

CALIFORNIA RAISIN MARKETING BOARD

FOR IMMEDIATE RELEASE

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It's *Snack-to-School* Time! California Raisins Offers Tips and New Recipes for a Naturally Sweet School Year

FRESNO, Calif. – August 27, 2014 – The start of another hectic school year filled with homework, play dates, team sports and more, can sometimes make the task of ensuring kids get healthy foods at snack time seem daunting.

Fortunately, there are several ways parents can make snack time easier and more nutritious. Healthy, convenient and naturally sweet California raisins are a great solution for snack time this school year.

“California raisins are an all-natural, dried-by-the-sun fruit parents can feel good about giving their kids,” says Larry Blagg, senior vice president of marketing for the California Raisin Marketing Board. “The ingredient list says it all - raisins.”

Because they are 100-percent fruit with no added sugar, raisins contain zero empty calories, according to United States Department of Agriculture (USDA) Food-A-Pedia website. In fact, among children, eating raisins as an after-school snack may prevent excessive calorie intake and may increase satiety (or feeling full) when compared to other common snacks.

For naturally sweet and satisfying ways to avoid falling into a snacking rut this school year, follow these simple tips:

- 1.) **Don't leave snacking to chance.** Avoid unhealthy snacks by preparing nutritious options ahead of time. Try a no-fuss option like a hearty trail or snack mix and add California raisins for sweetness without the added sugar. A little planning helps kick-start a hassle-free school week.
- 2.) **Make grab-and-go snacks.** Make snacks that are portable. On a busy day filled with school and after-school activities, having go-to snacks that travel well in backpacks, lunch boxes, or the car will save time and help satisfy hungry tummies.
- 3.) **Involve the kids.** Create healthy habits by involving kids in snack preparation. When they are engaged in creating their own snacks, parents can make valuable connections between food choices and nutrition. Choose fun and simple recipes kids can make on their own or with little help.
- 4.) **Don't forget the fun!** Remind kids that snacking healthy can be creative - and fun! Introduce them to the rainbow of colors, shapes, and tastes included in a healthy diet. Try making [Vanilla Nut Snack Mix](#) – a hopping-good mix of gluten-free bunny grahams, raisins and roasted almonds.
- 5.) **Remind kids: healthy is tasty.** It really is possible to make healthy snacks kids won't trade at recess! Prepare snacks that feature naturally sweet ingredients, like these new snack mixes, [Peanut Butter Pretzel Raisin Snack Mix](#) and [Crunchy Cinnamon Mix](#).

California Raisins: Sweet. Naturally!

In addition to their snacking convenience and nutritional benefits, California raisins may also provide some surprising advantages when it comes to dental health. Research reveals raisins may benefit oral health, because the fruit possesses antimicrobial phytochemicals that suppress growth of some oral bacteria associated with dental cavities and gum disease.



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If that weren't enough for parents to smile about, California raisins are a great back-to-school value as well, because raisins are the most economical dried fruit, according to the USDA. Parents can provide kids all the naturally sweet goodness of California raisins without breaking the bank.

Check out loveyourraisins.com and pinterest.com/CalRaisins for these snack recipes and thousands more and sign up for a California Raisins snack pack on the California raisins Facebook page at facebook.com/californiaraisins.

About the California Raisin Marketing Board

A State Marketing Order in 1998 created the California Raisin Marketing Board and it is 100 percent grower funded. Its mission is to support and promote the increased use of California-grown raisins and sponsor crop production, nutrition and market research. For more information about all-natural, no-sugar added California raisins, please visit www.loveyourraisins.com.

Bellissimo, N., et. al., An After-School Raisin Snack Reduces Subjective Appetite and Energy Intake and Increases Satiety in Normal Weight Children. Poster session presented at: Canadian Nutrition Society Annual Meeting; 2012 May 23-25; Vancouver, British Columbia.

Rivero-Cruz, J.F. et al. Antimicrobial constituents of Thompson seedless raisins (Vitis vinifera) against selected oral pathogens. Phytochemistry Letters (2008), doi: 10.1016/j.phytol.2008.07.007



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