Home-grown bonus for pomegranate arils

PomLife is expanding its fresh and value-added pomegranate offerings, from arils to juice.



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Australia-grown and made is the line PomLife is pushing since noticing a trend away from imported fresh and value-added produce.

PomLife's general manager Joshua Reuveni explains that last year's frozen berry scare not only saw imported frozen berry sales drop, but also affected an array of fresh products.

"There is now a big appreciation for Australia-grown produce after the berry scare last year, and consumers are still showing some reluctance to buy imported food," Reuveni says.

"We're concentrating on putting the emphasis on Australia-grown, and we're noticing that many of our customers in restaurants and chains are insisting on Australia-only product."

PomLife's products include cold-pressed pomegranate juice, fresh arils in punnets, IQF (individually quick frozen) arils and sparkling pomegranate wine, not to mention fresh, locally grown pomegranates.

"This past year we saw an increase in demand for our products, particularly the packaged arils as the awareness around the health potential of pomegranates grew. Our value-add products offer a very convenient way of consuming the fruit. One of the biggest things we've seen is that well-known chefs have started incorporating pomegranate into meals," Reuveni explains.

Over the past six months, Reuveni says PomLife has ramped up its social media presence and launched competitions on its website, as well as engaging with people within the industry.

PomLife is also partnering with another company to produce blended pomegranate juice, and is looking to bring awareness to other juice companies as to how they can incorporate pomegranate into their own juice lines.

(picture 01) PomLife's arils and value-added products continue to gain popularity



PomLife

Enriched by Nature

One of nature's superfoods, PomLife's large Pomegranates are grown in the Goulburn Valley, Victoria. Rich in antioxidants this superfood is laden with juicy arils. PomLife® delivers ready to eat fresh arils in punnets, as well as Australian grown IQF (frozen) arils year round.

PomLife also produces Freshly squeezed 100% Australian grown Pomegranate juice for the food industry.



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