



Wonderful Press Info

WONDERFUL PRODUCTS DOMINATE

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and recognized by consumers as “on the way up.” The EquiTrend study surveyed nearly 100,000 consumers and evaluated the brand health of more than 2,500 brands covering key metrics, including overall equity and momentum.

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“We are thrilled that this study confirms what our strong sales have consistently shown – Wonderful Company products are highly desired and valued by consumers across all generations,” said Adam Cooper, V.P. of Marketing and Insights for The Wonderful Company. “Having multiple brands within our family find appeal across the generational gap is proof of the increasing importance of healthy, real food in the American diet. Our products clearly resonate well with consumers of all ages.”

According to food culture consultant The Hartman Group, snacking has steadily increased, with 50 percent of all eating occasions now a snack. Reflecting this trend, among the Top 10 brands recognized by consumers as “on the way up” are Wonderful Pistachios (Millennials and Boomers), Wonderful Halos mandarins (Gen X & Boomers), and POM Wonderful 100% Juice and POM Wonderful fresh pomegranates (Boomers).

According to Nielsen, brand momentum is a good indicator of future equity growth and closely related to positive sales trends. Of the brands on the EquiTrend top 10 list, the vast majority have experienced sales gains in the past year, with over half posting double digit growth.

About The Wonderful Company

Headquartered in Los Angeles, The Wonderful Company is a privately held \$4.8 billion global company dedicated to harvesting health and happiness around the world through its iconic consumer brands. The company's 7,800 employees worldwide are dedicated to bringing consumers everywhere the freshest, most wholesome pistachios, almonds, citrus and pomegranates; bottling the finest water and wines; and creating colorful bouquets that are sure to touch the heart. This commitment is reflected in the company's market

the Wonderful company

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The Wonderful Company's connection to consumers has health at its heart and giving back in its DNA. The company has a long-standing commitment to corporate social responsibility, including more than \$100 million invested in environmental technologies and sustainability research, nearly \$50 million in charitable giving and education initiatives in 2015 alone, \$30 million toward the construction of a new charter school campus in California's Central Valley, and innovative health and wellness programs.

To learn more about The Wonderful Company, its products and core values, visit www.wonderful.com.
