

## **WHAT DOES POMONA'S PECTIN DO THAT ORDINARY FRUIT PECTIN DOESN'T?**

Pomona's Universal Pectin gels regardless of the sugar concentration in the jam or jelly, requiring only some calcium to set firmly. (A small packet of food grade monocalcium phosphate comes in each box. Monocalcium phosphate is a rock mineral calcium source and is used as a yeast nutrient in baking, an acidulant in baking powder, and a mineral supplement.)

## **WHAT DOES THIS MEAN TO YOUR CUSTOMERS?**

Now jam and jelly makers can easily and successfully make low-sweetener fruit spreads that are thick, healthful, and delicious. Pomona's Pectin firmly gels fruit spreads sweetened with low amounts of white or less processed sugar, honey, fructose, maple syrup, fruit juice concentrate, agave nectar, stevia, xylitol, or artificial sweetener. And for those customers with special health needs, it will also gel unsweetened jam and jelly.

Pomona's Pectin can be used in a number of applications: cooked jam and jelly, no-cook freezer jam, aspic, jello, sorbet, yogurt, jelled pie, jelled milk pudding, and jelled fruit candy. It gels fresh, frozen, or canned fruit and juice.

Many jam and jelly makers have been frustrated by the pectins generally available. These pectins do not work without a 55% or higher sugar concentration in the jam or jelly and they contain sugar.

Some large manufacturers have introduced pectin products that require less sugar to gel but they contain undesirable additives. All powdered pectins available today, except Pomona's Pectin, have sugar as one of the ingredients, and liquid pectins have preservatives. Consumers today are concerned about product purity. Pomona's Universal Pectin is 100% pure citrus pectin powder.

Stocking Pomona's Pectin will delight your jam-making customers and encourage others to start making their own.

## **IS IT ECONOMICAL TO USE?**

Yes! Because Pomona's Pectin does not have the sugar normally added by manufacturers, it is more concentrated. A 1 oz box will make 2 to 4 recipes with about 4 cups of fruit per recipe plus sweetener. A box of ordinary pectin will gel 3 to 5 cups of fruit with a somewhat larger amount of sugar. Therefore, a box of Pomona's gels 2 to 4 times as much fruit and creates twice as much finished product. That's both economical and healthful eating!

## **HOW WILL POMONA'S UNIVERSAL PECTIN HELP MY SALES?**

At both the wholesale and the retail levels, Pomona's boosts sagging summer sales. It sells primarily from May through September, peaking in June, July, and August. Depending on your location, it can start sooner and/or continue longer. It is a versatile, one of a kind product that is pure, keeps indefinitely, and sells easily to all those jam and jelly makers who are ready to buy if they can find it.

## **WHAT IS THE SOURCE OF POMONA'S UNIVERSAL PECTIN?**

Pomona's Universal Pectin is extracted from the dried peel of lemon, lime, and orange after the fruit has been juiced and the oil has been pressed out of the peel. Pomona's is a low-methoxyl pectin, which means its gelling power is activated by calcium.

Tap into a fast growing market. Place your order now for a product people are excited about.