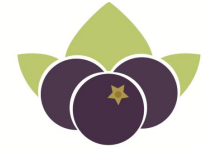


Blackcurrant
Foundation

What we have been doing since I last
presented....

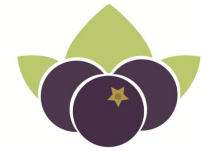
Objectives



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- Continue to raise the profile of British Blackcurrants toward the levels of cranberry and blueberry
- Identify and communicate specific health, medical and nutritional benefits of British blackcurrants
- Encourage the consumption of British Blackcurrants as juice, products and fruit by expounding the health and nutritional benefits in all relevant areas
- Communicate with a number of target audiences:
 - **Consumer** - across all sectors
 - **Trade** - mainly via press particularly drink specific but also key retailers direct
 - **HCPs** - across all relevant advisory areas
 - **Farmers/growers** – to re-enforce credibility
- Create a range of communication routes to maximise the effective delivery of specific messages to the audiences and utilise limited resources efficiently

PR timeline over the last five years



**Blackcurrant
Foundation**

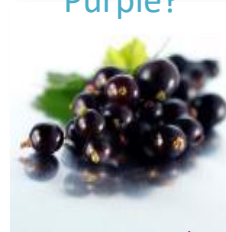
2008

Booster Juice Recipes



2010

Are You Eating Your Purple?



2012

Traditionally British



2014

Press Office



2009

Website Revamp



2007

Invented the Superfruit Wheel



2008

Know Your Fruits?



2009

Eat A Rainbow



2010

Creating A Personality

2011

Digital Wheel



2013

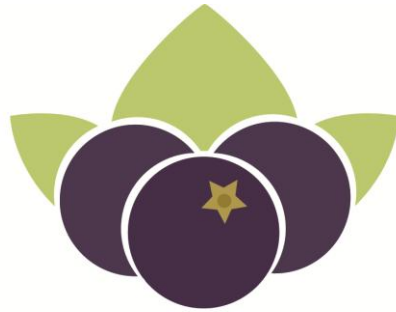
Consumer Publishing House Tour



2015

Smoothies & Health Benefits





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2010

2010 - Driving Blackcurrant Devotion

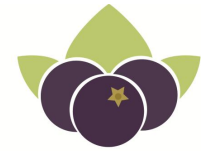


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Secured 20 key radio interviews including key stations; BBC Radio 5 Live, BBC Cumbria, BBC Solent and BBC Norfolk



2010 - Driving Blackcurrant Devotion



Blackcurrant
Foundation

Food notes

THE LATEST NEWS FROM CONTRIBUTING FOOD EDITOR Heather Whinney



Berry good for you

Blackcurrants are tart, soft and juicy – a true super-food. They contain three times as much immune system-boosting vitamin C as an orange. Buy or pick berries with plump, shiny skins and release them from their stems. Use for classics such as jams, jellies and sorbets, try them in a sauce for venison or duck, or sprinkle over a savoury salad to add an exhilarating burst of flavour and goodness.



DATE FOR THE DIARY
Visit the **Abingdon Food & Drink Festival** (26 September to 2 October), for the best jam Suffolk has to offer, or visit an **excellent demonstration and celebrity chef.** Visit www.abingdonfoodfestival.co.uk.

We love...
JAM, JELLY & RELISH
BY CHILLIE JAMES SCYLE & KATHERINE (€16.99)
Written by a former member of the Prime cookery team, this book has over 100 delicious preserve recipes, and shows you how to use them in recipes, including a wonderful warm marmalade upside-down cake.

Did you know?
Rapeseed oil has the lowest level of fat of all the other oils (half of olive oil) and you can heat it higher than most, which means you can use it for deep-frying and roasting potatoes.

Premium sausages
A stuffing selection
Sausages & Sausages Fresh
Lean Pork & Spring Green Sausages, £2.99 for 400g, sausage at major supermarkets. The meat and seasoning are kept on soft. From £3 per cent pork sausage.

✓ The Black Farmer Premium Pork Sausages, £2.99 for 400g, sausage at major supermarkets. Great flavoured chunky sausage, made with 90 per cent British pork. Delicious with onion and mushroom.

✓ Chicken & Andouille sausage, 97% Pork Sausages, £2.99 for 400g, sausage at major supermarkets. Tasty made with its amazing mix of garlic and just the right amount of spice.

✓ Rapeseed Selection
Lean Pork and Spring Green Sausages, £2.99 for 400g, sausage at major supermarkets and many with skin of buns.

How to ENJOY OYSTERS
If you've never tried them, now's the time to do so, as 1 September marks the beginning of the British oyster season.
Buy them......also (suspended) in their shells and ask the fishmonger to shuck (open) them for you. Keep them in the shells, along with the juice, in a sealed container in the fridge for up to two days.
Open them......with an oyster knife and lift open the shell to prise apart, leaving your shell around the brine.
Eat them......with a squeeze of lemon juice and a drizzle of red wine vinegar mixed with some finely chopped shallots. Loosen the oyster away from the shell, then put the shell to your mouth and slurp and sip them raw, straight from the shell. Delicious!

Visit the Abingdon Food & Drink Festival (26 September to 2 October), for the best jam Suffolk has to offer, or visit an excellent demonstration and celebrity chef. Visit www.abingdonfoodfestival.co.uk.

www.abingdonfoodfestival.co.uk

The Woman who grows... Blackcurrants



Jo Hildich from Whittern Farms took over the family blackcurrant-growing business in Herefordshire 15 years ago. Recently selected by the Hairy Bikers as their 'Local Food Hero', Jo is also Chairperson for the British Blackcurrant Foundation and supplies her berries to Ribena.

Fourth-generation farmer, Jo comes from a family that has always grown fruit on the Welsh borders of Herefordshire. When she took on the farm, she realised that its blackcurrant acreage was its strongest asset, and has since concentrated her efforts on the antioxidant-packed British berry.

"No two days are ever the same!" Jo says. "I love the variation my week brings and nothing beats the feeling of seeing a good crop flourish each summer. Growing up on the farm has also enabled me to create some fabulous dishes with blackcurrants including savoury main meals. I never tire of experimenting with blackcurrants in the kitchen and tasting each batch of cassis isn't half bad either. All in a day's work!"

Jo still sells most of her crop to Ribena, but recently started making cassis with some of the excess berries – a spoil which went down very well with the Hairy Bikers when they visited Jo's farm on a recent tour around Britain.

"It all started when I was a teenager and was forced on a French exchange," Jo recalls. "The brother of my exchange partner used to sneak glasses of Cava from the adults' drinks tray and pour in a little drop of luscious looking deep purple Crème de Cassis so that we could enjoy a clandestine cocktail."

