

ROAD TO MONTMORENCY

WHY MONTMORENCY MATTERS

A cherry isn't just a cherry. When it comes to tart cherries, the Montmorency varietal is the cherry with more. There are more than 60 studies exploring the potential benefits of North-American grown Montmorency tart cherries.

WHAT IS MONTMORENCY?

MONTMORENCY OFFERS MORE



SCIENTIFIC STUDIES



NORTH-AMERICAN GROWN APPEAL



ON-TREND SWEET-TART TASTE



PRODUCT APPLICATIONS FROM SWEET TO SAVORY



CONSISTENT YEAR-ROUND AVAILABILITY

MONTMORENCY IS THE NAME OF THE MOST COMMONLY-GROWN TYPE OF TART CHERRY IN THE U.S.



LOCALLY-GROWN

275 TO 300 MILLION POUNDS
THE AMOUNT OF TART CHERRIES THE U.S. PRODUCES EACH YEAR

OF THIS CROP, **70-75%** COMES FROM **MICHIGAN**
OTHER BIG TART CHERRY GROWING AREAS INCLUDE UTAH, NEW YORK, WASHINGTON, OREGON, PENNSYLVANIA, WISCONSIN AND CANADA.

SUPPORTED BY SCIENCE

ANTHOCYANINS
ARE THE KEY PHYTONUTRIENT COMPOUNDS IN TART CHERRIES. THIS FLAVONOID GIVES THEM THEIR RUBY-RED COLOR, DISTINGUISHING TASTE AND POTENTIAL HEALTH-PROMOTING PROPERTIES.

EXERCISE RECOVERY
Montmorency tart cherry juice is growing among athletes as a natural food to aid exercise recovery. Research has shown tart cherry juice may help:

- Ease muscle pain associated with exercise¹
- Accelerate recovery of muscle strength²

SLEEP
Americans spend more than \$84 million on over-the-counter sleep aids each year, leaving many searching for cost-effective, natural ways to help promote better sleep. Montmorency tart cherries are one of the few natural food sources of melatonin, a natural hormone that helps regulate sleep cycles.

Research has shown that two glasses of tart cherry juice each day may help:

- Increase sleep time³
- Increase sleep efficiency⁴
- Reduce insomnia in older adults⁵

INFLAMMATION
Montmorency tart cherries may help reduce inflammation related to arthritis and gout. Research has revealed that tart cherry juice can:

- Reduce inflammation associated with osteoarthritis⁶
- Lower risk of gout attack⁷
- Reduce uric acid levels⁸

HEART HEALTH
Montmorency tart cherries may provide a number of cardiovascular benefits. Research shows Montmorency tart cherries may help:

- Lower blood pressure⁹
- Reduce risk of stroke¹⁰
- Lower triglycerides¹¹
- Decrease cholesterol levels¹²

ON-TREND

WITH AMERICANS MORE INTERESTED IN THE ORIGIN OF THEIR FOOD¹³, MONTMORENCY TART CHERRIES DESERVE A SECOND LOOK. MONTMORENCY TART CHERRIES ARE A NORTH AMERICAN-GROWN SUPERFRUIT SOURCED FROM SMALL FAMILY ORCHARDS. CHOOSING MONTMORENCY TART CHERRIES CAN HELP:

- SUPPORT LOCAL AGRICULTURE
- PRESERVE GENERATIONS-OLD FAMILY FARMS

BUT TART CHERRIES GO WAY BEYOND JUST CHERRY PIE...
Influenced in part by our more adventurous approach to global cuisines, flavor preferences have shifted from sweet to sour. The result has been growing popularity of Greek yogurt, kimchi, varietal vinegars, sour beer, pickling and fermentation. Tart cherries have a unique sour-sweet taste that meets the growing demand for sour flavors, offering a flavorful complement to a variety of dishes.

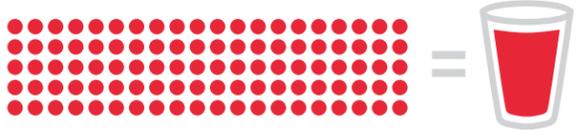
TRY TART CHERRIES IN THESE POWER PAIRINGS:

| | | | |
|---------------------------|------------------------------|-------------|----------------|
| WITH NUTS, BEANS & GRAINS | ON SALADS | WITH FISH | IN COCKTAILS |
| WITH PORK OR BEEF | IN SPORTS DRINKS & SMOOTHIES | WITH YOGURT | IN BAKED GOODS |

THEIR DRIED, FROZEN, CANNED, JUICE AND CONCENTRATE FORMS ARE AVAILABLE ALL YEAR-ROUND AND THEIR UNIQUE SWEET-TART TASTE MAKES THEM A COMPLEMENT TO A VARIETY OF DISHES.

FAST FACTS

NUTRITION FACTS FOR MONTMORENCY TART CHERRIES

 THERE ARE 100 TART CHERRIES IN AN 8 OZ. GLASS OF TART CHERRY JUICE

 IT TAKES 6 TO 8 POUNDS OF FRESH TART CHERRIES TO MAKE 1 POUND OF DRIED TART CHERRIES

IT TAKES 7 YEARS FOR A YOUNG TART CHERRY TREE TO START BEARING FRUIT, AND IT STOPS PRODUCING WHEN IT'S ABOUT 35 YEARS OLD.

 90% OF TART CHERRIES CONSUMED IN THE U.S. ARE GROWN IN THE U.S.

