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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 from five Wonderful pomegranates with no added sugar or preservatives.

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.

Over the last decade, POM Wonderful has worked closely with top scientists around the world to discover the health benefits of the Wonderful variety of pomegranate. To date, POM Wonderful has invested \$28 million in research, resulting in 13 peer-reviewed, published medical studies that reveal POM Wonderful 100% Pomegranate Juice may be beneficial for optimum human health, particularly in regards to the heart and prostate.

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.

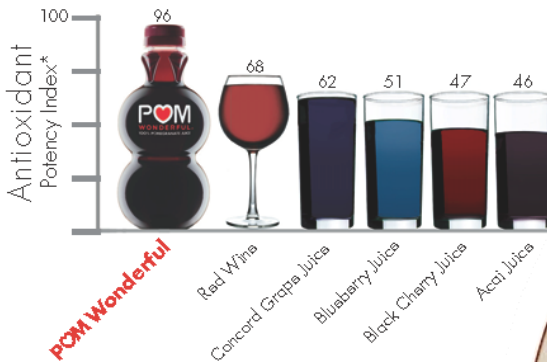
The Power of Pomegranate :

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. Drinking it may lessen some of the critical risk factors that contribute to heart disease by helping to keep arteries clean and healthy.

Materials Available For Product Placement Integration:

- 16 oz
- Signage
- Artwork available upon request

The antioxidant power of POM wonderful.



*For more information, visit pomwonderful.com/compare

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