I always wondered why we had not produced something similar at home with our crop of Blackcurrants. A few years ago, Jo returned to France on a skiing trip and rekindled her love of cassis. "I realised the time had come to develop my own version so, in conjunction with a local fruit wine maker, we invented our cassis right here on the farm. It's great to be able to use local British produce to create something so delicious!"

BUY IT!
Jo's cassis and Framboise can be bought online at www.britishcassis.co.uk and fresh blackcurrants are on sale now in Sainsbury's for £1.99/150g.

The Hairy Bikers love Jo's cassis

Chocolate Torte with Blackcurrant and Ginger Compo

Serves 12
Ready in the 95 mins, plus cooling

400g dark chocolate (70% cocoa solids)
250g unsalted butter, chopped into pieces
6 large free-range eggs
400g caster sugar
1 x 100g pack of ground almonds
160g blackcurrants
3 balls of stem ginger (in syrup), very finely chopped and 2 tsp of the syrup

You'll also need
35cm non-stick springform tin, base lined with baking parchment

- 1 Preheat the oven to 180C/350F/Gas 4 (reduce for fan ovens). Melt the chocolate and butter in a bowl placed over a pan of simmering water (making sure the bowl does not touch the water), then leave to cool slightly.
- 2 In another bowl, use an electric hand mixer to whisk the eggs and 250g sugar with a pinch of salt for about 10 minutes until pale and thick.
- 3 Lightly fold the chocolate and almonds into the egg mixture, then pour into the tin and bake on a baking tray for 45 minutes.
- 4 Meanwhile make the blackcurrant ginger sauce. Place the blackcurrants, stem ginger, ginger syrup and the remaining 50g of sugar into a small heavy based pan and heat gently until the sugar has dissolved and some but not all of the blackcurrants are beginning to release their juices.
- 5 Remove from the heat and leave to cool at room temperature. When the torte is ready - it will still wobble slightly in the middle - leave to cool in the tin (it will sink and crack) and chill before turning out to serve with a spoonful of sauce and a generous dollop of crème fraiche if you wish.

For serving 150 kcal, 38 fat kcal

www.cooking.co.uk

2010 – Driving Blackcurrant Devotion



Blackcurrant
Foundation

22 Daily Express Monday March 29 2010

Now blackcurrants help in battle against asthma

BLACKCURRANTS – hailed as a “superfruit” in fighting cancer and heart disease – could also help millions of people with asthma, say researchers.

Eating them could help sufferers breathe more easily by working with the body’s immune system to reduce inflammation in the lungs, claim scientists in New Zealand.

Chemicals in the berry work with natural defences to attack the causes of allergy-induced asthma, scientists found at the Plant and Food Research laboratories. One such compound, the antioxidant epigallocatechin, helps to suppress long-lasting inflammation and could even prevent allergic reactions.

Amazing

Dr Roger Hurst, who worked on the study, said: “Epigallocatechin completely controls the inflammation. It brings it to an appropriate level so that the cells are behaving normally again, which is quite amazing to us.

“To find natural compounds that potentially reduce lung inflammation and complement the body’s own immune response is an exciting breakthrough.

“Should we discover more about how this actually works we may eventually develop foods containing these compounds that could provide more natural alternatives to assist

By **Gerry Holt**

conventional drug treatments for asthma and even other allergic reactions.”

Asthma affects 5.4 million people in Britain and of those, more than a million sufferers are children. It causes inflammation of the lungs leading to breathing problems which can prove fatal.

Jo Hilditch, chairwoman of the Blackcurrant Foundation – a group of British growers who highlight the superberry’s health-boosting properties – said: “While we have long understood the outstanding health benefits associated with blackcurrants, we are extremely excited by this groundbreaking research, indicating the potential for a number of additional attributes of which we were not already familiar.

“With asthma having long been treated by prescriptive medicine, we are delighted at the possible discovery of a natural remedy.”

British blackcurrants are renowned for their deep purple colour, which indicates a high level of disease-fighting antioxidants – natural compounds credited with the ability to stave off a range of illnesses.

As well as protecting against colds and flu, antioxidants can also help guard against ageing, joint inflammation, eye strain, kidney stones, cardiovascular disease, cancer and urinary tract infections.



THE BENEFITS

■ Blackcurrants have been grown in the British Isles for more than 500 years. Used by herbalists since the middle ages to treat bladder stones, liver disorders, coughs and lung ailments, among other illnesses.

■ Blackcurrants contain more Vitamin C than any other natural food source, with more than three times the Vitamin C levels of an orange.

■ The berry contains high levels of the beneficial nutrients of potassium, magnesium, iron, calcium, vitamins A and B.

■ Research proves blackcurrants can help many areas of health, including: cardiovascular disease, ageing, brain function, urinary tract health and vision.

Here’s the berry thing to beat that post-gym fatigue

DRINKING blackcurrant juice can help prevent aches and strains following exercise, a study has found.

Volunteers who took an extract of the ‘superfruit’ in pill form before and after exercise suffered less muscle damage and inflammation.

Researchers say compounds called flavonoids in the berries protect the body from the stresses of working out.

Volunteers who took the blackcurrant pill before and after moderate exercise had fewer signs of ‘oxida-

By **David Derbyshire**
Environment Editor

tive stress’ and muscle damage. Each pill contained the equivalent of one or two ounces of berries and was taken daily for three weeks.

But the study did not identify the compounds that help the body recover from exercise.

And Dr Roger Hurst of the New Zealand Institute for Plant & Food Research who led the research, said vitamin C was unlikely to be the miracle ingredient.

“We’re looking more closely instead at the role of flavonoids within the fruit,” he said.

“These include anthocyanins, the compounds that gives blackcurrants their brilliant purple colour.”

Blackcurrants have long been regarded as a superfood and have been used for centuries to treat tiredness, arthritis, kidney stones, gout and lung problems.

Past studies have shown that they can reduce the risk of heart disease, improve kidney function and increase blood flow. Another found that they reduced inflammation in muscles caused by typing repetitively.

Jo Hilditch, of the Blackcurrant Foundation

In the UK, said: “For years, blackcurrants have been positioned as a premium source of Vitamin C and antioxidants and this latest research further reinforces the blackcurrant’s “superfruit” status.

“This study is not just test tube results, it has been carried out on real human beings ensuring that the results are tangible and relevant for many people’s lifestyles.”

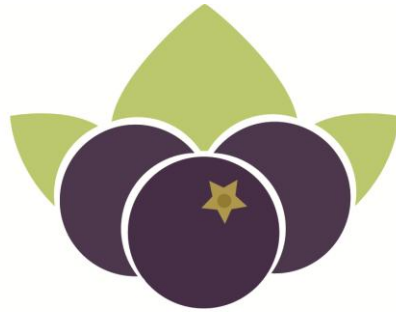
Other food researchers said the ‘exciting’ study took science closer to ‘maximising the potential of blackcurrants’.

