

SUMMER 2020

SCANDINAVIA



Grapevine

.....
FACEBOOK
COMBINED
59,152
FOLLOWERS

.....
WEBSITE
23,000+
VISITORS

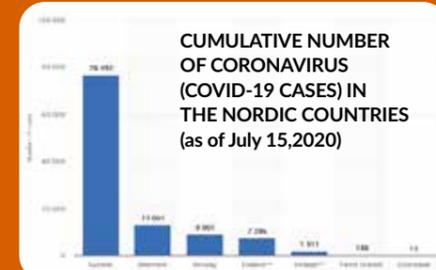
.....
FACEBOOK
TOP POST
67,797 VIEWS

SWEDEN
RECIPE PAGE
3.6K VIEWS

.....
4.6 MILLION
READERS

SCANDINAVIA COVID-19

Given the similarity of the Nordic societies, it is interesting to note how differently some of them have reacted to the current COVID-19 crisis.



DENMARK

Denmark's government has called on people to stop hoarding food and other essentials after supermarkets were hit by a sudden rush on Wednesday night.

The country's leading supermarkets, Salling Group, Coop, Dagrofa and Rema 1000, on a joint press release assured consumers that they had adequate supplies of all products, asking them not to change their shopping habits. The government is in close contact with the retailers and the message from the supermarkets was clear: The shops are open as usual.

Denmark's Salling Group had announced plans to pay DKK500 million (€66.92 million) to small and medium-sized local suppliers. The initiative aimed to provide immediate cash to suppliers so that they can manage operations during the crisis. The money covered both suppliers of services and goods used by the Salling Group. It operates the retail chains Netto, Føtex, and Bilka in the country.

In the initial stages of the panic buying, the supermarket struggled to maintain stocks of some products, but supplies have since returned for normal. Vejrbæk-Zerr decided that if anyone bought two bottles of hand sanitiser at his supermarket, the second would be priced at 1,000 Danish kroner, and the sign he posted up in his supermarket went viral, with more than two million views on his Twitter.

The Danish government has worked hard to reassure citizens that there is no risk to basic supplies. Food Minister Mogens Jensen told a press conference that the government was working hard to ensure that cross-border trade was continuing as normal. "Goods are flowing freely

across borders, and as long as we continue to trade as we usually do, there will be no trouble providing supplies," he said. At the press conference, Peter Høgsted, chief executive of the Coop supermarket chain appealed to customers to shop normally. All of Coop's 3,000 supermarkets were fully stocked, as well as its warehouses, while food producers both in Denmark and internationally continue to produce food, he said.

FINLAND

Taksi Helsinki had responded to falling demand from passengers by launching its own home delivery service for groceries. Given that the social distancing practices necessitated by the Covid-19 outbreak have resulted in demand for taxi service plummeting, the company saw this to keep drivers employed.

Taxi rides in the capital region had dropped by around 70%, with thousands of drivers being faced with imminent unemployment. Rather than ceasing operations, Taksi Helsinki decided to put its large fleet of cars to new use, providing food delivery at a time where the entire country is being urged to stay at home as much as possible.

Their delivery service, which puts the taxi company in competition with major retailers like Prisma, Alepa, and K-Market, costs €20 and does not include alcohol or tobacco delivery. Customers simply call Taksi Helsinki and provide a shopping list, and the drivers head to the store before delivering the goods to your house.



Two of Finland's biggest food and grocery delivery companies provided options for a no-contact drop-off service. Wolt and Foodie, the S-Group delivery service, say it's already possible to request a no-contact delivery, but confirmed to News Now Finland that this was part of the online ordering process. In Finland, Wolt have updated their app to make the no-contact option available. Founded in 2014 in Helsinki, Wolt now operates in 20 Finnish cities with 1,200 restaurants and 2,200 couriers.

