

POM WONDERFUL



Properties list:

juices
bottle
plastics
contemporary
identity by shape
identity by colour
new product
single product
end-user packaging

Pom juice is extremely high in antioxidants and studies suggest that one of its many health benefits is reduction of arterial plaque. Pomegranates have been traditionally used as a food, medicine, and cultural icon by various civilizations for thousands of years. Its popularity among US consumers, however, is relatively recent. The curvaceous bottles containing pure pomegranate juice. It takes 5 pomegranates to make 16 ounces. The pomegranate is the icon of product and the bottle of juice call the shape and the colours of fruit. POM offers varieties with mango, cherry, blueberry or tangerine added in.

Reference: <http://www.foodmag.com.au/Article/POM-Wonderful-Pomegranate-Juice-launches-in-Australia/429815.aspx>

Credits:

Country: USA

Other images:

