



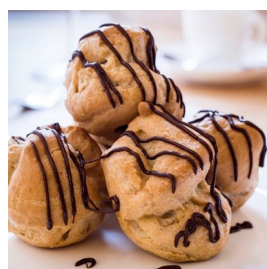
California Prune Board (Europe): Suite 18, Innovation Centre, Leicester Road, Market Harborough, Leicestershire, LE16 7QX www.californiaprunes.co.uk



California Prune, Fennel, Pork & Peppery Sausage Roll



California Prune & Duck Tartare



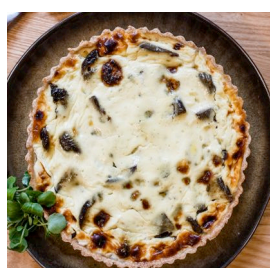
California Prune, Chocolate & Apple Profiteroles



Mild Spicy Quinoa Salad with California Prunes & Feta



Pork, Chicken & California Prune Terrine



Leek & California Prune Quiche



Smoked Duck Breast or Halloumi Salad with a Prune dressing



Warm California Prune Orange & Chocolate Tart



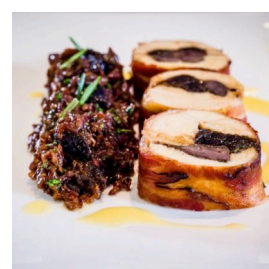
Pork & California Prune Wellington



Navarin of Lamb Stew with California Prunes



California Prune & Goats Cheese Tart



Chicken Breast with California Prunes, Liver & Rosemary

Prune It is a healthy eating campaign designed to educate consumers to understand the role that California Prunes can play in helping to help reduce the fat and sugar content across a wide range of recipes. When blended into a puree, prunes offer a useful fat replacer in cooking by adding fat-like (but fat-free) characteristics that also work to enhance the flavours in both sweet and savoury dishes. In addition, the naturally occurring sugars present in California Prunes can also be used to provide a natural replacement for some of the processed sugars that traditionally feature in sweet recipes. And because of their high fibre content and ability to add bulk to dishes, California Prunes also have a role to play in reducing portion size without compromising on filling power or taste.