S-Group, which offers grocery deliveries from Prisma, S-Market, Alepa and Sale stores through their Foodie online shopping service have launched a process for contactless deliveries. S-Group delivers more than 45,000 orders every month, from 50 online grocery stores in Finland.

All three of Finland's major grocery store chains have installed plexiglass shields at the store checkout counters to protect workers from coronavirus infections. The shields, made from plexiglass, were installed between cashiers and customers, in order to reduce the chances of spreading the virus. Grocery store chain Lidl installed the shields at its 186 stores around the country. S-Group installed the plexiglass shields in some of its stores, and Kesko, have been installed at several of its stores.

Avoiding touching surfaces that strangers have touched is one of the ways to lessen the risk of contracting COVID-19, but some surfaces, such as door handles, are harder to avoid than others.



Shoppers in Finland, however, have avoided the dreaded freezer handle in grocery stores with a lever that allows you to open freezer doors with your forearm instead of your hand.

The lever juts out from the existing handle on the freezers, allows patrons to minimize contact by placing their forearm on the lever and pulling the door open instead of grasping the usual handle. It was first introduced to the Alepa supermarket in Helsinki and rolled out more widely across the country.

NORWAY

Norgesgruppen assured growers that products grown in Norway are given priority over their supermarket chains. Norgesgruppen manages the supermarket chains Kiwi, Meny, Joker and Spar. They have chosen to use Norwegian products. They gave priority to Norwegian fruits and vegetables.

The Norwegian Group, Coop Norge and Rema 1000 prioritized the sale of fruits and vegetables from Norway following talks with Agriculture and Food Minister Olaug Bollestad (KrF).

SPAR Norway has introduced an online tool called Shopping Help, to make shopping easier for someone in need of assistance. The vulnerable person can make an online shopping list of items from the nearest store, then send the list with comments to a specified person who carries out the grocery shopping for them.

SWEDEN

Reassuring words from government officials and the industry alike, pointing out that there's no shortage of toilet paper and that citizens should stop buying rolls by the dozens. Many Swedes continued to stock up, leaving the supermarket shelves empty at the beginning of lockdown.

While coronavirus has not stopped Swedes from eating in restaurants, drinking in pubs or playing organised sport, it has halted the country's love of pick & mix candy. Swedes chew through almost 33 pounds of candy per person each year - around 15 bags of sugar - more than any other nation, according to a 2018 study by the Swedish Board of Agriculture.

Displays of colourful sweets, marshmallows and liquorice are prominent sections of most Swedish supermarkets. However, candy-crazy Swedes now skip these. Although health authorities have not cautioned the public against pick & mix, shoppers fear touching the well-handled shovels and loose sweets.

Worried about the risk of infection while eating out? One restaurant in rural Sweden has taken the guidelines on social distancing to the extreme, serving individual diners in an empty field with the meal arriving by zipline.

Located in the middle of a field in the small town of Ranseter, Bord for En (which means "table for one" in Swedish) sets up a single table with a single chair every day so that one person can be served without breaking social distancing guidelines. Meals are delivered from a zipline that runs from the couple's kitchen window.

The couple opened their establishment on May 10th and are fully booked through August 1st when they will close. They offer a set menu, but guests decide how much they want to pay for it.

Rasmus, a former chef turned freelance radio host, and Linda, a former waitress who is now a production company executive, work their normal jobs during the day before opening the restaurant at the end of the afternoon.

In Sweden, which focused on voluntary measures in the fight against the new coronavirus has reported more than 5,100 Covid-19 deaths, most restaurants have remained open throughout the pandemic.



However, they must follow guidelines such as marking distance between groups of diners, offering table service only, and taking other measures to ensure social distancing. Restaurants, cafes and bars that violate these rules risk being shut down.

Conclusion

Whilst Scandinavia wasn't in total lockdown it was still apparent that consumers stayed home and avoided eating out. More and more people stayed inside their homes, whether because they're at high risk of contracting COVID-19, their employers are allowing them to work remotely, or they're choosing to limit contact with others in an effort to lessen the transmission of the virus for the sake of more vulnerable citizens. Unsurprisingly, those who are stuck at home with no conclusive end in sight are looking for ways to pass the time.

