

of the farming company that owns it, the Los Angeles-based Roll International. The company had been harvesting pomegranates for years and was looking for a new market for the product. The sweet fruit, by the way, is cultivated in very few locations around the world (California, for one, and along the Mediterranean) and is usually available only three months of the year, from

October to December.

Since its introduction, Posell says consumers have been taking to the product like bees to honey, drawn by its unique taste and its powerful health claims: pomegranates are very high in antioxidants. "It can actually lessen some of the factors that cause plaque buildup in the arteries," says Posell. "Once we knew that, we realized that it was probably a

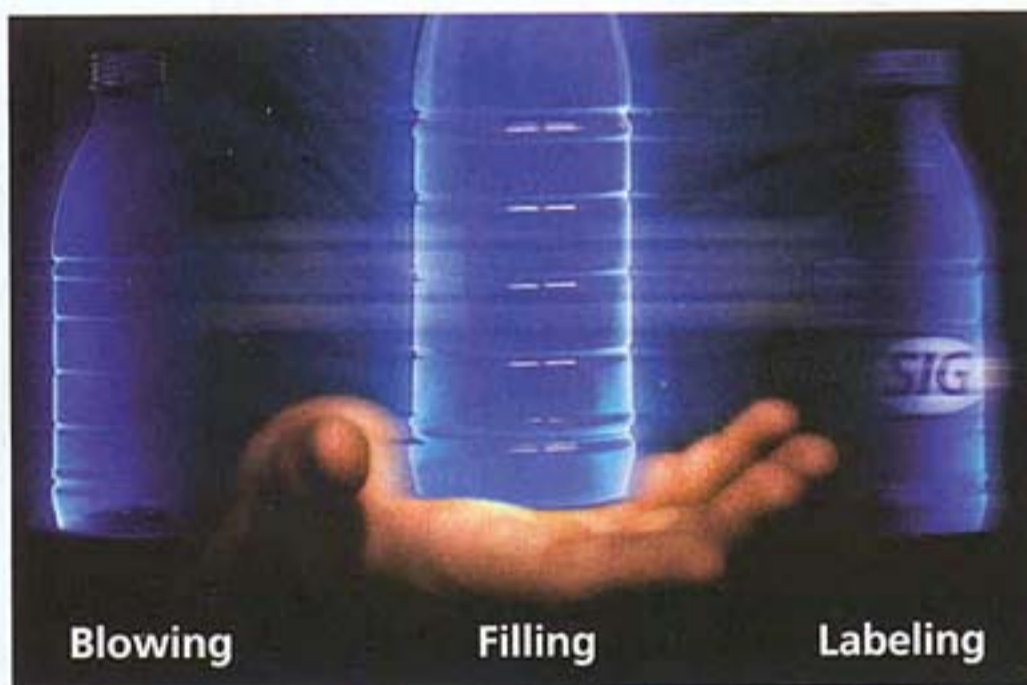
good reason for making this juice available to consumers year-round."

Before it was able to do that, however, the company had to come up with an innovative way to produce it, something Posell says was "not that easy. It's something we put a lot of time and effort and money into."

Because some of the most healthful parts of the pomegranate are found in its membrane and husk, the company modeled its proprietary production process on the idea of a champagne press to extract every last drop of goodness from each fruit.

And Pom Wonderful isn't the only place that pomegranate is popping up these days, the juice and seeds are among the hottest food ingredients these days and are popping up on menus and in cocktails across the country.

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### Smooth(ie) Operator

Innocent Drinks is literally the last company left standing when it comes to the fruit smoothie business in the UK. "Since 1999, nine companies have launched smoothie brands in the UK and eight have been withdrawn," says the company's managing director, Richard Reed. The 43-employee, West London-based company's recipe for success? Understanding what consumers want from its product blended together with a huge dose of innovative marketing.

"What's big in Europe is the idea of increasingly providing healthy, convenient foods for people and smoothies have come to represent that," Reed says. "If these beverages are made properly then they are fresh and natural and are very, very good for you. The reason why the other smoothie companies didn't work is because their products were just not genuine. They were chock full of preservatives or flavors or concentrated juices or built with sugar or thickening agents."

Reed is quick to point out, therefore, that he sees what is in the package as the core of his company's marketing efforts. But from there, Innocent's marketing strategy takes on a slew of innovative forms.

The company tries to make the labels on its bottles as distinctive as possible. A minimalist feel on the front is matched with engaging, every-changing copy on the back, "where we talk in a very informal, very un-corporate tone about everything and anything," Reed says. "Each time you