Dr Hurst’s study was published in the American Journal of Physiology – Regulatory, Integrative Comparative Physiology.



Summary

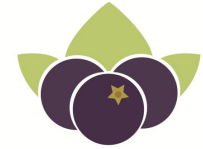
Reach:
115million



Blackcurrant
Foundation

2011

2011- Responding To Digital Demand



Blackcurrant
Foundation

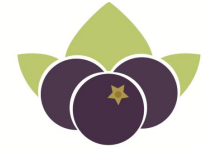
The screenshot shows the Facebook interface for the 'Blackcurrants' page. The page header includes the Facebook logo, a search bar, and the page name 'Blackcurrants' with a category of 'Food/Beverages'. The cover photo features a collage of images: a glass of red juice, a plate of food, a row of numbered blackcurrants (1-4), a landscape, and a plate of food. The left sidebar shows navigation options like 'Wall', 'Info', 'Photos', and 'Notes'. The main content area displays a post from 'Blackcurrants' dated 08 September at 14:27, which includes a link to a recipe and a comment from 'Chris Fliss' dated 12 September at 11:46. The page also shows 427 likes and 3 people who liked the post.



Blackcurrants

30% of the people we surveyed could not identify the blackcurrant from this line up - can you fare any better? Post your answers below!

2011- Responding To Digital Demand



Blackcurrant
Foundation

The Blackcurrant Foundation

SUPERFRUIT WHEEL HOW ARE YOU FEELING? STATS

←

Melon Orange Peach Pear

Passion fruit v Blackcurrant

% RDA per 100g

Energy	7.0%	↓	8.8%
Fibre	18.3%	↓	32.2%
Vit C	57.5%	↓	100%
Iron	2.2%	↓	13.3%

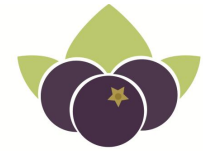
Nutrition levels:

- High Level
- Moderate level
- Little or none present

Press down here to spin faster

Percentages are the % of daily allowance per 100g for nutrition purposes

2011- Responding To Digital Demand



Blackcurrant
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Blackcurrant Foundation

BritishBlackcurrants
@UKBlackcurrants Britain, of course!
We are the official voice of the Blackcurrant Foundation in the UK. Find us on facebook and check out our website above
<http://www.blackcurrantfoundation.co.uk>

Edit your profile →

Tweets Favorites Following Followers Lists ▾

UKBlackcurrants BritishBlackcurrants
@secretsaucecouk thanks for tweeting our #recipe!
12 minutes ago

secretsaucecouk Secret Sauce by UKBlackcurrants
Blackcurrant breakfast juice; #recipe at #secretsauce - bit.ly/q1VNFx
1 hour ago

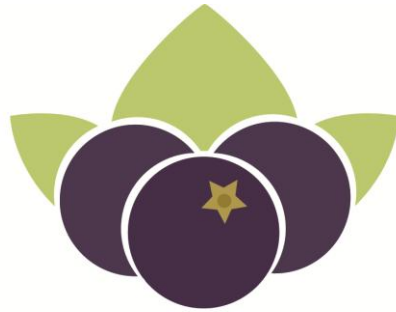
UKBlackcurrants BritishBlackcurrants
Have you checked out our NEW online superfruit wheel? bit.ly/hYy8C
Let us know if you like it!
13 minutes ago

UKBlackcurrants BritishBlackcurrants
@KJaybaby1 lovely purple colour isn't it?! We love to keep to the blackcurrant theme :) Enjoy!
20 hours ago

UKBlackcurrants BritishBlackcurrants
@Daisybeebie glad you like them - now all you need is the sunshine

Summary

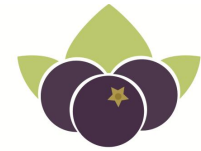
Reach:
120million



Blackcurrant
Foundation

2012

2012 - Drive consumers to think blackcurrants in all formats



**Blackcurrant
Foundation**

SEASONAL SUPERFOOD *Blackcurrants*

September is the month to munch on blackcurrants! The deep purple fruit is bursting with key nutrients and antioxidants to keep you in top health. Plus, the berries are rich in vitamin C to give your immune system a boost. Add them to jams, juices and yogurts this month to reap the healthy rewards...

FRUITFUL BOOST OF ENERGY



This tropical drink is packed full of natural sugars to help energise your whole body, while providing you with nearly 200 percent of your RDA of vitamin C.

Recipe 1

1. Place 20g fresh or frozen blackcurrants through a sieve using a spoon and discard any remaining pulp.
2. Then, add the blackcurrant juice to 120ml pineapple juice, a third of a banana and fresh (not) stirred milk. The milk adds a little fat to the drink, which helps to slow down the rate at which the sugars released into your system, so you get a longer-lasting boost.
3. Next, stir the ingredients together in a jar or shaker until smooth and serve chilled. Drink it half an hour before you go to the gym, to be you up for a workout.

Did you know...

The high level of antioxidants contained within blackcurrants can help combat oxidative and ageing issues.



3 WAYS with Blackcurrants...

1. Mix 100g fresh, frozen or thawed blackcurrants in a bowl and stir. Leave to soak in the fridge overnight. Add 200g plain or full-fat blackcurrant yogurt, two tbsp desiccated coconut and one ground apple. Divide between six bowls, then scatter over 20g fresh blackcurrants, 20g dried strawberries, a drizzle of honey and some fresh mint. Serve and enjoy!
2. Preheat the oven to 200°C/390°F gas mark 6. Mix 200g soft flour with one and a half tsp baking powder, a pinch of salt, half a tsp vanilla extract and 100g sugar in a separate bowl stir in 100ml rapeseed oil and 200ml almond milk. Combine the two mixtures and stir in 100g blackcurrants. Spoon the batter into 12 muffin cases and cook for 15 minutes until golden.
3. Start by mixing 20g fresh or frozen blackcurrants through a sieve using a spoon and discard any remaining pulp. Add the juice to 100ml natural yogurt, 100ml apple juice, two tbsp chopped and roasted mango and kiwi honey. Stir all of the ingredients well or blitz in a blender until smooth. Mix in 10g soft butter and serve the drink chilled.

Nutri fact



Blackcurrant flavoured yogurt smoothie, adds up to 100g fresh fruit in its combination.

"Blackcurrants are an often overlooked superfood, containing significantly more antioxidants than blueberries and around three times the amount of vitamin C found in oranges. The berries are also a surprisingly rich source of calcium, iron, potassium and phosphorus."

