



FOODS FROM *Spain*



In season: Persimon

Product: Persimon

Season: Spanish persimon is on shelves in British supermarkets from **mid-October to the beginning of December**

Origin: Persimon is grown in the Ribera del Xúquer valley in the Valencia region of Spain

What it is: The Spanish persimon is derived from the Kaki fruit, part of the persimmon family (with a double 'm'). It is firm, has yellowy orange coloured skin and sweet, fragrant orange flesh, similar to a peach or mango

How to eat it: Persimon is best eaten fresh. It can be eaten like a peach, in salads, and with poultry, lamb or pork, and also used in a range of desserts

Health and nutrition: Persimon has high levels of vitamin A and C, and potassium. It is also believed to reduce risk of clogging in the arteries

Where: During its season the Persimon will be widely available in the UK

More: Persimon is the name given to the Spanish Kaki fruit after it has ripened, and is sweet and firm textured. If the persimon is left on the tree to ripen, it becomes custard soft; it can still be eaten at this stage. The Sharon fruit is another variety of persimmon

For more **information, photography or recipes**, featuring persimon please contact:



Dominic Weaver, RED Communications Ltd, on 01480 465953. Email: dominic@redcomm.co.uk

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Janine Gilson, Foods from Spain, on 0207 467 2360. Email: jgilson@mcx.es

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Persimon: health and nutrition

Health benefits

- Persimon helps to lower cholesterol and lowers the risk of clogging in the arteries*
- The fruit is believed to be an alternative hangover cure. Drinking persimon juice is widely believed to lower the density of alcohol in the blood
- Persimon is high in antioxidants
- The Japanese and Chinese believe it can lower blood pressure and also use it to treat the effects of a stroke

Nutrition

- Persimon is a good source of vitamin A and C
- It is a good source of calcium, potassium, iron and magnesium
- It is high in fibre (twice as much as an apple)

Notes to editors

- The Spanish persimon is a firm, plum tomato-shaped fruit, derived from the Kaki persimon. It has yellowy orange skin and sweet, fragrant orange flesh, similar to a peach or mango. It is available in the UK from mid-October until mid-December
- The home of the persimon is the Ribera del Xúquer, or Xúquer Valley, in the province of Valencia, where it has grown since the 18th century
- * Study carried out by Shela Gorinstein at the Hebrew University of Jerusalem

*Source: *The Composition of Foods*, sixth summary edition, by McCance and Widdowson

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