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FOR POTASSIUM...THINK PRUNE JUICE

San Francisco, CA (November 15, 2000)—Move over bananas -- prune juice is also a good source of potassium. In fact, as a good source of potassium, prune juice qualifies for a new Food and Drug Administration (FDA) authoritative health claim that links potassium-containing foods with prevention of hypertension and stroke. Cardiovascular disease is the leading cause of death in the United States. Substantial scientific evidence indicates that the risk of stroke-related deaths is inversely related to potassium intake. By simply adding a serving of prune juice everyday, consumers can increase their intake of this important nutrient.

The FDA recently posted information about the health claim for potassium-containing foods on its Web site, www.fda.gov. To qualify for the claim, foods must: --Have at least 350 mg of potassium per reference amount customarily consumed (RACC). For prune juice the RACC is 8 ounces or 240 milliliters. --Have 140 milligrams or less of sodium. -- Be low in fat. -- Be low in saturated fat. -- Be low in cholesterol.

According to nutrient composition information published in the California Prune Board's Prune Buyer's Guide, 8 ounces of prune juice provides 471 milligrams or 13 percent of the Daily Value (3500 milligrams) for potassium. In addition, prune juice meets the other requirements of being low in sodium, fat, saturated fat and cholesterol.

It goes without saying that prune juice is made from prunes. But did you know that prunes are actually dried plums? In June 2000 the FDA approved the use of "dried plums" as an alternative name to prunes. Currently, prune juice manufacturers plan to keep using the traditional name, prune juice, for their product. With the chill of winter setting in, try this Hot & Spicy Plum Cider. It is reminiscent of a traditional hot-spiced apple cider but contributes to your daily requirement for potassium by using prune juice.

HOT & SPICY PLUM CIDER 1 cup prune juice ½ cup apple or cranberry juice 2 inch length cinnamon stick 4 cloves 1 orange slice, halved brown sugar, to taste

In small saucepan combine prune juice with cranberry or apple juice, cinnamon stick and cloves. Bring to boiling, reduce heat and simmer 1 minute. Pour into mug, add orange slice halves and stir in sugar, if desired. Makes 1 serving.

Nutrition Information Per Serving: 271 calories, 0 g fat; 0 mg cholesterol; 17 mg sodium; 69 g carbohydrate; 4 g fiber; 2 g protein; 700 mg potassium