

FIVE REASONS WHY

POPPIN' POMEGRANATE

1

A FLAVOUR THAT PLAYS IN 3 DIMENSIONS

Pomegranate delivers sweetness, acidity, and a distinctive tartness all at once.

Three dimensions, one flavour. That complexity is exactly what premium positioning demands.

2

PROFIT FROM A PAIRING POWERHOUSE

Pomegranate harmonises with citrus, berries, florals, and spices alike.

That broad compatibility fuels your innovation pipeline and opens the door to differentiated recipes across categories.

3

RIDE THE SUPERFOOD WAVE

Pomegranate's strong association with polyphenols and antioxidants makes it a credible ingredient for better-for-you products.

No artificial construct needed – consumers are already convinced.

4

BE CAPTIVATED BY RUBY-RED STANDOUT

The deep red-to-ruby colour of pomegranate drives visual purchase impulse on shelf and screen.

5

ENJOY CENTURIES OF STORYTELLING DEPTH

Pomegranate is deeply rooted in Oriental and Mediterranean cultures – a heritage that carries real weight.

For premium positioning and origin storytelling.

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YOUR PARTNER IN TASTE.

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