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POMEGRANATE

Wine tastes just like its fruity color

Wine lovers occasionally use the term "pomegranate" to describe the flavor or color of red wines. Now there's a wine that's actually made from the fruit. You can find a bottle for \$9 at Central Market, where a shelf label touts its antioxidant benefits. Add to that the much ballyhooed claims that red wine is good for you (now being re-examined), and you've got "double bang for your buck," says the store's wine and beer manager, Martin Korson.

The wine, from Armenia, is sweet, fruity and pleasant, perfect for a novice drinker. "I like this in a wine-cooler, back-in-high-school kind of way," one taster commented. Chronicle wine guru Mike Lonsford suggested pairing it with smoked turkey and cranberry sauce — or using it in a wine spritzer.

"Well-chilled," he added.

- PEGGY GRODINSKY