

GROW YOUR BUSINESS WITH



Prunes. For life.

## California Prunes are preferred by Italian shoppers!

They are now the first choice for shoppers, driven by heavyweight marketing activity.



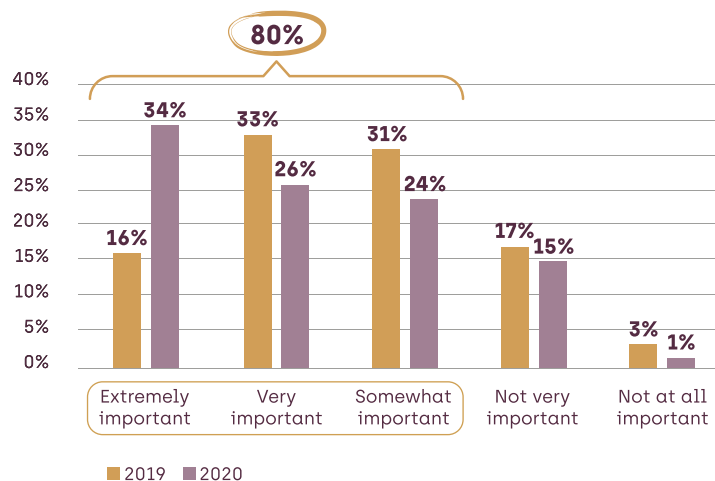
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### SHOPPER INSIGHTS:

- When buying prunes, **80%** of shoppers think that **place of origin** is important
- **California** is the clear **first choice** as the **origin** of the **best prunes**
- **Over 75%** say **California origin** is **important** to their **purchase decision**
- Shoppers see **California Prunes** as **bigger, juicier, better tasting** and the **best quality**

Source: Independent consumer research, conducted amongst 2,000 Italian consumers by Rose Research, April 2020.

### Place of Origin for prunes is increasingly important to Italian shoppers



### Shoppers have positive impressions of California

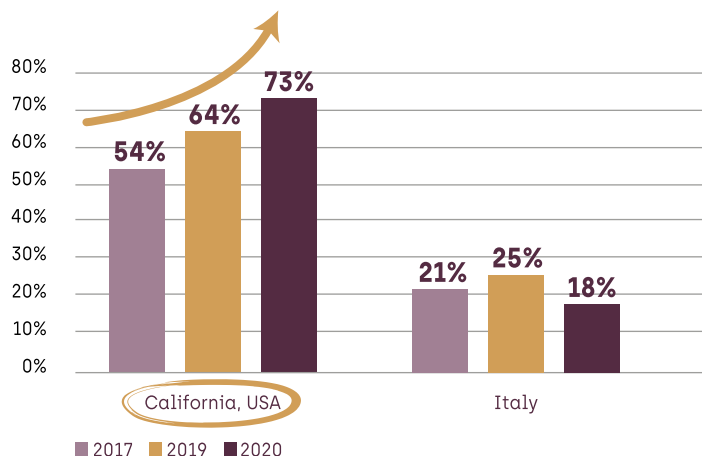
- "When I think of dried plums I associate them with California"
- "California is full of sunshine and could favor the ripening of excellent plums"
- "They are truly exceptional, larger and tastier"
- "I think they are quality, certified, controlled products"



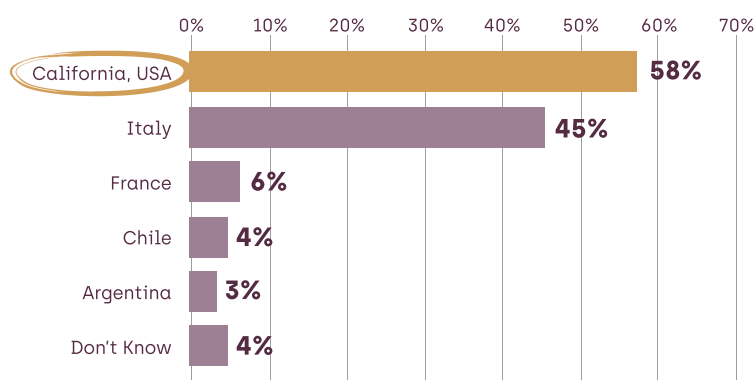
# GROW YOUR BUSINESS WITH



California is clearly & increasingly seen as producing the best prunes



Most shoppers now prefer to purchase prunes from California



SHOPPERS PREFER CALIFORNIA PRUNES FOR VERY GOOD REASONS



**89%**

BIGGER THAN OTHER PRUNES



**87%**

THEY'RE BETTER TASTING



**85%**

BEST QUALITY

**€78%**

VALUE FOR MONEY



The California Prune Board will continue to invest to grow the category, reaching over 20 million consumers, and distributing over 70,000 delicious product samples.



California Prunes logo available to license (free of charge) to add to packaging!  
For more information, contact us: [info@cpbeurope.eu.com](mailto:info@cpbeurope.eu.com)