

# PRESS RELEASE

## SUNRAYSIA'S PURE SQUEEZED PRUNE JUICE

**Sunraysia's** Pure Squeezed Prune Juice, packed with natural goodness, cleanses the system of Christmas excess and leaves your body feeling fresh and healthy for the New Year. Just 200ml of **Sunraysia** Pure Squeezed Prune Juice counts as one portion of the 5-a-day fruit and vegetable recommendation.



There are many benefits to drinking prune juice. Not only does it contain powerful antioxidants called polyphenols, but it is also high in fibre and iron. **Sunraysia's** Pure Squeezed Prune Juice also helps protect against the damage that free radicals cause, both by neutralising the stomach and accelerating digestion, and by protecting skin cells – thus helping to fight the effects of ageing.

**Sunraysia** prunes are from Agen in south-western France widely considered one of the richest sources of the fruit in the world. Compared with other fruits, the prune has more all round health benefits. Prune juice has three times the antioxidants of your average pomegranate juice drink, and five times more than orange juice. Prunes are also a good source of sustainable energy due to their natural sugar content and support heart health as they are an excellent source of potassium which helps normalise blood pressure. Evidence from studies suggests that eating just 12 prunes a day can help lower 'bad' cholesterol levels. The active component is a type of dietary fibre called pectin.

*“Studies suggest that the nutrients in prune juice can help you maintain normal blood pressure and heart function, as well as aiding in the prevention of premature ageing, lowering cholesterol, and defence against diseases such as cancer.” – Charlotte Rush, BSc RPHNutr.*

Alongside **Sunraysia**’s Pure Squeezed Prune Juice are Pure Squeezed Tomato Juice, which has the same amount of lycopene as fresh tomatoes, and Pure Squeezed Carrot Juice; the wholly organic drink that aids good digestion through its acid neutralising effect.

**Sunraysia** also has a Five Star Fruit Juice range including Mango, Apple and Orange juice which is provided to Five Star, First Class and Business Class customers.

## SUNRAYSIA

3rd Floor, 11 Argyll Street, London, W1F 7TH

[www.sunraysia.co.uk](http://www.sunraysia.co.uk)

Sunraysia is available now in Waitrose, Tesco, Morrisons and Sainsbury’s.

For further information on **Sunraysia**’s Pure Squeezed range  
Please contact Niralie Karia at Intelligent PR

[niralie@intelligent-pr.com](mailto:niralie@intelligent-pr.com)  
+44 (0) 207 287 7222

## NOTES

**Sunraysia** Pure Squeezed Prune Juice 750ml is available in Waitrose RSP £2.29  
Department of Nutrition, University of California, Davis 95616

World Cancer Research Fund / American Institute for Cancer Research. Food, Nutrition, Physical Activity, and the Prevention of Cancer: a Global Perspective. Washington, DC: AICR, 2007.

Stacewicz-Sapuntzakis M, Bowen PE, Hussain EA, et al, 2001. Chemical Composition and Potential Health Effects of Prunes: A Functional Food? Crit Rev Food Sci Nutr 41(4):251-286.

Tinker LF, Schneeman BO, Davis PA, et al, 1991. Consumption of prunes as a source of dietary fiber in men. Am J Clin Nutr 53:1259-1265.