ <https://fdc.nal.usda.gov/> <https://well.blogs.nytimes.com/2015/12/01/ask-well-the-laxative-effect-of-prunes/>

⁴ Online survey of 1,277 U.S. adults, conducted in July 2018.

How should California Prune Juice be enjoyed?

Beyond enjoying a serving of California Prune Juice each day for its natural health benefits, there are many ways to use California Prune Juice in everyday recipes from smoothies to sauces to cocktails. The natural sweetness of California Prune Juice pairs well with dishes that utilize rich and complex flavor notes and can add depth to items such as espresso and chocolate. The earthy quality of the juice can also pair with salty, acidic and fermented ingredients, perfectly juxtaposing and bringing out the very essence of those flavors.

CALIFORNIA PRUNE JUICE USAGE IDEAS:

- *Add to smoothies or popsicles*
- *Mix into sweet or savory sauces, marinades and dressings*
- *Use a dash to dress up a cocktail or mocktail*
- *Find more ideas at [CaliforniaPrunes.org](https://www.californiaprunes.org)*



The Power of Prunes

ANTIOXIDANTS AND POLYPHENOLS

California Prunes have copper, vitamin K and polyphenols, which act as antioxidants. Polyphenols in prunes are thought to be among the compounds that contribute to prunes' role in bone health through their antioxidant or anti-inflammatory properties. Antioxidant intake has been associated with lowering chronic disease risk.

