

FOR IMMEDIATE RELEASE

## WONDERFUL BRANDS UNITE AT PMA FRESH SUMMIT

*Wonderful Halos, Wonderful Pistachios, and POM Wonderful Appear Together  
For the First Time in “We are Number Wonderful” Trade Ad Campaign*

**NEW ORLEANS (October 16, 2017)** – For the first time, The Wonderful Company is launching a company-wide trade ad campaign that encompasses its No. 1 brands. Wonderful Halos is America’s No. 1 citrus brand, Wonderful Pistachios is America’s No. 1 fastest growing snack brand, and POM Wonderful has America’s No. 1 premium juice SKU. Now, these three leaders are featured side-by-side in a series of “We are Number Wonderful” ads appearing in trade publications and displayed prominently at PMA.

A company-wide trade ad campaign creates a powerful synergy amongst the Wonderful brands, while helping to establish a strong connection to the Wonderful name. This effort coincides with The Wonderful Company adding more dollars to produce than any other company and securing its place as one of the fastest growing at 15%.

“As snacking reaches an all-time high, we’re excited to align all of our fresh, produce-driven brands under the easily recognizable Wonderful umbrella,” said Adam Cooper, Vice President of Marketing for The Wonderful Company. “More than half of U.S. households already buy a Wonderful product each year, so helping consumers make the connection that Wonderful is a healthy snacking brand they can trust is a natural progression of our marketing strategy. The PMA Fresh Summit is the perfect venue for us to unveil our new *We are Number Wonderful* trade ad campaign.”

### **Individual brand highlights include:**

#### **Wonderful Halos**

- This season Halos is launching one of produce’s biggest-ever POS display programs, “Grove of Goodness,” capitalizing on the fact that Halos velocity doubles when showcased in a marquee display. The collection features a grove-to-store tractor, bringing to life the process of delivering fresh mandarins directly from farm-to-table.
- Building on this idea, Halos will also have a mandarin grove tree display that offers a smaller footprint in secondary locations for retail grocers.
- Rounding out the POS program, Halos will be introducing Holiday Spectacular bin wraps for special occasions including Christmas and Easter.

#### **Wonderful Pistachios**

- Wonderful Pistachios is now America’s fastest-growing snack brand and accounts for 11% of all dollar growth in snacks, while adding more dollars to snacking than any other single brand.

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- For the first time at PMA, Wonderful Pistachios will debut a new look in packaging, highlighting optimal shelf appeal by increasing Wonderful branding, differentiation between popular flavors with the use of vibrant colors and leveraging high quality photography to increase appetite appeal.
- Wonderful Pistachios No Shells is getting a dramatic refresh with a new vivid green package, and the brand will also launch 16oz Natural Raw in Q1 2018.
- Helping to fuel this meteoric rise is a robust \$55 million marketing and advertising effort spearheaded by the brand's biggest football campaign ever, "Put a Smile on Your Snackface." The ads, starring Seahawks cornerback Richard Sherman and Packers linebacker Clay Matthews, launched to critical acclaim last month.

### **POM Wonderful**

- Sales of POM Wonderful 100% Pomegranate Juice are up 25% compared to a year ago.
- POM Wonderful will debut its largest digital campaign featuring the health benefits of POM 100% Pomegranate Juice.
- Fresh pomegranate and POM POMs season is just getting started. Last year the arils category experienced a 28% increase in sales in-season, and POM POMs dominated sales with a record 79% dollar share.
- POM Wonderful's recent acquisition of Ruby Fresh, a leading processor and distributor of fresh pomegranates and arils, further enhances POM Wonderful's position as North America's leading pomegranate producer and distributor.

With 3.5 billion servings of Wonderful products enjoyed each year, more than \$2 billion in annual branded retail sales, and a \$115 million combined marketing budget, The Wonderful Company has accounted for 13% of all dollar growth in snacks and produce combined since November 2016.

PMA Fresh Summit attendees can visit The Wonderful Company booth #2645 to experience the new Halos POS display program and learn more about the "We are Number Wonderful" trade ad campaign.

### **About The Wonderful Company**

Headquartered in Los Angeles, The Wonderful Company is a privately held \$4 billion global company dedicated to harvesting health and happiness around the world through its iconic consumer brands. The company's 9,000 employees worldwide are committed to bringing consumers everywhere the freshest, most wholesome pistachios, almonds, citrus and pomegranates; bottling the finest water and wines; and creating colorful bouquets that are sure to touch the heart. This commitment is reflected in the company's market share: Wonderful Pistachios is America's No. 1 tree nut brand and America's fastest-growing snack; Wonderful Halos is the No. 1 mandarin orange in America; POM Wonderful is the No. 1 100% pomegranate brand in America; FIJI Water is America's No. 1 premium imported bottled water brand; JUSTIN Wine has the No. 1 Cabernet Sauvignon in California; and Teleflora is the world's leading floral delivery service. A 2016 Nielsen study evaluating the familiarity, quality, and momentum of more than 2,500 leading brands revealed that Wonderful Company products dominated the top 10 lists of consumers across all generations, more than any other consumer goods company.

The Wonderful Company's connection to consumers has health at its heart and giving back in its DNA. The company has a long-standing commitment to corporate social responsibility, including more than \$200 million invested in environmental technologies and sustainability research, \$45 million in charitable giving

and education initiatives every year, \$80 million toward the construction of a new charter school campus in California's Central Valley, and innovative health and wellness programs, including two new, free primary care clinics for employees and their dependents. To learn more about The Wonderful Company, its products and core values, visit [www.wonderful.com](http://www.wonderful.com), or follow us on [Facebook](#), [Twitter](#) and [Instagram](#).