Delicious British blackcurrants contain three times more vitamin C than oranges

Berry Berry Good!

Meet our new fruit superheroes - British Blackcurrants!

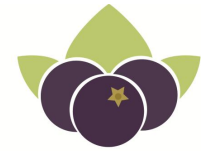
When it comes to health benefits and disease-fighting properties, British Blackcurrants, which peak in season until October, may outperform other fruits, such as blueberries, blackberries and raspberries.

British Blackcurrants contain ingredients which guard against joint inflammation, eye strain, kidney stones, cardiovascular disease and a host of other conditions. In addition, they contain more vitamin C than any other natural food source - in fact, there's **three times more vitamin C in British Blackcurrants than oranges!**

And there's even better news - 225g of blackcurrants counts as one of your **Every Day Fruit servings** so you can have some every day without using up your 5-a-day! Check it out now!



2012 - Drive consumers to think blackcurrants in all formats



Blackcurrant
Foundation

LIFE STYLE FOOD



what gives the blackcurrant its edge. Stir until any added sugar has completely dissolved.

Pour the mixture into glasses or metal jelly moulds and put in the fridge overnight to set. If you're using moulds, turn them out by dipping the outside into hot water for a few seconds, break the seal around the edge with your finger and turn onto a plate with a good shake. Serve with cream and shortbread biscuits.

PERNOD AND BLACK SORBET

Don't be tempted to overdo the Pernod. It should provide an intriguing subtext to the fruit rather than a separate story line.

SERVES 4

500g blackcurrants (weighed without stalks)
75g caster sugar
4 tsp Pernod, Ricard or other anise-flavoured liqueur

Put the blackcurrants and sugar in a pan with 125ml water. Heat gently, just until the blackcurrants pop and the sugar has dissolved – about 3-4 minutes, no longer. Pour the mixture into a nylon sieve over a bowl (see the jelly recipe, above), scraping the pulp from the outside. Add the Pernod or Ricard and stir, then put in the fridge to chill.

Churn the mixture in an ice-cream maker until set, then tip into a plastic container and freeze. Alternatively, freeze in a shallow metal dish, whisking the frozen edges into the liquid centre every 30 minutes or so, until the sorbet is uniformly frozen. A final blitz in a food processor will help make it smooth.

BLACKCURRANT AND VANILLA CURD

This is a sweet curd with a sharp finish. Spread onto toast for tea or pile together with meringues and whipped cream as a blackcurrant mess in waiting.

MAKES 2 X 450G JARS

300g blackcurrants (weighed without stalks)
1 vanilla pod, split, seeds scraped out
100g cold unsalted butter, cut into cubes
150g caster sugar
Juice of ½ lemon
3 medium eggs, plus 2 medium egg yolks
A pinch of salt
Meringues, whipped cream and extra blackcurrants, to serve (optional)

Put the blackcurrants in a pan with 100ml water and the vanilla pod and seeds, bring to a gentle bubble, then simmer for 10 minutes until soft. Rub through a nylon sieve into a bowl (see jelly recipe, above). Clean out the sieve; you'll need it again. Put the fruit pulp, butter, sugar and lemon juice in a heatproof bowl that fits the top of a saucepan.



Pernod and black sorbet



Fill the saucepan with 2cm-3cm of water and place the bowl on top, making sure the bottom doesn't touch the water. Turn on the heat and stir until everything has melted together. Then, using a whisk, beat in the eggs and yolks, together with a pinch of salt.

Cook over just-simmering water for 10-20 minutes or so, whisking often, until the mixture turns to a thick custard. It will thicken more as it cooks. Remove the bowl from the heat and rub the curd through the sieve again into another bowl. Plunge the base of the bowl into a sink of cold water and leave to cool, giving it an occasional whisk to stop a skin forming.

KNOW YOUR FOOD

Blackcurrants

British blackcurrants are renowned and bred for their deep, purple colour and play a part in helping to keep you healthy. Eating them or drinking blackcurrant juice is a natural, easy way to improve your antioxidant intake.

Antioxidants, flavonoids and polyphenolics in blackcurrants are good for you because they help to fight free radicals, which are dangerous oxygen molecules that destroy cell membranes, protein and even DNA.

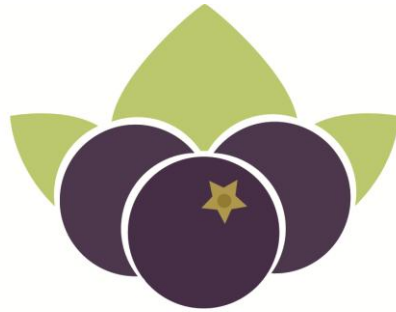
In a scientific study, blackcurrant juice containing anthocyanins helped the volunteers' eyes to adjust to darkness better.



Summary

Reach:
364m

100%
positive
coverage



Blackcurrant
Foundation

2013

2013 - Generate cut-through trade and consumer editorial



Blackcurrant
Foundation

FOODnotes

THREE WAYS TO BUCK UP YOUR...

Blackcurrants

This little purple superfruit is packed with health boosters and it's in season now

1 AS A FRUIT BAR
Preheat oven to 200°C/180°C/gas 6. Gently melt 200g butter in a pan. Mix 275g oats, 100g flour, 100g soft brown sugar, 75g chopped pistachios and 75g chopped figs, then stir in the melted butter and 3 tbsps golden syrup. Pour half the mixture into a 20cm square tin, add layer of 350g blackcurrants then cover with remaining mixture. Bake for 55 minutes to 1 hour, then cut into bars when cooled.

2 AS A TWO-LAYER LOLLY
Heat 300g blackcurrants and 2 tbsps sugar in a pan until the sugar dissolves and the fruit softens. Sieve the blackcurrants, divide the juice into the bottom of lolly moulds and place in the freezer until frozen. Top up with apple juice and return to the freezer until totally solid.

3 AS A SMOOTHIE
Press 30g blackcurrants through a sieve, discarding the pulp. Add the blackcurrant juice to 80ml natural yogurt, 75ml apple juice and 10ml honey then whizz in a blender. Makes one glass.

NB: For more ideas, see blackcurrantfoundation.com

Blackcurrants help protect against everything from summer colds to cystitis



food FIT

SEASONAL Superfood

October is the month to fill your bowl with blackcurrants. The juicy berry is bursting with health-promoting antioxidants, which give them their distinctive dark purple colour, and they're perfect for anti-ageing, too...

WARM VENISON SALAD WITH BLACKCURRANT AND CASSIS DRESSING

1 Start by heating a griddle pan on a medium heat, then season two venison steaks with a sprinkle of salt and pepper and rub in with a little olive oil.

