

RAISIN ADMINISTRATIVE COMMITTEE

ADMINISTERING THE FEDERAL MARKETING
AGREEMENT AND ORDER REGULATING THE
HANDLING OF CALIFORNIA RAISINS

Telephone: 559-225-0520
Fax: 559-225-0652
Email: info@raisins.org
Website: www.raisins.org

FOR IMMEDIATE RELEASE

New Report Identifies California Raisins as a Plant-based Fat Substitute in Baked Goods

*New Use Provides Natural Sweetness While Reducing
Overall Calories, Total Fat, Saturated Fat and Cholesterol*

FRESNO, Calif. – June 10, 2021 – Today, a [new white paper](#) was released spotlighting the functional benefits and opportunities for California-grown raisins and raisin ingredients as a fat substitute in baked goods. The new white paper reveals how California Raisins offer key benefits in food manufacturing and foodservice applications when utilized as a fat substitute.

In tested recipes, like Fudgy Brownie Bites, California Raisins were found to function well as a fat substitute due to natural sugar and fiber content (7% DV). Compared to the control formula with 100% fat from butter and egg yolk, the formulas with California Raisin paste saw reduced overall calories, total fat, saturated fat, and cholesterol while maintaining intended moisture and texture.

“As a whole fruit that is naturally low in fat and sodium, California Raisins have unrefined sugars and dietary fiber that make them a viable fat substitute and plant-based alternative in baked goods,” said Tim Kenny, Vice President of Marketing at the Raisin Administrative Committee. “California Raisin paste offers a functional and flavorful solution to high fat recipes, delivering an overall calorie reduction when used as a fat substitute.”

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 with no added sugar or juice, California Raisins are a shelf-stable ingredient that can be used in a variety of applications across breads, cereals, desserts, sauces, beverages and snacks.

About the Raisin Administrative Committee

The Raisin Administrative Committee (RAC) is a federal marketing order, which conducts marketing activities in 17 different countries using a combination of funding from RAC assessments and government programs including the Market Access Program (MAP) and the Agricultural Trade Promotion Program (ATP).

Media Contact

Tim Kenny
VP of Marketing
tim@raisins.org

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2445 Capitol Street, Suite 200 • Fresno CA 93721-2236