Among the plethora of activities one could do with an abundance of free time at home, baking seems to be a no-brainer. The RAC encouraged consumers to produce mouth-watering dishes. A consumer recipe media campaign took place educating the Scandinavian audience on the benefits of using California Raisins in their dishes and baked goods.



Targeting 4.6 million consumers

With high quality products, sustainable and safe production practices, the Scandinavian market represents an opportunity to grow sales of California Raisins across all food sectors. A new campaign of online Advertising and Editorial articles went live across all Nordic countries.

The campaign ran from March through to June 2020 and reached 4.6million consumers throughout Scandinavia. The ads were used to educate the reader on the benefits of using California Raisins as well as in-depth editorials highlighting its nutrition benefits.

Thanks to the high purchasing power and the good quality of life, **Danish** consumers are generally attracted by quality and innovative products. The consumption habits of Danes are becoming environmentally focused. Behaviours are increasingly adapting to responsible consumption for the planet but also for health benefits; Our messages focused on safety and health.

Finnish consumers are increasingly moving towards the consumption of prepared meals that are good for health. Products that are simple and practical, with minimal packaging are increasingly popular. Our messages included versatility and health benefits.



<p>ILTALEHTI AUDIENCE 2.5 MILLION</p>	+	<p>DN LÖRDAG AUDIENCE 2 MILLION</p>	+	<p>KK MAGAZINE AUDIENCE 49,000</p>	+	<p>ALT AUDIENCE 35,000</p>	+	<p>TOTAL AUDIENCE 4.6 MILLION</p>
---	---	---	---	--	---	--	---	---

Norwegians are gradually adopting a more environmentally friendly mode of consumption. Expenditure on fruit and vegetable consumption is up, while meat and fish consumption are decreasing. Consumers are generally loyal to national brands and after recent research the 'American Dream' is at the forefront of your consumers. Message included provenance, quality, 'good sugars'.

Sweden is among the leading countries where health is important when it comes to consumption. The demand for fresh, eco-friendly, and healthy-friendly products that are transparent on ingredients is on the rise. Message included provenance, quality, 100% natural.

- The concentrated campaign promotes the unique attributes of California Raisins with the focus on:
- Consistency
 - Versatility
 - Quality
 - Country of Origin
 - Nutritional elements and 100% natural product





European consumers are amongst the highest users of social media. That is at least 50% of the overall population, and with Facebook being the largest following in each country it really is only the beginning for California Raisins Scandinavia FB platform.

Like us

facebook... breaks free



In early 2020 California Raisins created a new facebook account specifically for Scandinavian consumers. Aimed at food lovers across Denmark, Sweden, Finland and Norway. The aim is to raise awareness, website traffic and ultimately increase sales of California Raisins.

The launch of the new Facebook site enables California Raisins to grow their market by further interacting with consumers in each Scandinavian region. To date we have a total of **59,152 fans/followers** on our combined Facebook. The success of this was developed by strong marketing techniques and keeping up to date with current affairs as well as engaging with those that are passionate about food, cooking and baking. The page will continue posting recipes ideas, engaging video content, kitchen hacks, tips and more! With these posts we inspire the RAC audience to eat healthy in fun and enjoyable ways.

In 2017, there were 3.8m social network users in Denmark, at 67% penetration, up 9% since January of 2016. In the same year, Norway had 3.5 million active social network users, at 66% penetration, also up 9% since January of 2016. Sweden had the highest number of active social network users at 6.6 million but hovered around the same penetration as the other Scandinavian countries at 67%. Sweden recently came first in a global index by the World Wide Web Foundation, which ranked nations according to internet penetration and the social and political impact of internet access. Norway also ranked in the top ten, coming in at ninth place.

