



**POM WONDERFUL® LAUNCHES NATIONAL COCKTAIL CONTEST TO SUPPORT
LOCAL BARS FOLLOWING PANDEMIC CLOSURES**

Five bars to receive a \$10,000 cash prize and a year's supply of POM Wonderful 100% Pomegranate Juice by creating cocktails made with the Antioxidant Superpower

LOS ANGELES – September 8, 2021 – Today, [POM Wonderful®](#) is excited to launch a social media cocktail contest dedicated to supporting local bars that were impacted by pandemic closures. The competition will put bartenders' mixology skills to the test as they create cocktails using POM Wonderful 100% Pomegranate Juice. Five winners will each designate a deserving bar to receive a \$10,000 cash prize and year's supply of POM Juice.

Mixologists across the country are encouraged to highlight the sweet-yet-tart taste of POM Juice and enter the #POMCocktailContest. Entrants will be tasked with developing a signature POM-inspired cocktail and sharing a photo of their creation on Instagram along with the recipe, tagging @POMWonderful and nominating a local bar. Entries will be judged on presentation, creativity, diversity of ingredients, and the extent to which POM Juice is featured.

On October 1, 10 finalists will be chosen, and their cocktails will be featured on the @POMWonderful Instagram page. Consumers will have the opportunity to vote for their favorite POM cocktail by "liking" the photo to determine the semi-finalists. Five winners will be selected on October 11. The winners' nominated bars will receive a \$10,000 cash prize to help them recover from pandemic hardships, along with a year's supply of POM Juice to incorporate into cocktails.

"The bar community played an important role in the beginnings of POM Wonderful 100% Pomegranate Juice, bringing to life the iconic POMtini and pomegranate margarita. With so many bars impacted by COVID-19 closures, we wanted to rally behind those who have supported us," said Adam Cooper, senior vice president of marketing, The Wonderful Company. "Through a friendly competition and unique POM cocktails, we hope to bring some hope, excitement and flavor to the bars and bartenders that have had a challenging year."

As a cocktail ingredient, POM Juice adds a unique burst of flavor and antioxidant goodness, perfect for those looking for a better-for-you mixer. To learn more about the contest and for official rules, please visit [POMCocktails.prizelogic.com](#). For cocktail inspiration and information about POM Wonderful, please visit [POMWonderful.com](#), on Facebook at [/POMWonderful](#), and Instagram at [@POMWonderful](#).

About POM Wonderful

POM Wonderful is the largest grower and producer of fresh pomegranates and pomegranate juice in the United States as well as the worldwide leader in fresh California pomegranates and pomegranate-based products including our 100% pomegranate juices, healthy juice blends, and teas. We grow, handpick and juice our own pomegranates to ensure the highest quality. POM Wonderful is part of The Wonderful Company, a privately held \$5 billion company, which also has other No. 1 brands such as Wonderful® Pistachios, FIJI® Water, Wonderful® Halos®, JUSTIN® Wine, and Teleflora®. To learn more about The

Wonderful Company, visit www.wonderful.com, or follow us on Facebook, Twitter and Instagram. To view the current Corporate Social Responsibility report, visit www.wonderful.com/csr.

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