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THE WONDERFUL COMPANY DOUBLES DOWN ON PRODUCE INNOVATION

Wonderful Pushes Boundaries with Halos Animated YouTube Series Premiere, Wonderful Seedless Lemons Debut and New Wonderful Pistachios No Shells Flavors

LOS ANGELES (October 17, 2019) – The Wonderful Company—known for its iconic brands Wonderful Pistachios, Wonderful Halos, and POM Wonderful—continues to position itself as a leader in produce with a strong company-wide focus on innovation and a comprehensive approach to disrupting the market, in turn creating value for its partners. That trend continues this fall, as the company premieres a family-friendly Wonderful Halos animated YouTube series, a produce industry first. The Wonderful Company also welcomes a new brand to the Wonderful family with Wonderful Seedless Lemons launching in November, while enjoying the success of their new Wonderful Pistachios No Shells flavors.

“We’re constantly challenging our team to think bigger and better,” said Adam Cooper, senior vice president of marketing, The Wonderful Company. “It’s the Wonderful Way to be innovative, entrepreneurial, nimble and bold. That’s what we will continue delivering across all Wonderful brands.”

Innovative brand efforts include:

Wonderful Halos

To build upon the existing brand love among families across America, Wonderful Halos is unveiling a new multimillion-dollar marketing adventure, the family-friendly animated series “Camp Halohead,” set to debut on YouTube in November. Quite simply, Camp Halohead is summer camp for mandarins, a wondrous place full of exciting adventures, challenging tests, and lifelong lessons. At Camp Halohead, young mandarins learn what it takes to achieve Pure Goodness through the good and bad choices they make in everyday situations. They have one goal in mind: to be good enough to earn their halo and a coveted spot in the big blue Halos box. The series is sure to deepen connections with Wonderful Halos fans beyond snack time with family-fun entertainment, while leveraging a popular platform for all ages. In its first season, “Camp Halohead” will launch with five episodes, each lasting between four and six minutes.

Wonderful Seedless Lemons

Another citrus disruptor will be Wonderful Seedless Lemons, a naturally seedless, Non-GMO Project verified variety of lemon that will make its way into retailers and American households this November. Wonderful Seedless Lemons are juicy and zesty—everything consumers love about lemons minus the inconvenient seeds. This makes preparing cocktails and cooking even easier with seedless lemons. In its

rollout, Wonderful Seedless Lemons will be available from November through May, with anticipated year-round volume by 2021.

Attendees at the 2019 Produce Marketing Association Fresh Summit Expo will have the opportunity to sample the revolutionary lemon at The Wonderful Company booth #4137. The Wonderful Company owns the exclusive rights to this new, premium quality seedless lemon variety available in North America.

Wonderful Pistachios No Shells

To further prove itself as an innovation trailblazer, The Wonderful Company introduced two new Wonderful Pistachios No Shells flavor varieties, Chili Roasted and Honey Roasted. These two distinctive flavors have allowed the brand to reach two different categories of snacking fans: those seeking heat, and those who enjoy a sweet escape. Since its retail debut in 55,000 stores nationwide, the Wonderful Pistachios No Shells portfolio has experienced 27 percent-dollar growth, providing proof that consumers want more flavor innovation when it comes to pistachios. Given the consumer demand and the incremental nature of the flavor business, the brand plans to continue innovating in this area in years to come.

For more information on “Camp Halohead,” visit the [“Camp Halohead” YouTube](#) page. To learn more about Wonderful Seedless Lemons, visit [WonderfulSeedlessLemons.com](#). And, for more details about Wonderful Pistachios No Shells, visit [GetCrackin.com](#).

About The Wonderful Company

Headquartered in Los Angeles, The Wonderful Company is a privately held \$4.6 billion global company dedicated to harvesting health and happiness around the world through its iconic consumer brands. The company’s 10,000 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.

The Wonderful Company’s connection to consumers has health at its heart and giving back in its DNA. The company has a long-standing commitment to corporate social responsibility, including more than \$400 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](#).

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