California Raisins captivated their audience by distributing engaging visual content and healthy eating trends and California provenance. As a result, consumers are inspired to use California Raisins in new and innovative ways, and part of their everyday diet.

DENMARK

TOP PAGE POST
 Reach: 67,797
 Total Engagements: 1,761
 Reactions: 6
 Comments: 8
 Shares: 1
 Post Link Clicks: 1,176
 Other Post Clicks: 570

TOP ADVERT
 Reach: 49,312
 Total Engagements: 1,112
 Reactions: 44
 Comments: 11
 Shares: 11
 Post Link Clicks: 675
 Other Post Clicks: 371

FINLAND

TOP PAGE POST
 Reach: 61,219
 Total Engagements: 1,818
 Reactions: 107
 Comments: 0
 Shares: 24
 Post Link Clicks: 1,117
 Other Post Clicks: 570

TOP ADVERT
 Reach: 45,018
 Total Engagements: 2,272
 Reactions: 81
 Comments: 1
 Shares: 20
 Post Link Clicks: 920
 Other Post Clicks: 1,250

SWEDEN

TOP PAGE POST
 Reach: 58,757
 Total Engagements: 5,992
 Reactions: 315
 Comments: 25
 Shares: 72
 Post Link Clicks: 2,052
 Other Post Clicks: 1,145

TOP ADVERT
 Reach: 42,704
 Total Engagements: 2,549
 Reactions: 187
 Comments: 12
 Shares: 53
 Post Link Clicks: 1,597
 Other Post Clicks: 700

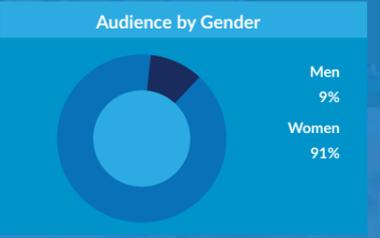
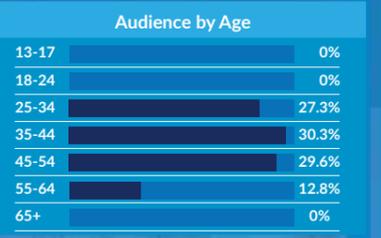
NORWAY

TOP PAGE POST
 Reach: 50,714
 Total Engagements: 2,106
 Reactions: 74
 Comments: 0
 Shares: 22
 Post Link Clicks: 1,380
 Other Post Clicks: 630

TOP ADVERT
 Reach: 59,104
 Total Engagements: 3,443
 Reactions: 60
 Comments: 4
 Shares: 12
 Post Link Clicks: 1,564
 Other Post Clicks: 1,803

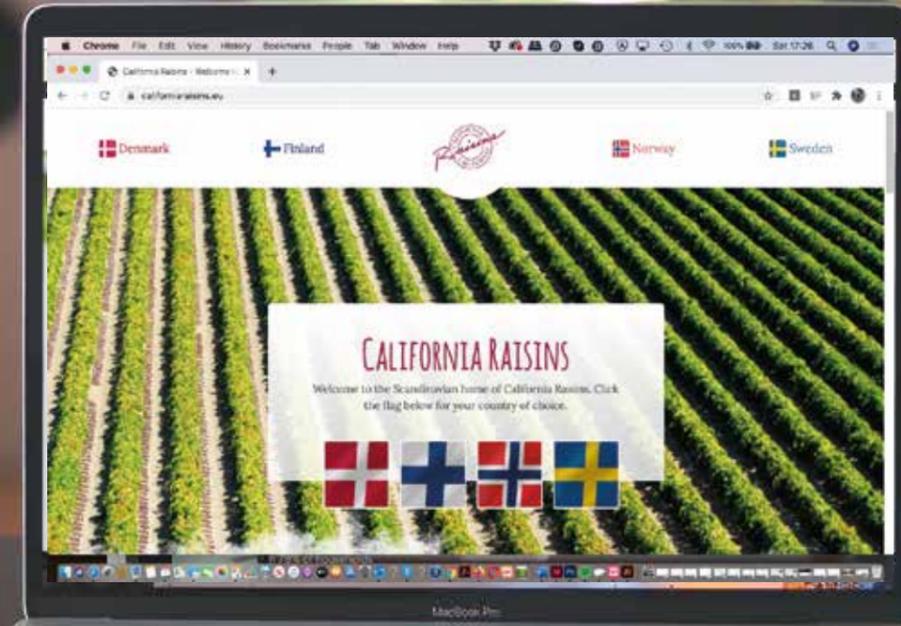
New Facebook Page (Scandi Only) May 2020 - June 2020	
Total Impressions	1,755,593
Organic Impressions	3,122
Paid for Impressions	1,750,149
Total Engagement	21,178
Total Engagement Rate Per Impression	3.2%
Total Followers/Fans	1,367

