

CALIFORNIA RAISIN MARKETING BOARD

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California Raisin Marketing Board Provides Insight at Annual MenuDirections Conference

*California Raisins Sponsors Keynote Speech, Cooking Demonstrations
to Hundreds of Foodservice Professionals*

Fresno, Calif. (March 27, 2012) – The California Raisin Marketing Board (CRMB) served as an industry leader and major sponsor of the recent 10th annual MenuDirections, a conference presented by *FoodService Director* magazine. This year, the event took place Feb. 26-28 in Charleston, S.C.

The conference, where foodservice professionals gather for educational workshops, culinary demonstrations and keynote speaker presentations, set an all-time turnout record this year with more than 250 registered professional, non-commercial foodservice operators and health care professionals in attendance. CRMB served as a platinum sponsor for the second consecutive year.

The keynote address, “Top 10 Foods for Healthy Living,” was delivered by CRMB’s Director of Health & Nutrition Research, Dr. James Painter, in his second year as keynote speaker.

Additionally, CRMB presented two cooking demonstrations per day to sold-out audiences. CRMB consultant chefs Todd Downs and Michelle Dudash conducted cooking seminars on gluten-free cooking seminars and “stealth health tips,” respectively.

“California Raisins experienced another successful year at MenuDirections,” said Larry Blagg, Senior Vice President of Marketing for CRMB. “Our seminars and cooking demonstrations brought home the message of how important healthy cooking is, as well as reducing added sugar and salt in the foodservice industry.”

For more information about California Raisins, visit www.loveyourraisins.com.

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 the California Raisin Marketing Board and to browse delicious recipes, visit www.loveyourraisins.com.

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