



Contact: Barbara Graham  
Block & DeCorso  
Verona, NJ 07044  
Ph: 973-857-3900  
bgraham@blockdecorso.com

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### **All Pompeian Red Wine Vinegars Are Naturally Petroleum Free**

BALTIMORE, MD – July 2009 – Recently Heinz, the maker of distilled white vinegar, raised the specter of some white vinegars being made with petroleum oil. The Heinz hometown newspaper then picked up the story and compared Heinz sales to the next major brand, Pompeian, as well as private label sales. The article failed to note that Pompeian is a leader in *red wine vinegar*, and does not even produce the questionable white variety. Pompeian’s product is made from the natural fermentation of wine, not a distilling process.

“Red wine vinegar has been around for perhaps 7,000 years, and we’re proud that our brand is number one in the category,” stated Bill Monroe, CEO of Pompeian. “We hate to think that consumers may question our product when it doesn’t have anything in common with the white distilled product. Pompeian has nothing to do with the Heinz company’s battle with private label white vinegars.”

Pompeian vinegars are made from red wines imported from Spain, which gives the products superior flavor and aroma, while providing the healthy benefits of being fat-free, gluten-free and non-allergenic. Equally important they enhance the taste of many dishes without adding salt.

In addition to traditional Red Wine Vinegar, Pompeian produces Roasted Garlic Infused Red Wine Vinegar and a number of antioxidant enriched products that use the juice of natural fruits. These products include Pompeian Pomegranate Infused Red Wine Vinegar; Pompeian Açai Pomegranate Infused Red Wine Vinegar, and Pompeian Blueberry Pomegranate Infused Red Wine Vinegar. The company also has three balsamic vinegar varieties.

For further information on Pompeian vinegar and other products, please visit:

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

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.*

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