Combined Facebook Analysis Totals for Year July 2019-June 2020	
Total Impressions	2,939,468
Organic Impressions	100,399
Paid for Impressions	2,833,266
Total Engagement	371,648
Total Engagement Rate Per Impression	46.6%
Total Followers/Fans	59,152





The California Raisin Scandinavia website has now been live for a year and has grown from strength to strength with over 23,00 visitors.



CALIFORNIA RAISINS' ONLINE ACROSS SCANDINAVIA



California Raisins have created a modern and immersive experience giving Scandinavian consumers the opportunity to browse content. Each country has dedicated sections for up-to-date news, general local information, consumer activities and events.

The website is updated throughout the year with new recipes, usage ideas, nutritional information, competitions, news, and views, as well as general information on California Raisins.

1
RUSSINKAKA (Swedish recipe page)



3.6k views

2
KRINGLEKJEKS WITH RAISINS (Norwegian recipe page)



1.8k views

3
CALIFORNIA RAISIN PANCAKES (Norwegian recipe page)



5
BAKED SALT-CURED SALMON WITH SWEET & SOUR CALIFORNIA RAISIN SAUCE (Swedish recipe page)



1.1k views

4
PANCAKE WITH APPLES AND RAISINS (Finnish recipe page)



1.4k views



2.7k views

Using Google Analytics we can analyse our engagements and structure our campaigns for the future.

November/December were busy months due to the launch of the Christmas campaign with consumers looking for cooking inspiration for the festive season.

March was a popular month due to the Covid lockdown, with June the busiest month coinciding with the new media campaign, which encouraged users to visit the website.

Visitor numbers increased with consumers visiting the website for recipe ideas during times when home cooking and baking were more popular. Time with family means more recipe inspiration needed.

SCANDINAVIA INTERNET USAGE INCREASING

Internet usage in Sweden is high at around 87.8% of the total population and is forecast to continuously grow year on year. By 2024, it is forecasted to reach 97.5%.

In Denmark in 2018 the rate was at 92.28% and is also forecast to continuously reach 97.5% by 2024. In 2019, 95% of Danish households had internet access. 95% of people reported to have been online once a week. There

were only 2% who had used the internet less often than once a week.

The share of Norwegians who used the internet reached 98% in 2019. Most Norwegians reported to be using the internet once a week, however, 93% used it daily. Only 1% reported to be using the internet less than once a week that year.

The share of households with internet access in Norway increased over the last decade. From 78% of households with internet access in 2007, the percentage reached

97% in 2018. The average number of devices with internet access per household in Norway that year was 7.96 million. This was the highest number across the Nordic countries. Second in the ranking was Sweden with 7.29 million devices.

In 2018 internet usage was 89.02% in Finland. The internet user penetration rate is forecast to continuously grow year on year. The number of internet users in Finland amounted to 4.92 million in 2018. The number is estimated to grow by 510,000 users by 2024.

