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POM Wonderful Launches Family-Friendly 48 oz. Size of 100% Juice Blends

Leader in Premium Refrigerated Juice Expands 100% Juice Blends Product Line to Target Families

LOS ANGELES (March 4, 2014) – POM Wonderful® 100% Pomegranate Juice, the world’s leading premium refrigerated juice, launches its three popular 100% Juice Blends, offered in POM Coconut, POM Mango and POM Hula, in a new family-friendly 48 oz. bottle.

Available in April, each new 48 oz. bottle of 100% Juice Blends is perfectly sized for at home, convenient and everyday enjoyment. By offering the larger bottle of 100% Juice Blends, POM Wonderful continues to demonstrate category leadership by expanding opportunities for consumers to enjoy POM juice.

Similar to the popular 12 oz. bottles of the 100% Juice Blends, each 48 oz. bottle will contain the same delicious and refreshing fruit juices for consumers to enjoy. POM Hula consists of POM, pineapple and organic apple juice. POM Mango delivers the sweet flavors of POM, mango and pear juice. POM Coconut combines the benefits of 100% POM juice with refreshing coconut water, offering families and fitness fans a new juice option for hydration.

The 48 oz. bottle will appear prominently in the produce aisle of store shelves and maintain POM Wonderful’s iconic curved bottle in the same eye-catching tropical graphics as the 12 oz. bottle. While the top-half of each 48 oz. bottle displays POM’s signature red wrap, the lower half of POM Hula contains a green grass skirt. The lower half of POM Coconut pairs with white and green leaves, while the POM Mango bottle features a splash of yellow and green.

“POM Wonderful consistently innovates to meet consumer demands because we understand the importance of convenience,” said Marc Seguin, vice president of marketing, POM Wonderful. “Response to the launch of our 12 oz. size of Juice Blends was extremely positive last year and sales outpaced our expectations. We chose to expand with a new 48 oz. bottle so the whole family can enjoy the Juice Blends at their own convenience.”

POM Wonderful’s 48 oz. bottle of 100% Juice Blends will be available in all three flavors for \$9.99 SRP in the refrigerated aisle of the produce section in mass and grocery stores nationwide. In addition, POM Wonderful will offer a 60 oz. bottle of all three 100% Juice Blends in club stores beginning in April. The launch will be supported with new displays, point-of sale, retailer promotions, free standing inserts, consumer events, trade advertisements, customer specific marketing programs and public relations.

About POM Wonderful

With about 13,000 acres of orchards in Central California, POM Wonderful is the largest grower and producer of fresh pomegranates and pomegranate juice in the United States. POM Wonderful grows, handpicks and juices its own pomegranates. By managing the entire production process from tree to table, we guarantee that our fresh pomegranates, fresh arils and 100% pomegranate juice come from only one source – 100% California-grown POM Wonderful pomegranates.

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