



Stiebs Frozen Pomegranate Seeds hit Grocery Store Shelves

New product lets consumers enjoy Superfruit year-round

MADERA, CA - Consumers looking for tasty ways to improve their health need look no farther than the freezer section of their local supermarket. Starting this month, Stiebs Pomegranate Seeds are available in a 10 ounce freezer bag in Northern California Whole Foods Markets and are entering other premium retailers nationwide. The seeds, also known as Arils, are extracted from 100% California Pomegranates, and provide all the health benefits and tangy flavor that have fueled the pomegranate's popularity.

<http://rs6.net/tn.jsp?t=v56nyscab.0.0.jrddcjab.0&p=http%3A%2F%2Fwww.stiebs.com%2Findex.htm&id=preview>The easy-to-use pomegranate seeds can be used frozen or quickly thawed to add Superfruit power to hundreds of dishes. Chris Mariscotti, owner of Central California restaurant The Vineyard, has been using the frozen seeds for the past year and said, "Our customers love the pure pomegranate flavor and texture of Stiebs Pomegranate Seeds. We couldn't be happier with the product and I think home chefs will love them as well." Recipe suggestions are available on the Stiebs website, www.stiebs.com.

Tony's Fine Foods is handling distribution for Northern and Central California. Hans Kunisch of Tony's said "Tony's Fine Foods is proud to partner with Stiebs Pomegranate Products to supply premium retailers with innovative pomegranate products. We believe the innovation of the two companies will help drive the market forward and be a great success for all of our partners."

For over 40 years Stiebs Pomegranate Products has been a global leader in the processing of Pomegranates. Initially dedicated to industrial pomegranate products, Stiebs answered the calls of their customers asking for additional Superfruit products by adding top-quality Acai, Mangosteen, Blueberry, Goji, Kiwi and other products to their line. Enjoying longstanding relationships with top growers, and a cutting edge research and development program, Stiebs has the experience, knowledge, and commitment to deliver the finest Pomegranate and other Superfruit ingredients on the market. For more information visit: www.stiebs.com

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