RAC JOINS THE SCANDINAVIAN VIDEO MOVEMENT

How to make Potato Hash

Ingredients

- 600g potatoes, cut into 2cm dice
- 2 tbsp olive oil
- 1 onion, chopped
- 150g diced smoked pancetta
- 200g smoked sausage, diced
- 75g California Raisins
- 2 tbsp chopped parsley

Mustard Pork with Pickled Red Cabbage

Prep: 20 minutes | Cook: 1 hour 15 minutes | Serves 4

For the pickled red cabbage:

- 1 red onion, sliced (180g)
- 150g light brown soft sugar
- 150ml cider vinegar
- 50ml red wine
- 1 onion stalk
- 1 tsp ground allspice
- 100g California Raisins
- 1 tsp salt
- 1 tsp black peppercorns, lightly crushed

For the mustard pork:

- 1 pork fillet, sliced into 12 steaks, 600g
- 150ml double cream
- 2 tsp Dijon mustard

Preheat the oven to 180°C, gas mark 4. Grease and line a 23cm springform cake tin. Add the pork steaks to the tin and arrange them in a circle. Pour the mustard cream over the steaks. Bake for 1 hour 15 minutes, until the pork is cooked and the cream is bubbling. Meanwhile, heat the oil in a large frying pan, add the onion stalk and fry for 2-3 minutes until softened. Add the onion, sugar, vinegar, raisins, allspice, salt and pepper and cook for 15 minutes until the liquid has evaporated. Add the pickled red cabbage and cook for 5 minutes until softened. Spoon the mustard pork into a large serving dish and top with the pickled red cabbage. Drizzle with the mustard cream. Cook's tip: Perfect served warm with a little whipped cream. Try ground ginger instead of the cinnamon.

California Raisin and Almond Rice Pudding

Prep: 20 minutes plus chilling | Cook: 25-30 minutes | Serves 4

150g arborio rice

Zest 1 lemon

1/2 tsp ground cinnamon

50g caster sugar + 1 tsp (15g)

600ml milk

100g California Raisins

50g flaked almonds, toasted

200g soft cheese, crumbled

200ml whipping cream

1 tsp vanilla extract

1 tsp maple syrup

Place the rice, lemon zest, cinnamon and 50g sugar in a large saucepan with 250ml water. Bring to the boil and simmer for 5 minutes. Add the milk and 75g raisins. Cover and cook on a low heat for 25-30 minutes, stirring occasionally to prevent sticking until the rice is tender and the liquid is absorbed. Stir in the almonds and allow to cool, still well seasoned. Meanwhile, poach the cherries in 4 tbsp water for 2-3 minutes and allow to cool. Whip the cream to soft peaks and add in the 1 tsp sugar and vanilla. Fold into the cooled rice pudding. Spoon into dishes and top with the cherries and their juices. Whisk the remaining raisins with the maple syrup and drizzle over. Cook's tip: Try using candied cherries or other fruits.

Lamb and Cabbage Stew with California Raisins

Prep: 15 minutes | Cook: 2 hours | Serves 4

1 onion, diced (180g)

2 medium eggs, sliced (120g)

2 tsp black peppercorns, lightly crushed

1 tsp salt

100g California Raisins

2 tbsp plain flour (25g)

50g moist lamb shoulder

1 medium white cabbage, cut into wedges (approx. 1kg)

2 sprigs dill, leaves only

Mix together the onion, celery, peppercorns, salt, raisins and flour in a bowl. Arrange half the lamb in the base of a large saucepan. Add half the vegetable mix and half the cabbage wedges. Repeat the layers finishing with cabbage. Pour over 500ml water, cover with a lid and bring to the boil, reduce the heat to low and simmer for 2 hours until tender. Serve scattered with dill. Cook's tip: Great served with boiled new potatoes.

Stir in the smoked sausage and raisins and cook for 1 minute, transfer to a bowl and set aside.

Stir in the pancetta mixture and heat for 1 minute to heat through.

