

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 Finds California Raisins Enable Refined Sugar Substitution in Baked Goods

New uses outlined for natural sweetness with no added sugar

FRESNO, Calif. – May 20, 2021 – Today, a [new white paper](#) was released which outlines the functional benefits and opportunities for California-grown raisins and raisin ingredients as a refined sugar substitute in baked goods. The new white paper uncovers how California Raisins deliver benefits in food manufacturing and foodservice applications when leveraged as a refined sugar substitute.

In tested recipes, like Vegan Spiced Oatmeal Raisin Cookies, California Raisins were found to be a viable sugar substitute yielding desirable texture and flavor results. Plus, compared to the control formula with 100% refined sugar, the formulas with California Raisin paste saw reduced declared added sugar, reduced total sugars, an increase in potassium, and a slight reduction in overall calories.

“California Raisins are naturally sweet with no added sugars, making them a strong substitute for both refined sugars and other sugars that must be declared on the Nutrition Facts Panel,” said Tim Kenny, Vice President of Marketing at the Raisin Administrative Committee. “Whole raisins and raisin paste do not need to be declared as added sugar, and as a whole fruit, raisins have unrefined sugars and dietary fiber (7%DV) that make them a nutritious ingredient with numerous uses in product development and culinary applications.”

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 across breads, cereals, desserts, sauces, beverages and snacks.

About the Raisin Administrative Committee

The Raisin Administrative Committee (RAC) is a federal marketing order, 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

Related Links

<https://calraisins.org/>
<https://calraisins.org/professionals/form-and-function/>

The Raisin Administrative Committee is an Equal Opportunity Employer and Provider.

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

