

CALIFORNIA RAISIN MARKETING BOARD

FOR IMMEDIATE RELEASE

New Report Demonstrates California Raisins as an Excellent Binding Ingredient in Baked Goods and Bars

New Use Adds Natural Plant-Based Sweetness With No Added Sugar

FRESNO, Calif. – June 24, 2021 – Today, the California Raisin Marketing Board releases a [new white paper](#) showcasing California Raisins' natural binding abilities when used in baked goods, bars, and other products that rely on liquid or paste binders. The new white paper outlines how California Raisins offer functional benefits in food manufacturing and foodservice applications when used as a binding ingredient.

In tested recipes, like **Vanilla and Salted Almond Protein Bars**, California Raisins were found to be an excellent ingredient to use as a plant-based binder in protein bars due to their natural sugars and fibers. Given their texture and low moisture content, California Raisins were found to make products chewier without adding liquid, while also preventing case hardening.

“California Raisins are plump and have a soft chewy texture that, when ground or chopped, helps bind dry and wet ingredients together. Plus, their natural sugars create a firm texture when mixed with dry ingredients,” said Tim Kenny, Vice President of Marketing at the California Raisin Marketing Board. “As well, whole raisins and raisin paste do not need to be declared as added sugar and pairing them with plant-based proteins can allow for the creation of a fully vegan bar.”

The California Raisin industry offers a variety of raisins and raisin ingredients that are suitable for food manufacturing and foodservice applications. Sweetened naturally by the sun, California Raisins are a shelf-stable ingredient that can be used in a variety of applications.

About California Raisin Marketing Board

The California Raisin Marketing Board was created by a State Marketing Order in 1998 and it is 100 percent grower funded. The mission of the California Raisin Marketing Board is to conduct market development activities to improve the demand for all categories of raisin usage, including ingredient usage, and for retail package, both branded and private label. Also, the Board sponsors crop production, nutrition, and market research. The board's mission is to create a positive marketing environment within which the industry can collectively expand the worldwide demand for California Raisins.

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