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POM Wonderful

PRODUCT PLACEMENT OVERVIEW

POM Wonderful 100% Pomegranate Juice: Delicious and intriguing, POM Wonderful 100% Pomegranate Juice is the world's first-ever premium pomegranate juice. Located in the produce section, POM Wonderful 100% Pomegranate Juice is all-natural and only contains the juice of four pomegranates in each 16 oz. bottle.

Studies show that POM Wonderful 100% Pomegranate Juice has more polyphenol antioxidants than any other drink - more than red wine, green tea, blueberry juice, cranberry juice, and orange juice. Polyphenol antioxidants are an important part of a healthy diet because they guard your body against free radicals, unstable molecules that can lead to premature aging, heart disease, Alzheimer's, even cancer.

POM Wonderful: POM Wonderful is the largest grower of pomegranates in the United States and exclusively grows the Wonderful Variety of pomegranate known for its large size, vibrant crimson color, sweet-tart juice and health benefits. POM Wonderful grows, hand-picks and crushes its pomegranates, filling its distinctive curvy bottle with 100% pomegranate juice. Wonderful Pomegranate season begins in October and goes through January, but outside of these months, the fruit's health benefits and great taste can be enjoyed by drinking POM Wonderful Pomegranate Juice.



The Power of Pomegranate: Throughout history, the pomegranate has been revered as a symbol of health, fertility, and rebirth. Some cultures even believed that it held profound and mystical healing powers. Today, there is no doubt that pomegranate juice is one of nature's most powerful antioxidants.

Other Varieties Include:

- POM Blueberry
- POM Cherry
- POM Cranberry
- POM Kiwi
- POM Mango
- POM Nectarine



NEW

Lite POM: Lighter in texture, lower in calories and containing no added sugar, the new Lite POM juices offer delicious taste with the benefits of original POM Wonderful Juice.

NEW



Lite POM Pomegranate - Meet the refreshing cousin of POM Wonderful pure pomegranate juice. An all-natural blend of POM Wonderful pomegranate juice, water and nothing else, Lite POM is for everyone who's been looking for something lighter and crisper. Plus, just one bottle provides the same daily dose of antioxidants as an 8oz bottle of POM Wonderful 100% pomegranate juice. So open a bottle. And sip the Lite fantastic.



Lite POM Dragonfruit: The Lite POM forecast: crisp, cool and refreshing. Our dragonfruit tea is an all-natural blend of pomegranate juice, water, dragonfruit juice and white tea. Plus, just one thirst-quenching bottle provides the same daily dose of antioxidants as an 8oz bottle of POM Wonderful 100% pomegranate juice. Try a bottle. And see the Lite



Lite POM Blackberry: Take a walk on the lighter side with Lite POM Blackberry, a refreshing, all-natural blend of POM Wonderful pomegranate juice, water and blackberry juice. Plus, just one thirst-quenching bottle provides the same daily dose of antioxidants as an 8oz bottle of POM Wonderful 100% pomegranate juice. Let the refreshment begin.



Lite POM Black Currant: When it comes to refreshment, simple is better. The proof? Lite POM Black Currant, an all-natural blend of pure POM Wonderful pomegranate juice, water, black currant juice and green tea. Plus, one thirst-quenching bottle provides the same daily dose of antioxidants as an 8oz bottle of POM Wonderful 100% pomegranate juice. Keep it simple. And make it Lite.

Signage and Artwork available upon request

*POM Wonderful pomegranate juice needs to be refrigerated between 36° and 40° F