2 Next, cook for around 3-4 minutes on each side, depending on thickness, adding a knob of butter half way through to help the browning process. Then, remove from the pan and set aside to rest until you're ready to serve.

3 Meanwhile, make the warm dressing by adding 40g blackcurrants, a tbsp cassis, a tbsp of balsamic vinegar, sugar and a dash of olive oil into a blender. Blitz and pass through a sieve before heating, allowing the sauce to become thicker.

4 Divide the two handfuls of baby leaf spinach, one separated head of chicory across two servings. Then, slice the venison into strips and arrange on the plates, topped with a small handful of crumbled feta cheese and a sprinkling of toasted hazelnuts. Pour the warm dressing straight from the pan; serve and enjoy!



Did You KNOW?
Blackcurrants are the new secret weapon for combating hangovers – eat a handful before, or after – you have one too many of your favourite tipple!

Nutri fact
Professor Michael Aviram from The Blackcurrant Foundation, says:
"To find such a high level of antioxidants packed into this super little berry is an exciting and significant breakthrough in heart health. The blackcurrant is so easy to enjoy and, therefore, the perfect way to protect yourself from nasty free radicals which you so regularly consume from pollution."

3 ways with blackcurrants...

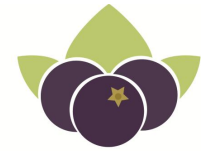
1 For a tasty hangover cure, press 45g fresh or thawed blackcurrants through a sieve, discarding the pulp that's left behind. Then, add the juice to 160ml fresh cloudy apple juice and 10ml elderflower cordial into a tall glass, stir together with a few ice cubes and enjoy!

2 Heat 200g blackcurrants in a pan with one tsp caster sugar, and sieve. Whisk two egg whites, gradually adding 110g caster sugar, then drop one tsp of the blackcurrant purée into the mixture and stir. Place a few spoonfuls of the mixture on a baking sheet and cook for 2-3 hours at 100C/212F/Gas Mark ½."

3 Preheat your oven to 200C/400F/Gas Mark 6. Melt 200g butter gently on the hob, then in a large bowl, mix 27g oats, 100g flour, 100g soft brown sugar, 100g caster sugar, 75g chopped pistachios, 75g chopped figs and three tbsp golden syrup. Pour the mixture into a tin, adding a layer of 350g blackcurrants and bake for 55 minutes."

For more recipes, visit blackcurrantfoundation.com

2013 - Generate cut-through trade and consumer editorial



Blackcurrant
Foundation



Apple and blackcurrant jam

British blackcurrants are renowned for their deep purple colour. This deeply hued jam is perfect for breakfast or sandwiched between two sponge cakes. It's even great served with bread and cheese.



WHAT THE RED
PANEL SAYS...



Annabel Langbein - Food
Writer
Being a cook is very
different from being a
chef.

Makes: 4 jars
Preparation time: 20 minutes
Cooking time: 25 minutes

To bottle:
4 x 450g jam jars with lids
4 waxed discs

HANDBAG.COM

hangover cure: superfood blackcurrant,
apple and elderflower juice

Jul 27th 2013, 10:00 | By Sarah Jordan | Add comment

THIS SUPER-FRUIT JUICE IS PACKED WITH HEALING
ANTIOXIDANTS AND VITAMINS...

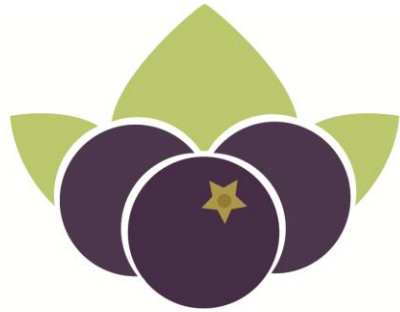


British blackcurrants definitely deserve their label as a 'superfood'. Packed full of antioxidants that rid the body of toxins and chocked with vitamins, they're a great way to beat a hangover. Make this morning juice the next time you're feeling a little worse for wear (or right now)...

Summary

Reach:
38,223,079

100% key
message
and
positive
sentiment



Blackcurrant
Foundation

2014

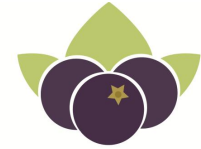
2014 - Positioning Blackcurrants as a Superfruit



Blackcurrant
Foundation



2014 - Positioning Blackcurrants as a Superfruit



Blackcurrant Foundation

EXPRESS Home of the Daily and Sunday Express

HOME NEWS SPORT COMMENT FINANCE TRAVEL ENTERTAINMENT
HEALTH DIETS LIFE GARDEN FOOD STYLE CARS TECH PROPERTY SATURDAY

Home > Life & Style > Health > Blackcurrant health benefits

Move over goji berries, acai and pomegranates: Five reasons to eat blackcurrants

THERE's more to the humble vitamin-packed blackcurrant than cordial and cold medicine flavouring...

By: Luisa Metcalfe
Published: Thu, July 31, 2014

Recommend 34 Tweet 13 Share 2

British blackcurrants are packed with vitamins and nutrients (GETTY)

RECIPE SERVES 4

WE TALK TO... KEN HOM

"I CRAVE FISH AND CHIPS"

WHATCHA EAT? Weekend Kitchen
Secondary Sam Chennay 4

1 INGREDIENT, 3 WAYS: BLACKCURRANTS

TRY IT... YOU MIGHT LIKE IT:

CRISPY BACON + **ICE CREAM** = **A SWEET-AND-SAVOURY TREAT**

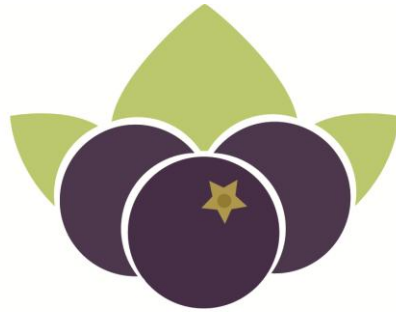
OR BABLE CRISPY BACON ON TO VANILLA ICE CREAM FOR A CHILLED DRESSER WITH A SALTY WHISK OF FLAVOUR.

15

Summary

100% key message and positive sentiment

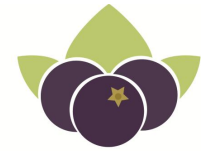
Reach: 40,524,341



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2015

2015 – Showcase Health Benefits and Versatility



**Blackcurrant
Foundation**

SUPERFOODS TO HELP YOU EAT YOURSELF YOUTHFUL

BLACKCURRANTS

Improve blood flow

BLUEBERRIES are generally seen as the superfood for old age, but blackcurrants have more antioxidants – these help protect the body's cells against damage, but their real anti-ageing action could be improving the elasticity of arteries, so improving blood flow and heart health.

