

POM Wonderful LLC in Soft Drinks (USA)

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Abstracts

POM Wonderful emphasises its premium quality, real ingredients and heritage. Its flagship product is a 100% pomegranate juice that is strongly promoted as healthy. The antioxidant-rich product is claimed to contain no added sugars, preservatives or colourants, is a good source of potassium and is gluten-free. The company is also introducing more pomegranate juice blends in order to provide a lower-priced beverage to attract a wider range of consumers.

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