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Note to Editors: Samples and photos are available upon request.

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POM Wonderful Pomegranates Have Arrived!

POM Wonderful sends first shipment of the popular ruby red fruit to stores and debuts new Chef Series recipes

LOS ANGELES, CA (October 15, 2012) – POM Wonderful announced today that the wait is finally over; the pomegranate harvest has begun and POM Wonderful pomegranates are now in store. In season October through the holidays, pomegranates are perfect for everyday snacking as well as holiday entertaining. POM Wonderful is the largest grower of fresh pomegranates and producer of pomegranate juice in the United States.

With 18,000 acres in Central California, POM Wonderful exclusively grows the Wonderful variety of pomegranates. Known for their unique, sweet, tart taste, Wonderful pomegranates are the perfect snack and ideal for tossing into salads, stirring into yogurt or sprinkling over cereal. Not only delicious, pomegranates deliver antioxidants and minerals including polyphenols, vitamin C, vitamin K, potassium and fiber. Pomegranates can also add that perfect splash of ruby red color and burst of flavor to any festive holiday dish or cocktail.

Chef Series

Just in time for pomegranate season, POM Wonderful has collaborated with notable chefs to debut new Chef Series recipes featuring the seasonal fruit. Every year, POM Wonderful welcomes the arrival of pomegranate season by announcing a new collection of delicious food and drink recipes that feature the ruby red arils and juice from the Wonderful variety pomegranate. POM Wonderful has worked with acclaimed chefs across the country, such as **Mike Isabella, Jon Bonnell, Michael Ferraro, Candice Kumai** and **James Boyce**, as well as POM's very own chefs, to create appetizers, entrées, sides and desserts that all showcase

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the sweet, tart taste and culinary versatility of POM Wonderful pomegranates. For new Chef Series recipes visit: www.pomwonderful.com.

How to Select a Perfect Pomegranate

Each POM Wonderful pomegranate is picked when it is perfectly ripe on the inside. When selecting for eating, pomegranates should be selected by weight, not by color; the heavier the pomegranate, the more juice it contains and the outside of a ripe pomegranate can vary from light pink to a deep ruby red. When decorating with pomegranates, pomegranates should be selected by color, size and general appearance.

How to Open a Pomegranate Underwater

Pomegranates may seem intimidating, but they are easy to open. This efficient procedure for opening a pomegranate without the splatter has six simple steps:

- 1 Cut:** With a sharp paring knife, cut off the top about a half inch below the crown.
- 2 Score:** Once the top has been removed, four to six sections of the pomegranate divided by white membrane will be visible. With the knife's point, score the skin along each section.
- 3 Open:** Using both hands in a bowl of water, carefully pull the pomegranate apart, breaking it into smaller sections.
- 4 Loosen:** Under water, loosen the arils and allow them to sink to the bottom of the bowl; the membrane will float to the top.
- 5 Scoop:** Use a spoon to scoop out the pieces of white membrane that have floated to the top of the water.
- 6 Strain:** Pour the arils and remaining liquid through a strainer.

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About POM Wonderful

With 18,000 acres of orchards in Central California, POM Wonderful is the largest, fully-integrated, grower and producer of Wonderful variety pomegranates and pomegranate juice in the United States. By managing the entire production process from tree to store, POM Wonderful guarantees that its products come from only one source – 100% California-grown POM Wonderful pomegranates.

POM Wonderful fresh pomegranates and POM POMS Fresh Pomegranate Arils are available in the produce section of supermarkets nationwide from mid-October through February, while POM Wonderful 100% juices are available year-round in the refrigerated juice aisle of produce departments in supermarkets nationwide. To learn more, visit www.pomwonderful.com.