KIDNEY BEANS

Anti-ageing all-rounder

KIDNEY beans and pulses are a good source of potassium, magnesium and iron, which keep energy levels high, blood pressure normal and the digestive system

working. Kidney beans also contain soluble fibre that binds to cholesterol and remove it from the body.

OLIVE OIL

Fewer wrinkles

THE more olive oil, pulses and veg you eat, the less lined you will be – that's according to a study at Monash University in Melbourne in 2001, that identified olive oil as the reason some elderly people had fewer wrinkles.

After accounting for sun exposure and genetics, the researchers said 20 per cent of the remaining difference in skin damage between nationalities was down to how much olive oil, vegetables and pulses people ate. Olive oil provides unsaturated fats that are important to the structure of skin cells.

SOYA

May protect against cancer

THE American Institute of Cancer Research's includes soya on its list of 'foods that fight cancer'. Soya foods such as tofu contain sphingolipids – fat-like substances that regulate cell growth and can help destroy abnormal cells. Compounds called saponins in soya may also prevent the growth of blood vessels that supply oxygen and nutrients to tumours.

CARROTS

Boost immune system

CARROTS are the very best source of beta carotene, an antioxidant that targets free radicals – harmful molecules produced by processes such as breathing and the environment; they attack cells, ageing the skin, causing the arteries to stiffen and leading to diseases such as cancer. Beta carotene is also converted by the body into vitamin A, important for the respiratory tract's mucous passages, which keep out bacteria.

Other orange or red fruit and vegetables such as mangoes have similar benefits.

RED ONIONS

Reduce inflammation

THESE are rich in the antioxidant quercetin that has anti-inflammatory properties. Research last year at Newcastle University found that chronic inflammation, which can occur as a result of being overweight, high blood sugar and a poor diet, can trigger the release of free radical molecules that harm cells.

CHAMPAGNE

For a sharper memory

PHENOLIC compounds – chemicals found in plants and in champagne – can alter proteins in the brain linked to storing memories, a 2013 study at Reading University found. Just one to two glasses a week might be all you need to reap the benefits, said the researchers.



Tip

In season now... Blackcurrants

With the recent heatwave promising this year's fruits to be especially big and juicy, you don't want to miss out on delicious blackcurrants. They have a firm footing in the 'superfruit' category, thanks to their high vitamin C levels and antioxidants, plus they're associated with preventing Alzheimer's, heart disease, MRSA and urinary tract infections, as well as boosting your mood. Get your fix with these tasty lollies.

TWO-TONE LOLLIES

- Place 300g blackcurrants in a pan with 2 tsp sugar and heat for a few minutes until the sugar dissolves and the fruit softens.
- Sieve to extract the liquid only, discarding the pulp.
- Divide the juice between four lolly moulds and freeze for about an hour, or until nearly solid.
- Top up with apple or pear juice and freeze until solid.

You can pick up blackcurrants at the supermarket, but you get much more for your money at fruit farms: think £5-7 per kg, instead of £10-15 per kg in supermarkets.



PROMOTION

THE BEAUTY OF blackcurrants!

These tasty British berries are a nutritional power house! They're in season now so it's the perfect time to enjoy the benefits...



Did you know that, weight for weight, British blackcurrants have a higher vitamin C content than oranges? No wonder they're being hailed as a superfruit. Research has found they have a remarkable composition containing many components that are beneficial to health, explains nutritionist Angela Dowden. Their distinctive dark purple colour comes from the heart healthy antioxidants which make them so good for you. As British blackcurrants are specially grown for their colour, this makes them extra rich in these health-boosting compounds.

British blackcurrant season runs mid June to late August so now's the perfect time to try them, with a meal or in these super healthy smoothie recipes. They freeze well, too, so you can enjoy the benefits all year round!

Tropical flat tum smoothie

Rich in potassium, with more than your daily RDA of vitamin C, this combo is a great blood booster.

YOU WILL NEED

- 125g fresh or thawed-from-frozen blackcurrants
- 400g chopped mango
- 200ml fresh orange juice
- 200g low-fat natural yogurt
- 150ml soya milk
- 1tbsp chia seeds
- 75g chopped dates
- a few ice cubes

WHAT TO DO

Blend all ingredients together until smooth. Serve in tall glasses or similar with a couple of slices of mango.



LOW CAL **LOW FAT** **2**
202 calories
2.4g fat (0.7g sat)
39g carbs
Prep time 10 mins
Serves 4

Blackcurrant with super greens



This filling superfood smoothie is a great source of magnesium...

YOU WILL NEED

- 125g fresh or thawed blackcurrants
- 1 avocado, chopped
- 1 green apple, cored and chopped
- 100g kale, lightly steamed
- 450ml coconut water
- 2tbsp runny honey
- a few ice cubes

WHAT TO DO

Blend the fruit and veg with the coconut water and honey. Whizz until smooth. Serve with slices of apple and a dusting of wheatgrass (optional)

LOW CAL **LOW FAT** **2**
202 calories
11.6g fat (2.3g sat)
21g carbs
Prep time 10 mins
Serves 4

Want to know more?

Research has found that blackcurrants can boost your health in so many ways, from easing post exercise muscle pain to reducing the risk of heart disease. So what's not to love? For more on the nutrition and health benefits, plus recipe inspiration, visit blackcurrantfoundation.co.uk



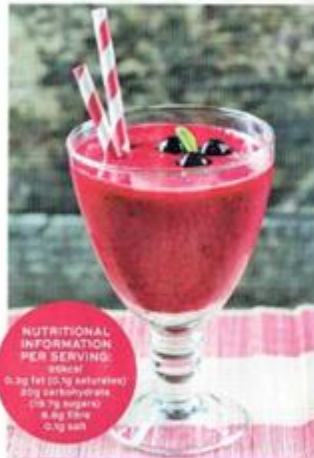
2015 – Showcase Health Benefits and Versatility



Blackcurrant
Foundation

Blackcurrant boosters!

MAKE THE MOST OF SEASONAL BERRIES WITH THESE DELICIOUS DRINKS



NUTRITIONAL INFORMATION PER SERVING (per 100ml)
0.3g fat (0.5g saturated)
23g carbohydrates
104.7g sugars
4.6g fibre
0.1g salt

Berry smoothie

Mixed with berry goodness, one serving of this lower calorie smoothie provides 140 per cent of the NRV (nutrient reference values) of vitamin C. It also packs a punch of antioxidants – blackcurrants are very high in anthocyanins linked with strong arteries and healthy skin.

