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By Tobias Gourlay

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Israeli pomegranate juice launches in UK

Moshel starts importing 'super-premium' 100 per cent pure pomegranate juice from Galilee mountains of Israel

Rimon, a pure, not-from-concentrate pomegranate juice from Israel, is now available in the UK.

The product comes in 275ml glass bottles with an RRP of £3.99 (€4.52) and will not be offered to multiple grocers, only

independent wholesalers and retailers.

The Nachmias family has cultivated a new pomegranate for the juice in the Galilee mountains of Israel with, it says, a greater antioxidant capacity than other types of the fruit.

Consumers who are prepared to pay extra for a 'super-premium' product are the target market for importer Moshel.

