

THE SWEET-TART POMEGRANATE

An Ancient Fruit with Legions of Current Day Fans

Pomegranate History

- Throughout history, the pomegranate has been revered as a symbol of health, fertility and rebirth.
- The pomegranate is native from Iran to the Himalayas in northern India and was cultivated and naturalized over the whole Mediterranean region since ancient times.
- The pomegranate was one of the first five domesticated crops, along with olives, grapes, fig and dates. It was first planted by man sometime between 4000 BC and 3000 BC.
- It is widely cultivated throughout India and the drier parts of Southeast Asia, the East Indies and tropical Africa.
- Spanish settlers introduced pomegranates to California in 1769 where they grew them at their missions. The San Joaquin Valley now has the largest concentration of commercially grown pomegranates in the United States.
- Every pomegranate is composed of exactly 840 seeds, each surrounded by a sac of sweet-tart juice contained by a thin skin.
- Pomegranates are in season September through January.

Pomegranate Popularity

- Productscan reports 190 new pomegranate flavored foods and beverages in the USA in the first 10 months of 2006. In 2003, there were only 31 new entries.
- In 2005, pomegranate juice sales increased 800 percent over the previous year, according to AC Nielsen.
- Pearl Vodka was the first to produce pomegranate-flavored vodka. The super-premium vodka, introduced nationally in November, 2005, is called Pearl Pomegranate.

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