

Why Choose Cherries?

Fast Facts About The Underleveraged “Super Fruit”

Cherries have a powerful nutrient profile.

- *Cherries are rich in antioxidants, containing similar amounts as blueberries and other berries. They are also one of the few known, researched sources of the antioxidant melatonin.* (USDA Human Nutrition Research Center on Aging at Tufts University; Brunswick Laboratory, Wareham, Mass; Burkhardt S, et al. *Journal of Agricultural and Food Chemistry*; 2001.)



Cherries' appealing red color is a cue for good health.

- *The rich red color comes from powerful antioxidants called anthocyanins. Studies suggest anthocyanins may reduce risk factors for heart disease and inflammation.* (Andersen, O.M. *Flavonoids: Chemistry, Biochemistry and Applications*. CRC Press, Boca Raton FL 2006.)



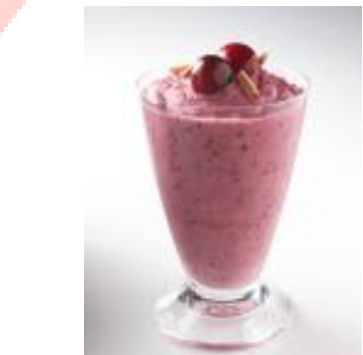
Cherries are on trend.

- *QSR magazine (April 2007) forecast cherries a next "it" ingredient.*
- *Restaurant Business (March 2008) cites cherries as a healthy “must have” ingredient on today’s menu.*
- *“Cherries are a Super Fruit with vast potential outside of the pie.” (Food Processing, April 2008).*



Cherries are available year-round in dried, frozen and juice forms.

- *Because of their versatility, cherries are well-suited for a variety of foods, from beverages to snack options to prepared entrees.*
- *Cherries are an easy swap for other fruits and berries.*



Consumers love the sweet/ tart taste of cherries.

- *A 2006 consumer research study revealed that nearly twice as many consumers prefer the taste of cherries (62%) compared to blueberries (online survey of 1556 respondents, Sept. 2006).*
- *Focus groups revealed broad appeal across ages and taste preferences (Dec. 2007).*



Cherries are supported by a powerful marketing campaign to increase consumer demand.

- *Since 2007, cherries have been making headlines as one of today’s emerging “SuperFruits” in top media including CNN, FOX Business News, NBC’s Today Show, The New York Times and more!*