FEBRUARY IS NATIONAL CHERRY MONTH

 TAKES PLACE EVERY YEAR DURING THE FIRST WEEK OF JULY IN TRAVERSE CITY, MICHIGAN. THE EVENT DRAWS MORE THAN 500,000 PEOPLE FROM ALL OVER THE WORLD TO SAMPLE CHERRY PRODUCTS AND PARTICIPATE IN FESTIVAL EVENTS.

FROZEN TART CHERRIES

Nutrition Facts
Serving Size: 1 cup (140g)

| Amount Per Serving | |
|-------------------------|-----------------|
| Calories: 60 | Cal from Fat: 5 |
| % Daily Value* | |
| Total Fat 0.5g | 1% |
| Saturated Fat 0g | 0% |
| Cholesterol 0mg | 0% |
| Sodium 0mg | 0% |
| Total Carbohydrates 15g | 5% |
| Dietary Fiber 2g | 8% |
| Sugars 13g | |
| Protein 1g | |

Vitamin A 25% • Vitamin C 4%
Calcium 2% • Iron 4%

DRIED TART CHERRIES

Nutrition Facts
Serving Size: 1/2 cup (60g)

| Amount Per Serving | |
|-------------------------|-----------------|
| Calories: 200 | Cal from Fat: 0 |
| % Daily Value* | |
| Total Fat 0g | 0% |
| Saturated Fat 0g | 0% |
| Cholesterol 0mg | 0% |
| Sodium 0mg | 0% |
| Total Carbohydrates 40g | 16% |
| Dietary Fiber 2g | 8% |
| Sugars 41g | |
| Protein 2g | |

Vitamin A 45% • Vitamin C 0%
Calcium 2% • Iron 4%

TART CHERRY JUICE

Nutrition Facts
Serving Size: 8 oz. (227g)

| Amount Per Serving | |
|-------------------------|-----------------|
| Calories: 140 | Cal from Fat: 0 |
| % Daily Value* | |
| Total Fat 0g | 0% |
| Saturated Fat 0g | 0% |
| Cholesterol 0mg | 0% |
| Sodium 30mg | 1% |
| Total Carbohydrates 33g | 11% |
| Dietary Fiber 0g | 0% |
| Sugars 25g | |
| Protein 1g | |

Vitamin A 4% • Vitamin C 0%
Calcium 2% • Iron 8%

TART CHERRY JUICE CONCENTRATE

Nutrition Facts
Serving Size: 2 tablespoons (40g)

| Amount Per Serving | |
|-------------------------|-----------------|
| Calories: 100 | Cal from Fat: 0 |
| % Daily Value* | |
| Total Fat 0g | 0% |
| Saturated Fat 0g | 0% |
| Cholesterol 0mg | 0% |
| Sodium 45mg | 2% |
| Total Carbohydrates 23g | 8% |
| Dietary Fiber 0g | 0% |
| Sugars 22g | |
| Protein 1g | |

Vitamin A 0% • Vitamin C 0%
Calcium 0% • Iron 4%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

ROAD TO MONTMORENCY

YOUR TOUR OF THE TART CHERRY

TO LEARN MORE



ABOUT MONTMORENCY, THE CHERRY WITH MORE, VISIT

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¹ Kuehl KS, et al. Efficacy of tart cherry juice in reducing muscle pain during running: a randomized controlled trial. *J Int Soc Sports Nutr.* 2010;7:17-22.

² Howatson G, et al. Influence of tart cherry juice on indices of recovery following marathon running. *Scand J Med Sci Sports.* 2010;20:843-852.

³ Liu AG, et al. Tart cherry juice increases sleep time in older adults with insomnia. *Experimental Biology.* San Diego, CA. April 28, 2014.

⁴ Howatson G, et al. Effect of tart cherry juice (Prunus cerasus) on melatonin levels and enhanced sleep quality. *Eur J Nutr.* 2012;51:909-916.

⁵ Pigeon WR, et al. Effects of a tart cherry juice beverage on the sleep of older adults with insomnia: A pilot study. *J Med Food.* 2010;13:579-583.

⁶ Kuehl KS, et al. Efficacy of tart cherry juice to reduce inflammation biomarkers among women with inflammatory osteoarthritis. *J Food Studies.* 2012;1:14-25.

⁷ Zhang Y, et al. Cherry consumption and decreased risk of recurrent gout attacks. *Arthritis Rheum.* 2012; 64:4004-11.

⁸ Bell PG, et al. Montmorency tart cherry (Prunus cerasus L.) concentrate lowers uric acid, independent of plasma cyanidin-3-O-glucosiderutinoside. *J Funct Foods.* 2014;11:82-90.

⁹ Koane KM, et al. Effects of Montmorency tart cherry (Prunus Cerasus L.) consumption on vascular function in men with early hypertension. *Am J Clin Nutr.* 2016;103:1531-1539.

¹⁰ Seymour EM, et al. Effect of tart cherry versus PPAR agonist pioglitazone on stroke-related phenotypes and inflammation. *FASEB J.* 2013;27:359.7.

¹¹ Martin KR, et al. 100% Tart cherry juice reduces plasma triglycerides and CVD risk in overweight and obese subjects. *FASEB J.* 2010; 24 (Meeting Abstract Supplement): 722.14.

¹² Seymour EM, et al. Tart cherry-enriched diets reduce atherosclerosis and mortality in mice. *FASEB J.* 2011; 25 (Meeting Abstract Supplement): 980.10.

¹³ Mintel. North America 2016. *Consumer Trends* 2016. October 2016.

MONTMORENCY
TART CHERRIES™