SERVES 4

Prep 10 minutes
• 150g fresh or thawed from frozen blackcurrants

48 FOOD

- 200g fresh or thawed from frozen strawberries, sliced in half
- 150g fresh or thawed from frozen raspberries
- 1 large banana
- 200ml almond milk
- 1 tbsp runny honey
- A few ice cubes

Place all the ingredients into a blender, and blitz until smooth. Serve in a large glass with a few blackcurrants or berries on top.

Indulgent chocolate, blackcurrant and pear smoothie

It may look and taste naughty, but this smoothie has all the antioxidant and vitamin C goodness of blackcurrants (10 per cent of the vitamin C NRV) and is low GI (glycaemic index) for sustained energy levels.

SERVES 4

- Prep 10 minutes
- 400ml chocolate soya milk
- 100g fresh or thawed from frozen blackcurrants
- 1 large pear, chopped
- 1 tsp vanilla bean paste
- 40g crushed hazelnuts, plus extra finely chopped, to serve
- 1 square dark chocolate, grated to serve

Place all the ingredients into a blender, and blitz until smooth. Pour into glasses or jar jars and serve with some blackcurrants, chopped hazelnut and grated chocolate on top.

NUTRITIONAL INFORMATION PER SERVING (per 100ml)
17.7g fat (3.2g saturated)
16.8g carbohydrates
11g sugars
4.3g fibre
0.18g salt



NUTRITIONAL INFORMATION PER SERVING (per 100ml)
0.4g fat (0.7g saturated)
28g carbohydrates
128g sugars
4.6g fibre
0.1g salt

Vital vitamin smoothie

This vibrant smoothie supplies more than your full daily requirement of vitamin C and one third of the NRV for potassium – making it great for beating the blues and maintaining a healthy blood pressure.

SERVES 4

Prep 10 minutes
• 150g fresh or thawed from frozen blackcurrants

48 FOOD

- 200ml fresh orange juice
- 200g low fat natural yoghurt
- 100ml soya milk
- 1 tablespoon chia seeds, plus extra to serve on top
- 25g chopped dates
- A few ice cubes

Place the blackcurrants and mango in a blender with the remaining ingredients. Blend until smooth. Serve in tall glasses or similar with a couple of slices of mango.

Wellbeing

Totally tropical smoothie

This super food smoothie is a great source of magnesium, with 30 per cent of the NRV of this mineral that helps keep our nervous system healthy. It's also a top source of fibre with 40 per cent of the daily requirement per serving.

SERVES 4

- Prep 10 minutes
- 150g fresh or thawed from frozen blackcurrants
- 1 avocado, chopped
- 1 green apple, cored and chopped
- 100g kale, lightly steamed
- 430ml coconut water
- 2 tbsp wheygrass (or millet flaxseed)
- 2 tbsp runny honey
- A few ice cubes

Place the blackcurrants, avocado, apple and kale in a blender with the coconut water and honey. Whip until smooth and serve in glasses. Serve with a slice of apple and a dusting of wheygrass if you so wish.

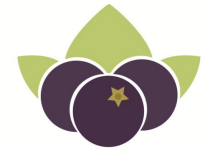
NUTRITIONAL INFORMATION PER SERVING (per 100ml)
11.6g fat (2.2g saturated)
11g carbohydrates
12g sugars
4.6g fibre
0.28g salt

THE JUICY BENEFITS

British blackcurrants are renowned and bred for their deep purple colour, which indicates a high level of anthocyanins – important disease-fighting antioxidants. As well as protecting against colds and flu, these antioxidants can also help guard against ageing, joint inflammation, eye strain, kidney stones, cardiovascular disease, cancer and urinary tract infections. British blackcurrants can be bought frozen online at britishblackcurrants.co.uk.

FOOD 41

2015 – Showcase Health Benefits and Versatility



**Blackcurrant
Foundation**

your fitness REPORT

HEALTH FILES

Expert advice to maximise your health and wellbeing



Great British berries

The American Blueberry has long been hailed as the ultimate superfood, but new research has found a berry with even more health benefits – and it's a lot closer to home. Studies by the James Hutton Institute in Dundee show that the humble British blackcurrant, which is rarely found on supermarket shelves, contains 16 to 18 times the concentration of antioxidants of cultivated blueberries. The benefits of blackcurrants continue – exercise psychologist Matthew Cook of Chichester University discovered they also contain more of the antioxidant anthocyanin, which helps blood get to and from muscles by dilating blood vessels. Blackcurrants will aid the recovery process after intense exercise. Is there anything these super berries can't do?

Your Fitness Says...

EVEN MORE GREAT NEWS FOR THIS BRILLIANT BERRY – NEW ZEALAND'S PLANT & FOOD RESEARCH HAS FOUND THAT A DAILY GLASS OF BLACKCURRANT JUICE CAN IMPROVE YOUR ATTENTION AND MOOD!

FOOD NEWS

What's hot right now FLOWER POWER
Anything that brightens up the room on a grey October day is a winner with us. Here are a few of our top designs...

- 1 HomeSense Floral Tiffin £12.99, homesense.com
- 2 The Chelsea Gardener Floral Coasters £2.95, thechelseagardener.com
- 3 M&S Black Cake Tin £11
- 4 Sainsbury's Midnight Bloom Dinner Plate (4 each)
- 5 Hand-Painted Colanders £22 each, sainsbury.co.uk
- 6 Mid Century Poppy Set of 3 Tins £12.95, dotcomgiftshop.com

Are blackcurrants the key to a healthy life?
Research has found that blackcurrants, weight for weight, have a higher level of vitamin C content than an orange. They are particularly rich in anthocyanins, a type of antioxidant, which is said to help ward off a range of ailments, including colds. Plus, the compounds in blackcurrant berries are said to increase attention span and mood levels, and help to improve memory. All great excuses for making a blackcurrant and apple crumble this evening.

FANCY SOMETHING NEW?
Did you know that venison is quickly becoming one of the nation's favourite game meats, with sales of venison up 94 percent since last year? If you're not sure what to do with it, think of it like beef. Waitrose has introduced Venison Mince that's almost the same price as beef (£4.29), so it's a great excuse to experiment with something new in your cottage pie or homemade burgers. Plus, it has a third of the fat found in beef and fewer calories than chicken. Turn to page 52 for more inspiration on what to make with gamey meats.

Baking tips from Paul Hollywood

FOODIE FESTIVAL 24 – 27 September, Hampton Court Palace
Join Great British Bake Off judge Paul Hollywood to talk all things baking at the Radio Times Festival. Other talks include Sir David Attenborough, Danny Dyer, David Williams and Alex Jones. Expect lots of family fun with Doctor Who, The Gruffalo, Thomas the Tank Engine, Shaun the Sheep and Morek, and the food village has a range of gourmet street stalls and bars.
To book tickets and for more information, visit radiotimesfestival.com

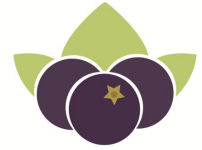
BBC Easy Cook 7

Summary

100% of coverage was positive!

