

PRODUCT SPOTLIGHT: POMEGRANATES



Pomegranates are a perennial fall favorite! The original “super fruit”, they are packed with a ton of nutritional value, and are widely used in many juices, on salads and in desserts. A very hardy fruit in general, they have great shelf life, display nicely and add a nice blast of color on any fruit counter!

TIPS ON MERCHANDISING POMEGRANATES:

- Merchandise pomegranates in your **tropical sections**.
- **Build larger secondary displays** for mass appeal.
- **Utilize dummied up bins and waterfalls** to create a large impressive look.
- **Offer educational info or recipe suggestions** on your displays.
- **Try out multiple pricing on pomegranates** for the best results.
- Be sure to have **nice, clean signage**.
- **Offer samples** in small cups for impulse sales.



Along with fresh pomegranates, Pomegranate Arils have become a very popular item for consumer convenience. Carrying these as well as the fresh pomegranates maximize your category potential. Merchandise in grab and go cases, with your berry sets and use as a tie in with your value added salad sections.

For additional tips on merchandising pomegranates, contact your Four Seasons merchandiser!



POMEGRANATE FUN FACTS:

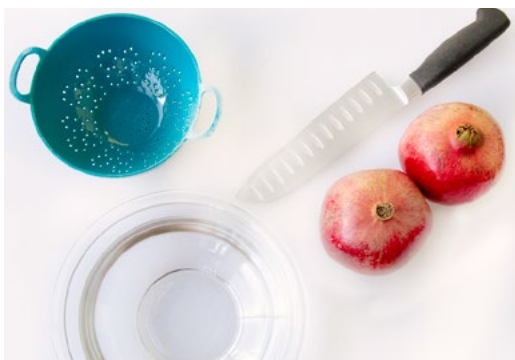
- Pomegranates originated in the Middle East
- The word pomegranate means “apple with many seeds”
- The edible seeds of pomegranates are called arils.
- In the right growing conditions, pomegranate trees can live up to 200 years
- Pomegranates are members of the berry family.



HOW TO CUT A POMEGRANATE

- AQUA METHOD -

**YOU GOT
THIS!**



WHAT YOU'LL NEED

Pomegranates
Bowl of water

Colander
Knife



STEP 1

Slice the crown off the top.



STEP 2

Score the skin, making cuts from top to bottom along the membrane seams.



STEP 3

Open the pomegranate while submerged in a bowl of water to prevent juice splatter.



STEP 4

Pull the arils from membranes under water.



STEP 5

By pulling the arils under water, it will prevent juice splatter.



STEP 6

The arils sink and the membranes float. Skim the membranes out before straining.



STEP 7

Strain the arils.



STEP 8

Enjoy!