

Pomegranates Become Fruitfully Popular in 2006

Sometimes called the “jewel of winter,” the ruby red pomegranate is popping up in fruit bowls across America. What was once considered an exotic fruit is becoming more mainstream and extremely popular.

According to Datamonitor’s Productscan Online database of new products, within the first nine months of 2005, at least 190 new pomegranate flavored foods and drinks were introduced to the US.

POM Wonderful, a company dedicated exclusively to pomegranates, launched its nationwide major marketing campaign in mid-2003 and continues to be the largest grower of pomegranates in the US today. Sales of POM and other pomegranate products have already seen a boost in sales in 2006.

This popularity has stemmed from recent studies showing numerous health benefits backing up the fruit’s sweet taste. Pomegranates have high disease-fighting antioxidant potential. They fight to neutralize and prevent free radicals that cause heart disease, stroke, accelerated aging, cancer, Alzheimer’s, high blood pressure, and may prevent oxidation of LDL cholesterol.

A pomegranate has been a symbol of health, fertility and rebirth for centuries and has been used in folk medicine to treat inflammation, sore throat and rheumatism.

Pomegranate juice is a sweet substitute to the real thing and is high in fiber, niacin, vitamin C, and potassium. It has three times the total antioxidant power compared to green tea and red wine.

Pomegranates can be used to make jelly, sauces, vinaigrettes, marinades, soups, salads, cocktails, and can even be used as a colorful garnish.

You can also keep it simple by splitting the pomegranate open and munching on the sweet arils, or translucent pulp surrounding crunchy, edible seeds.

For more information fruitful trends of 2006, contact FoodWise Group at www.foodwisegroup.com.