



## **POMEGRANATE JUICE ANTIOXIDANT HEALTH BENEFITS TOP RED WINE, BLUEBERRY AND CRANBERRY JUICES**

**LOS ANGELES** (August 16 – 2002) – Pomegranate juice, California Wonderful variety, has taken the lead in the healthy beverage category by demonstrating higher free radical scavenging activity, greater protection of LDL-cholesterol from oxidation, and the highest polyphenol content compared to red wine, blueberry juice, cranberry juice, green tea, black tea, and orange juice. Dr. Michael Aviram at The Lipid Research Laboratory, Technion Faculty of Medicine, The Rappaport Family Institute for Research in the Medical Sciences and Rambam Medical Center, Haifa, Israel, reported the findings at the XI International Biennial Meeting of the Society for Free Radical Research, Paris, France. Summaries of his most recent findings are attached as Figures 1-3.

“Pomegranate juice (California Wonderful variety) is the most potent antioxidant against LDL oxidation and the most potent free radical scavenger among all studied juices” said Dr. Aviram. “The potent anti-oxidative properties of Pomegranate Wonderful juice could explain its impressive anti-atherosclerotic effects as we have recently shown in mice, and most importantly, in humans.” California Wonderful pomegranate juice and concentrate are now being introduced into the health food channel of distribution under the **POM** Wonderful brand that contains 100% pure juice or concentrate from the California Wonderful variety. Earlier studies by Dr. Aviram and colleagues, published in the prestigious American Journal of Clinical Nutrition, Journal of Nutrition, and Atherosclerosis, have observed that Wonderful variety pomegranate juice reduces low density lipoprotein (LDL) oxidation and cellular cholesterol accumulation in mice arteries, and may also lower blood pressure in hypertensive human patients. **POM** Wonderful juices and concentrates require refrigeration to maintain their potency and superior flavor. Non-refrigerated pomegranate juice products are unlikely to have the full benefits of **POM** Wonderful.

### **About **POM** Wonderful**

**POM** Wonderful is the largest producer of California Wonderful pomegranates and the company exclusively grows and sells this variety. **POM** Wonderful’s pomegranates are grown in Central California, in the sunny San Joaquin Valley. Known for its exquisite sweet flavor, health benefits, large size and plentiful juice, the Wonderful variety is popular with consumers throughout the country. **POM** Wonderful’s pomegranates promise consistent quality. **POM** Wonderful prides itself on the quality of its farming operation, the sensitivity with which the fruit is

hand picked and carried to their sorting and modern juicing facilities, and ultimately delivered to your table. Only fruit that meets the company's strict quality standards appears in store produce sections.

The company also juices its fresh pomegranates to make its delicious, all-natural, **POM** Wonderful pomegranate juice. **POM** Wonderful pomegranate juice is available year-round at retail and is found in the refrigerated section of supermarkets and grocery stores nationwide. **POM** Wonderful pomegranate juice is available in five flavors: **POM** 100% Pomegranate, **POM** Cherry, **POM** Blueberry, **POM** Tangerine, and **POM** Mango. Each flavor of **POM** Wonderful pomegranate juice is all-natural, preservative-free and has no added sugar.

**POM** Wonderful's mission is to educate consumers about the pomegranate's splendor and versatility as well as its refreshing taste and health benefits. To learn more visit [pomwonderful.com](http://pomwonderful.com).

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