You do not have to work in food marketing to know that recipe videos have taken over the internet. And you do not even have to be an experienced home cook to enjoy them. As a source of inspiration, education, and entertainment, recipe videos are popular with everyone from aspiring chefs to anyone who simply loves to eat, and they are a great way for food brands to engage with fans on social media. RAC produced recipe videos to share on all media platforms including YouTube, Facebook, and Instagram.

Apple and California Raisin Cake

Prep: 30 minutes | Cook: 50 mins - 1 hr | Serves: 8-10

2 red apples, cored and thinly sliced (300g)

200g caster sugar + 2 tsp (20g)

1 tsp ground cinnamon

150g dried mulled pancetta

200g butter, softened

4 medium eggs

180g plain flour

75g California Raisins

1 tsp baking powder

100g California Raisins

Preheat the oven to 180°C, gas mark 4. Grease and line a 23cm springform cake tin. Toss the apple slices in 2 tsp sugar and the cinnamon in a large bowl. Whisk together the butter and 200g sugar until pale and fluffy. Whisk in the eggs, 1 at a time. Mix together the flour and baking powder and fold into the butter mixture. Stir in half the raisins. Spoon half this mixture into the prepared tin and arrange half the apple slices on top with 1/2 of the remaining raisins. Spoon over the remaining cake mix and arrange the remaining apples on top, scatter over the last of the raisins. Bake for 50 minutes - 1 hour until golden and a skewer comes out clean. Allow to cool slightly before removing from the tin. Cook's tip: Perfect served warm with a little whipped cream. Try ground ginger instead of the cinnamon.

Swedish Hash

Prep: 30 minutes | Cook: 15 minutes

200g potatoes, cut into cubes

2 tsp olive oil

1 onion, chopped (130g)

150g diced mulled pancetta

200g smoked sausage or bacon

75g California Raisins

2 tsp chopped parsley

Preheat the oven to 180°C, gas mark 4. Grease and line a 23cm springform cake tin. Toss the potato cubes in 2 tsp oil. Heat the oil in a large frying pan, add the onion and pancetta for 5 minutes until softened. Add the sausage and raisins and cook for 5 minutes until browned. Add the potatoes and cook for 10 minutes until golden. Sprinkle with the parsley and serve. Cook's tip: Great for using leftover sausage and pancetta. Try adding a little extra oil to the pan.

Raisin Inspiration

California Raisins have devised new recipe ideas for each region. If you are interested in finding new ways of using your wonderful California Raisins, look online and be inspired.

Ingredients

- 600g potatoes, cut into 2cm dice
- 2 tbsp olive oil
- 1 onion, chopped
- 150g diced smoked pancetta
- 200g smoked sausage, diced
- 75g California Raisins
- 2 tbsp chopped parsley

Prep: 10 minutes

Cook: 15 minutes

Serves: 4

Meanwhile, heat 2 tsp oil in a large frying pan and fry the onion and pancetta for 5 minutes until crispy.

Preheat the oven to 180°C, gas mark 4. Grease and line a 23cm springform cake tin. Toss the apple slices in 2 tsp sugar and the cinnamon in a large bowl. Whisk together the butter and 200g sugar until pale and fluffy. Whisk in the eggs, 1 at a time. Mix together the flour and baking powder and fold into the butter mixture. Stir in half the raisins. Spoon half this mixture into the prepared tin and arrange half the apple slices on top with 1/2 of the remaining raisins. Spoon over the remaining cake mix and arrange the remaining apples on top, scatter over the last of the raisins. Bake for 50 minutes - 1 hour until golden and a skewer comes out clean. Allow to cool slightly before removing from the tin. Cook's tip: Perfect served warm with a little whipped cream. Try ground ginger instead of the cinnamon.

Mix together the flour and baking powder and fold into the butter mixture. Stir in half the raisins.

Add the milk and 75g raisins, cover and cook on a low heat for 25-30 minutes, stirring occasionally to prevent sticking until the rice is tender and the liquid is absorbed.

