



## NEWS RELEASE

For Immediate Release

Contact: Mary Lou Sumberg, (510) 526-1005; [PomonaPectin@gmail.com](mailto:PomonaPectin@gmail.com)

[www.PomonaPectin.com](http://www.PomonaPectin.com)

### **The Food Channel Predicts Canning and Food Preservation Will Be the #1 Food Trend in 2011**

**GREENFIELD, MA**, February 28 – Pomona’s Universal Pectin, for making low-sugar jam and jelly, is proud to announce that, in keeping with this trend, it has been featured in three cookbooks published in 2010: *Put ‘Em Up* by Sherri Brooks Vinton, published by Storey Publishing; *Cook & Freeze* by Dana Jacobi, published by Rodale; and *Canning for a New Generation* by Liana Krissoff, published by Stewart, Tabori & Chang.

“We are very happy to play a part in this trend,” said Connie Sumberg, co-founder of Pomona’s Pectin. “Pomona’s is a product whose time has come. More and more people are interested in eating and preserving locally grown food. Pomona’s gives both beginning and experienced home canners the tool they need to make jam and jelly in the most healthy, low-sweetener way, which is important at a time when we are facing national epidemics of diabetes and obesity.”

The low-sugar canning trend is reflected in Pomona’s presence in food preservation blogs. As Laura McElfresh said in her Squirrel It Away! blog, “And then there was Pomona’s Pectin . . . And the angels sang in harmony and all was good with the world. *No seriously* – it’s one of the most versatile and adaptable products on the market. . . . Hearing good things about it on a Canning Yahoo Group I decided to order some and try it for myself. Here is what I’ve found: It Works!”

Carl J. Davis, of Savannah, Georgia, a diabetic who now makes his jelly with Pomona’s Pectin and Splenda, recently wrote in an Amazon review, “I am a heart patient with Type 2 Diabetes intent on living forever and keeping all my extremities. I attempt to eat a diet that is both salt and sugar free. I have prepared my homemade jellies and jams for at least thirty years. After being diagnosed with diabetes I initially gave up my homemade for tasteless ‘sugar free’ diabetic jellies and jams from the supermarket. The jellies I created with gelatin reminded me of the WWII surplus ‘Jello’ fed in Army mess-halls in the 1950s. It took me but two tries to get it right with Pomona’s Universal Pectin. . . . Works for me, and my wife says, ‘It tastes like real jelly.’”

The canning trend is also a reflection of the economic downturn. As Darlene said in the Mrs. Survival Discussion Forum, “I used Pomona’s Pectin [and] . . . made a double batch but only used 4 cups of sugar. Normally, 14 cups of sugar is needed with traditional pectin. . . . It’s a good investment in my opinion because of the huge decrease in sugar that is required.” And Rachel Tayse in her Hounds in the Kitchen blog, “I often make large batches with Pomona’s, something forbidden by other pectins. Each package makes 3 or 4 batches of jam, making it more cost effective than other brands too.”

**Pomona’s Universal Pectin** has been sold in natural food stores, food cooperatives, and at farm stands for 30 years. It is brought to you by Workstead Industries, a small, family-owned business. For more information or to schedule an interview, contact Mary Lou Sumberg, 510-526-1005: [PomonaPectin@gmail.com](mailto:PomonaPectin@gmail.com).

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