

THE WONDERFUL COMPANY SURPASSES \$1 BILLION SPEND BUILDING ICONIC BRANDS

*Marketing Investment Has Helped Wonderful Halos, Wonderful Pistachios
and POM Wonderful Become No. 1 Brands*

LOS ANGELES (October 10, 2018) – The Wonderful Company, known for its iconic brands Wonderful Pistachios, Wonderful Halos, and POM Wonderful, has invested more than \$1 billion over the past decade marketing its popular products to consumers across the globe. This significant milestone, to be celebrated at PMA Fresh Summit, has made Wonderful Pistachios America’s No. 1 fastest-growing snack brand, Wonderful Halos America’s No. 1 most-loved healthy snack brand, and POM Wonderful America’s No. 1 selling item in super-premium juice.

As a portfolio, this marketing investment has made The Wonderful Company America’s fastest-growing Consumer Packaged Goods (CPG) company, the No. 1 growth leader in all of produce, and the only multibillion-dollar company with double-digit growth sales. That’s according to data provided by market research firm IRI in a study released by the Boston Consulting Group (BCG) measuring growth across all CPG categories.

While growth across retail has been limited for several years, the outlier until recently has been produce, which has now seen its own sales growth flatten to low single digits. The Wonderful Company, however, has bucked that trend by successfully branding commodities. Produce sales are rebounding and Nielsen data shows that 71 percent of total produce dollar growth over the past five years has come from brands, with Wonderful leading the way.

The Wonderful Company is known for transforming commodities into brands by investing heavily in marketing and creating integrated campaigns that have helped evolve the consumer journey to produce. This effort begins outside the store, with campaigns such as the Wonderful Pistachios Get Crackin’ commercials featuring Stephen Colbert and other celebrities, the Wonderful Halos irreverent Good Choice Kid ads, and the popularization of pomegranates with the launch of POM Wonderful. The journey continues in store at the produce section, with engaging point-of-sale presentations, including over half a million POS displays last year alone.

“More than half of U.S. households buy a Wonderful product each year, and that’s a testament to our robust investment in marketing—now more than \$1 billion in 10 years—as well as consumers’ growing desire for healthier options,” said Adam Cooper, vice president of marketing, The Wonderful Company. “Snacking occasions are now overtaking meals. The Wonderful Company is leading the healthy snacking revolution, with groundbreaking campaigns that feature cultural moments and deliver broad-scale brand

awareness that reaches consumers both outside and inside the store. We'll continue to invest in our brands to drive healthy eating options for consumers and continued growth for our retail partners."

Wonderful is not slowing down. This year will be the company's biggest investment yet of \$130 million, so retailers and consumers can look forward to an even larger in-store program, as well as innovative marketing that includes more digital and social media marketing and new partnerships with some of the biggest influencers in the world. And all of Wonderful's iconic brands are appearing together for the first time in a year-round campaign on a giant electronic billboard advertisement in the heart of Times Square.

PMA attendees can visit The Wonderful Company at booth #3443 to sample products and learn more about The Wonderful Company.

About The Wonderful Company

Headquartered in Los Angeles, The Wonderful Company is a privately held \$4 billion global company dedicated to harvesting health and happiness around the world through its iconic consumer brands. The company's 9,000 employees worldwide are committed to bringing consumers everywhere the freshest, most wholesome pistachios, almonds, citrus and pomegranates; bottling the finest water and wines; and creating colorful bouquets that are sure to touch the heart. This commitment is reflected in the company's market share: Wonderful Pistachios® is America's No. 1 tree nut brand and America's fastest-growing snack; Wonderful® Halos® is the No. 1 mandarin orange in America; POM Wonderful® is the No. 1 100% pomegranate brand in America; FIJI® Water is America's No. 1 premium imported bottled water brand; JUSTIN® Wine has the No. 1 Cabernet Sauvignon in California; and Teleflora® is the world's leading floral delivery service. A 2016 Nielsen study evaluating the familiarity, quality, and momentum of more than 2,500 leading brands revealed that Wonderful Company products dominated the top 10 lists of consumers across all generations, more than any other consumer goods company.

The Wonderful Company's connection to consumers has health at its heart and giving back in its DNA. The company has a longstanding commitment to corporate social responsibility, including more than \$200 million invested in environmental technologies and sustainability research, \$50 million in charitable giving and education initiatives every year, \$100 million toward the construction of two charter school campuses in California's Central Valley, and innovative health and wellness programs, including two new, free primary care clinics for employees and their dependents.

To learn more about The Wonderful Company, its products and its core values, visit www.wonderful.com, or follow us on [Facebook](#), [Twitter](#) and [Instagram](#).