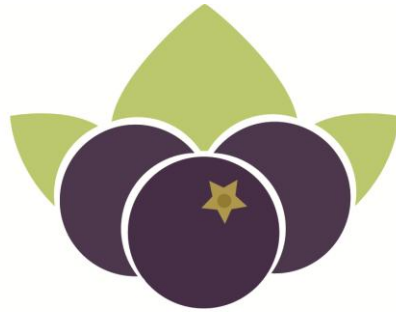
Total reach of over 22 Million

Power of PR



Blackcurrant
Foundation

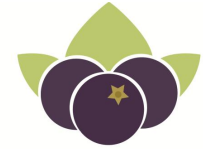




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2016

This Year



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Make Blackcurrants current again through a targeted influencer programme to drive:

EDUCATION

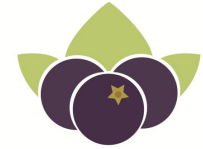
(Re) Educate national and lifestyle media, nutritionists, dieticians and doctors on the health benefits of Blackcurrants

RELEVANCY

Show, not tell, consumers how they can easily add Blackcurrants to their lifestyle

By heroing credible research and recipe content from the IBC via a tailored channel campaign

PR Plan



Blackcurrant
Foundation

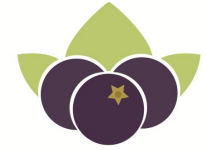
Media
Medics
round table
with key
influencers

Dietician
and
journalist
engagement
at
conference

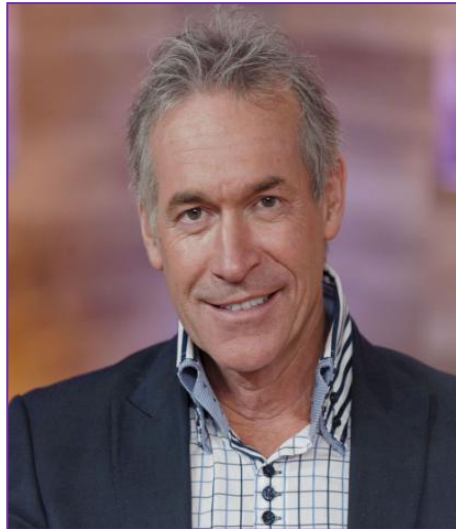
Tailored
research
sell-in to key
health &
lifestyle
journalists

Ongoing proactive and reactive press
office

Media Medics



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Tailored Research



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Foundation

Daily Mail

Blackcurrants: The Juicy Facts

Blackcurrants – the ultimate super-fruit

Despite their size, blackcurrants are packed with antioxidants including anthocyanins and vitamin C. New research has found that they can fight against a whole host of ailments including:



New studies suggest that blackcurrant juice can play an important role in slowing the cognitive decline associated with ageing and disorders including dementia.¹

A sample of 36 healthy young participants (aged 18 to 35 years) were given blackcurrant juice which was found to boost the ability to undertake tasks requiring alertness, vigilance and sustained attention. What's more, mental fatigue was found to be reduced in those consuming blackcurrant juices, further proving that blackcurrants help you to get into the zone.

Blackcurrants could dramatically reduce the risk of erectile dysfunction

Research² published earlier this year has revealed that men who look after themselves, take physical activity and enjoy a diet rich in flavonoids (naturally occurring compounds found in fruit & vegetables such as blackcurrants), are less likely to suffer erectile dysfunction.

The study, led by Professor Aedin Cassidy (University of East Anglia), assessed flavonoid intake in 25,000 men over a 10 year period. Of the six main commonly consumed flavonoids that were examined, three were found to be beneficial; anthocyanins, flavanones and flavones – and men who regularly consumed foods high in these flavonoids were 10 per cent less likely to suffer erectile dysfunction. Blackcurrants contain the highest level of anthocyanins compared to blueberries, red wine, apples and citrus fruits.



Anti-cancerous properties

Anthocyanins, the compounds which give blackcurrants their characteristic colour, have been found to be effective at preventing tumour cell numbers and increasing cancer cell death.³

Further research into the effects of blackcurrant extract has also revealed that it can help to decrease the size of gastric and oesophagus cancers.⁴

Blackcurrants are key to a healthy gut

Consuming fruits rich in polyphenols (in particular anthocyanins found in blackcurrants), can help to reduce gut inflammation and may help to increase the levels of good bacteria, Bifidobacterium, in the gut.⁵



A glass of blackcurrant juice can reduce metabolic syndrome

Metabolic syndrome is the medical term for a combination of diabetes, high blood pressure and obesity. It puts you at greater risk of heart disease, stroke and other conditions affecting blood vessels but studies have shown that consuming blackcurrant juice can help reduce these symptoms.⁶

Blackcurrant provides simple solution to cardiovascular disease

New research⁷ undertaken revealed that those with habitually low intakes of fruit and vegetables could benefit simply by consuming blackcurrant juice high in vitamin C and polyphenols to improve their vascular health.

Blackcurrant juice contains berry fruit polyphenols, micronutrients renowned for playing an important role in reducing the progression of neurodegenerative and cardiovascular diseases.



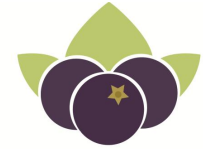
Postmenopausal bone loss may be reduced by intake of blackcurrants

Research⁸ to evaluate the effect of blackcurrant anthocyanins on bone mass has revealed that blackcurrant supplementation can help to reduce the impact of menopause on bone density.



Good Housekeeping^{*}

New Website



Blackcurrant
Foundation

[Home](#)

[Blackcurrants for Health](#)

[Growing Blackcurrants](#)

[Recipes](#)

[Ribena](#)

[Press](#)

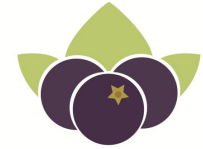


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95% of British
blackcurrants
make delicious
Ribena



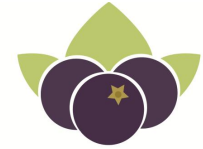
Return on Investment



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Year	Budget	Reach	Cost per thousand
2010	67,072	115million	£0.58p
2011	65,314	120million	£0.54p
2012	47,241	364million	£0.12p
2013	39,998	38million	£1.04p
2014	31,958	40million	£0.78p
2015	35,090	22million	£1.59
TOTAL:	286,673	699million	£0.41

Compared to the industry average of £6-£8



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Thanks for listening

Any questions?

