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NEW HEALTH BENEFITS OF WINE VINEGAR BEING DISCOVERED

BALTIMORE, MD - September 2006 – Long a favorite on America's tables because of the taste it adds to salads and other dishes, red wine vinegar is now developing a health-food aura based on findings that it may combat hypertension, diabetes, and obesity, as well as bacteria-borne diseases.

Historically, vinegar was originally used medicinally on wounds. In the Middle Ages, hand-washing with vinegar was encouraged to avoid infections, especially during autopsies. Later, in the 18th century, such ailments as stomach pains, croup, and poison ivy were treated with vinegar. But during the past two decades, small-scale studies of vinegar have found new reasons for health-conscious consumers to think about using it on a daily basis.

According to Riska Platt, MS, RD, nutritionist for Pompeian, Inc., which produces the number one red wine vinegar in the U.S., there have been indications that vinegar may lower the glucose response in humans prone to diabetes. In 2004, researchers reported in *Diabetes Care* that vinegar improved insulin sensitivity to a high carbohydrate diet in subjects with insulin resistance or type 2 diabetes. Late in 2005, another study in the *European Journal of Clinical Nutrition* suggested that vinegar supplementation lowered glucose and insulin responses and increased satiety after a bread meal in healthy subjects. In December 2005 the *Journal of the American Dietetic Association*, reported that vinegar and peanut products were complementary foods to reduce blood sugar after eating high glycemic-load meals.

Additionally, a comprehensive look at various studies and articles by a team at Arizona State University in the spring of 2006, reported that vinegar is a dietary source of polyphenols which defend against oxidative stress, and a study in China demonstrated a reduced risk of esophageal cancer.

Health-conscious cooks appreciate the fact that vinegar adds so many flavors to recipes without any salt, fat or alcohol. And, many consumers enjoy the bacterial fighting properties of vinegar, due to its high acidity.

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Pompeian Red Wine Vinegar is a strongly aromatic, taste-tingling condiment. To produce this rich-looking, rich-tasting premium quality product, Pompeian carefully chooses and blends premium domestic red wine vinegar with imported aged Spanish wine vinegar.

The result is a vinegar that is a worthy accompaniment to Pompeian's family of olive oil products in any salad dressings. Vinegar also enhances numerous fish, seafood, and meat dishes - as a sauce or for deglazing.

Pompeian Red Wine Vinegar with Garlic Flavor offers a special accent over the standard variety. It is a classic blend of two quintessential Mediterranean flavors - red wine vinegar and a perfect hint of mild, natural garlic. These two Old World flavors add a dramatic flare to salads, marinades, and sauces.

For individuals with celiac disease, there are vinegar variations such as Pompeian's Traditional Rice Vinegar or Seasoned Rice vinegar which are gluten free. Pompeian imported Rice Vinegar Traditional is distilled from the sweet fermented residue of sake and only the finest rice available. Softened with water to lower the acidity, the rice vinegar has a sweet tanginess that accents food. Milder in flavor than fruit and wine vinegars, naturally fat-free and gluten-free Pompeian Rice Vinegar makes a great dressing and marinade, adding a delicious flavor to salads, vegetables, coleslaw, grilled or barbecued chicken, sauces, and sushi.

Imported Pompeian Seasoned Rice Vinegar adds a touch of flavor to the fermenting of the finest rice available. Selected herbs are blended in, creating a light tangy flavor. Naturally fat-free and gluten-free Seasoned Rice Vinegar is perfect for dressing salads, sprinkling on stir-fried or steamed vegetables, splashing on pasta salads and marinating chicken.

Compared to other leading brands Pompeian provides 33% more vinegar for the price, making it a great consumer value, too.

Pompeian is celebrating its 100th year of importing products to the U.S. As a leader in fine wine vinegars, olive oils, and gourmet cooking wines, Pompeian, Inc. is further driving product sales with "The Healthy Table" Recipe Booklet featuring 24 recipes, including three recipes from famous cookbook author and TV personality, Nick Stellino, and nutritional tips from Riska Platt, MS, R.D. An order form is available at www.pompeian.com.

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