

Healthy, Delicious, Different, Blue: Wild Blueberries Liven up Spring Plates in New Recipes

With the latest breakthroughs in health and longevity continuing to place Wild Blueberries in the spotlight, recipes that include a daily dose of blue are inspiring unique, delicious dishes. Wild Blueberries, the resource for information about health and nutrition related to the little blue fruit, along with the Wild Blueberry News, unveils a spectrum of colorful new cooking options — not limited to breakfast — that take full advantage of this nutrient-rich powerhouse berry.

PORTLAND, Maine (PRWEB) March 26, 2009 — Wild Blueberries, the resource for the latest health and nutrition information from the Wild Blueberry Association of North America, has added to its diverse selection of handpicked recipes that take advantage of the many attributes of Wild Blueberries. Wild Blueberries are loved for the sweet, tangy flavor that adds flair to all types of dishes, and they are increasingly in demand because of their coveted “superfood” status. These exceptional qualities have contributed to making the Wild Blueberries Recipes database a go-to resource for easy, healthy, unique cooking ideas.

The newly expanded database of recipes adds distinctive taste and a zing of color to tried-and-true pie, muffin, and bread recipes, but it also takes this versatile ingredient to wild heights in entrées, salads — even cocktails. Latest additions include Wild Blueberry Biscotti, Wild Blueberry Daiquiri, Goat Cheese Tart with Caramelized Onions and Wild Blueberries, and Szechwan Crispy Duck with Chinese Wild Blueberry Sauce. Many recipes take advantage of frozen Wild Blueberries, which are just as healthy and delicious as fresh and easy to use right out of the package for most cooking — no thawing needed.

The vibrant color of blueberries not only makes dishes more exciting, but provides the rich nutrients vital to health and longevity that are the hallmark of dark-colored fruits. The antioxidant-rich Wild Blueberry has been in the spotlight recently as researchers begin to discover how its unique characteristics may affect disease prevention. Wild Blueberries continue to generate interest in leading areas of age-related health research, and their antioxidants and inflammatory compounds may help prevent the diseases of aging, such as heart disease and cancer. They may also lower the risk of developing age-related diseases such as Alzheimer’s disease, Parkinson’s disease, and macular degeneration.

New recipes can also be found in The Wild Blueberry Health News, an e-newsletter filled with the latest information for consumers and industry professionals about Wild Blueberries and their role in health and nutrition, including interviews with personalities whose passion includes Wild Blues. The Spring edition of the newsletter features famed specialty food producer Stonewall Kitchen, news about the new Nutrient Density scores, and more, including the latest picks for easy, healthy Spring cooking. Wild Blueberries are always making news, and now they are making more favorite dishes irresistible. Delicious, so easy and so good — a perfect way to get a daily dose of blue!

About the Wild Blueberry Association of North America

The Wild Blueberry Association of North America is a trade association of growers and processors of Wild Blueberries from Maine and Canada, dedicated to bringing the Wild Blueberry health story and unique Wild Advantages to consumers and the trade worldwide.

Contact:

Sue Till, Marketing Director

Swardlick Marketing Group

7 Custom House Street

Portland, Maine 04101

207.775.4100 tel

207.775.5668 fax