

# CALIFORNIA RAISIN MARKETING BOARD

FOR IMMEDIATE RELEASE

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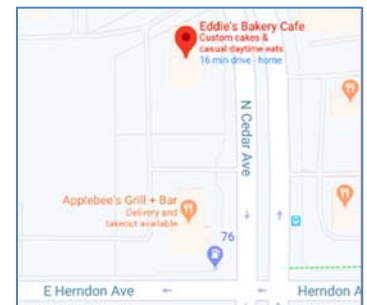
## **The California Raisin Marketing Board and Eddie's Bakery & Café Have Teamed Up To Celebrate National Raisin Day!**

**Fresno, Calif., April 28, 2020** – Did you know that all the raisins in the US are grown within 60 miles of Fresno? What better place to celebrate National Raisin Day than in the heartland of raisin country. We joined up with local Fresno bakery icon, Eddie's Bakery & Café, to celebrate National Raisin Day with a sweet promotion. Eddie's is baking up a variety of raisin pastries, muffins and cookies and we're offering up some fun California Raisin Plush Toys. So, if you are looking for a naturally sweet treat and an opportunity to support a local bakery and an iconic Fresno industry, stop by Eddie's Bakery & Café located at 7089 N. Cedar Ave. from 6:00 am to 6:00pm on Thursday, April 30, National Raisin Day.

Here's the deal: Purchase \$15.00 or more of Eddie's Bakery & Café's raisin treats, and you will receive a free California Raisin Plush Toy.\* Products available for this fun offer include:

- Raisin Danish
- Carrot Cake with Raisins
- Raisin Rugalach
- Raisin Bran Muffins
- Oatmeal Raisin Cookies

Please observe all social distancing guidelines while visiting Eddie's. Thanks for your cooperation and enjoy the treats made with naturally sweet raisins, Fresno's own sun-dried superfruit.



\*Other Eddie's Bakery delicious pastries are available, however, a purchase of \$15.00 of raisin treats is required for a raisin plush toy while supplies last.

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The California Raisin Marketing Board was created by a State Marketing Order in 1998 and it is 100 percent grower funded. The mission is to create a positive marketing environment within which the industry can collectively expand the worldwide demand for California Raisins. For more information and delicious recipes visit [Calraisins.org](http://Calraisins.org).

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