Master Chocolatier Paul A Young Sexes Up California Prunes With Two New Recipes

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Who says prunes aren't sexy...? In fact, just saying the word prune, gives you a bee-sting pout that would make Brigitte Bardot green with envy.

But whilst the older generation of prune-loving Brits know the value of super healthy California prunes in the diet - the secret is evading the younger generation who only reach for the wrinkly power fruit when necessity requires.

British consumers are one of the biggest prune-loving nations in the world, munching our way through over 17 million pounds a year (weight) and a significant increase in UK exports, points to more and more consumers demanding the best quality California prunes. Traditionally they are enjoyed as a snack but according to the California Prune Board, which has been in operation in the UK for a quarter of a century - prunes are one of the most versatile cooking ingredients in the store cupboard. From sweet sumptuous desserts to comforting casseroles and impressive hor d'oeuvres - their repertoire is huge.

Award-winning artisan chocolatier Paul A Young - who has three high profile boutiques in London - and is acclaimed for his unusual and indulgent use of ingredients and his handmade tempering techniques - is so excited by the quality and flavour of California Prunes that he has developed two show stopping new recipes.

The California prune, caramel and black pepper brownie and a boozy prune and porter truffle recipe will both be demonstrated by Paul at his Soho boutique in a special evening for food bloggers and journalists on 10 October (6.30-8.30pm).

"Rich, flavourful and delicious, California Prunes are renowned for their quality and versatility as a cooking ingredient. I am really hoping to inspire people to use them more indulgently in their cooking and enjoy them for the amazing flavour they have, "says Paul A Young.

To book a place at the demonstration (limited availability) (food bloggers or journalists only) please contact Rachel Cullis Dorsett, European PR Manager, California Prune Board - 01858 414218

Recipes and photographs available on request.

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