

Press Release

The 100% Prune Power Pot

Clearspring Organic 100% prune puree gives you the full flavour and traditional benefits of 100% prunes - without additives, colourings or preservatives – in a delicious single serving.

This is achieved due to a unique production process that takes less than an hour from fruit to packaged puree. Approximately 300g-350g of fresh prunes (7 fresh prunes) are used to make 100g of puree.

Next the edible and non edible parts of the fruit are separated using sieves to create puree with a thick consistency. This all takes place under a low temperature, which prevents the fruit from discolouring and producing bitter flavours.

- Source of Fibre
- One of your 5-a-day
- 100% prune, nothing else added!
- No added sugar, salt or water

The prune puree is delicately blanched, pasteurized and packaged. The result is the taste and goodness of freshly picked plums, in a long life, single serving pot.



Delicious and convenient for adults and children alike: add to smoothies, porridge, yoghurt or just eat straight out of the pot. An easy and versatile way to get your concentrated goodness of prunes. Alternatively add 1 heaped tablespoon of prune puree to 1 glass of luke warm water for a delicious prune juice or it can be used as a substitute for fat in baking – use 1 tablespoon of puree for 1 tablespoon of fat.

RSP: £1.69 for two 100g servings

Available in independent health food stores and selected multiple retailers.
Please see <http://www.clearspring.co.uk/stockists> for our total distributor network.

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Notes to editors:

The Clearspring brand promises premium quality Japanese specialities and Organic Fine Foods that are authentic, versatile and support good health. Made to traditional recipes by master artisan producers, they bring you full, authentic flavours from some of the most exciting food cultures around the world.

Each product has a distinct flavour and quality that comes from using the finest quality ingredients and respecting local food traditions. Clearspring always works directly with its producers, building long-term partnerships of ethical trade that support sustainable organic farming and benefit local communities.



Authentic Japanese



Organic Fine Foods



Free From Products



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