

# California Raisins UK Trade Activity Update



08 October 2018

## CALIFORNIA RAISINS TEAM UP WITH 'BURTS BISCUITS AND CAKES' FOR THE 2018 BAKO WESTERN TRADE DAY

By the RAC

On Sunday 14<sup>th</sup> October the Raisin Administrative Committee (RAC) will attend the popular Bako Western trade day at their Cullompton depot, Devon to promote California Raisins to the bakery trade.

This event will bring together both suppliers from the industry and key buyers. Visitors to the RAC booth will be invited to sample a selection of Christmas products containing California Raisins and baked by distinguished bakery company 'Burts Biscuits and Cakes Ltd'. There will be an opportunity to take-away recipe ideas, taste the various products on display and receive a sample pack of California Raisins.

BAKO is one of the largest ingredient suppliers to the baking and food-to-go industry. The annual BAKO Western trade event is specifically aimed at existing customers to help facilitate trade and offer seasonal price incentives. BAKO supplies around 1,800 tonnes of raisins in the UK and sultanas to the UK baking industry.



'The key ingredient to the food industry'

Previous BAKO Western trade days have attracted over 500 visitors and reports on buying have shown sales increase upwards of 8% across the range of products available.

For the RAC, the event aims to reinforce customer confidence, develop loyalty for California Raisins and build stronger partnerships with suppliers to promote and increase sales. Dee Casey from the Raisin Administrative Committee comments, 'The objective of attending the event is to encourage both existing and new buyers of BAKO products to specify California Raisins by origin and to highlight the benefits over other dried fruits'.

The RAC looks forward to greeting new buyers and showcasing the delicious Christmas lines on offer.

**For further information please contact The Raisins Administrative Committee.**

**THINK RAISINS. THINK CALIFORNIA**

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