Spoon the mustard pork into a large serving dish and top with the pickled red cabbage. Drizzle with the mustard cream. Cook's tip: Perfect served warm with a little whipped cream. Try ground ginger instead of the cinnamon.

Goopy California Raisin and Chocolate Cake

Prep: 15 minutes | Cook: 25 minutes | Serves 8-10

3 tsp breadcumbs (12g)

100g butter

150g dark chocolate, broken into pieces

1 tsp vanilla extract

200g granulated sugar

2 large eggs

100g plain flour

180g cocoa powder

100g California Raisins

Preheat the oven to 180°C, gas mark 4. Grease and line a 23cm springform cake tin. Add the breadcumbs to the tin and coat the base and sides. Melt the butter and chocolate in a small saucepan and allow to cool slightly. Whisk together the sugar and the chocolate together, then whisk in the eggs, 1 at a time. Mix together the flour and cocoa and fold into the chocolate mixture with half the raisins. Pour into the prepared cake tin and scatter over the remaining raisins. Bake for 25 minutes until a skewer comes out clean. Allow to cool before removing from the tin. Cook's tip: Great served warm with a little whipped cream.

Potato Flatbread with Salmon and California Raisins

Prep: 15 minutes plus chilling | Cook: 5 minutes | Serves 2 or 4 as a starter

For the flatbreads:

- 450g potatoes, cut into small chunks
- 100g white soft flour
- 1 tsp salt
- 1 large egg, beaten
- Oil for frying
- 100g soured cream

For the flatbread mix:

- 1 large potato, finely diced (30g)
- 50g California Raisins
- 100g pink smoked salmon
- 1 large egg, soft boiled and quartered
- 2-3 sprigs dill, leaves only

Boil the potatoes for 10 minutes until tender, drain and allow to cool. Mash well and mix in the raisins, salt and egg to form a dough. Divide into 4 and pat into flat rounds approx. 12cm diameter with floured hands. Heat a little oil in a frying pan and fry 2 at a time for 1 minute on each side until golden. Meanwhile, mix together the soured cream, dill and half the salmon. Spoon over the flatbreads and top with the salmon, egg and dill then sprinkle with remaining raisins and black pepper. Cook's tip: Try adding chopped dill to the potato mix for extra flavour. These flatbreads can be made to order and reheated when required. Alternatively, oven bake at 220°C, gas mark 7 for 15-20 minutes.

Poor Knights Dessert

Prep: 30 minutes | Cook: 10 minutes | Serves 4

1/2 baguette (230g)

2 medium eggs, beaten

2 tbsp milk

100g caster sugar (25g)

1 tsp vanilla extract

1 tsp oil

150g raspberry jam

50g California Raisins

150ml double cream

icing sugar to serve

Preheat the oven to 180°C, gas mark 4. Cut the baguette diagonally into 8 slices. Mix together the eggs, milk, sugar and vanilla in a shallow dish and add the bread slices. Bake for 5-10 minutes, turn over and bake until the egg mixture has been absorbed. Heat the oil in a large frying pan and fry the egg-soaked bread for 1 minute each side until golden and transfer to an ovenproof serving dish. Bake for 5 minutes. Mix the jam and half the raisins together and whip the cream to soft peaks. Top the flatbreads with the jam, then add a dollop of cream, scatter with the remaining raisins and dust with icing sugar to serve. Cook's tip: Try different flavours of jam or try fruit compote instead.





*Calling all importers,
food manufacturers,
suppliers and food professionals*



We are always looking to help and work with organisations and people who use, or want to use, California Raisins.

Promotions, direct mail, exhibitions, literature, advertising, PR, editorials and mailings are just some of the activities we can offer.

If you'd like to find out more on how the RAC and California Raisins can benefit your business then contact us and we'll arrange a time to meet.

Contact: info@ukraisins.com