



MONTMORENCY TART CHERRIES

DIFFERENT THAN
THE REST
OF THE
BUNCH

See how a growing crop of health research
sets the North American Montmorency tart cherry apart

MONT**MORENCY**
TART CHERRIES™

A GROWING BODY OF SCIENTIFIC EVIDENCE

Montmorency tart cherries have been studied more than any other type of cherry — and the evidence is growing. The ruby-red fruit contains anthocyanins, which have been the focus of health-related research. There are more than 50 scientific studies exploring a range of areas like exercise recovery, sleep, inflammation and heart health.



Some of the latest research on Montmorency tart cherries:

EXERCISE RECOVERY



Marathon runners who drank Montmorency tart cherry juice before and after a long-distance race experienced a **FASTER RECOVERY OF MUSCLE STRENGTH AND REPORTED LESS MUSCLE DISCOMFORT** compared to those who drank a different beverage. Runners drank either the tart cherry juice or a placebo twice a day for 5-7 days before the marathon, on race day and for up to 48 hours following the race.^{1,2}

INFLAMMATION



A study found that 12 healthy adults who drank two servings of Montmorency tart cherry juice a day for two days experienced **A REDUCTION IN BLOOD LEVELS OF URIC ACID AND C-REACTIVE PROTEIN, A MEASURE OF INFLAMMATION.** High levels of uric acid are linked to gout, a form of arthritis that can cause severe attacks of intense pain and swelling in various joints. Further research is needed to determine longer term effects, if any, in supporting normal levels of these inflammation markers.³

SLEEP



Montmorency tart cherries are one of the few natural food sources of melatonin. Emerging research found 20 adults who drank two daily glasses of tart cherry juice **SLEPT ABOUT 40 MINUTES LONGER** on average and had up to a 6 percent increase in sleep efficiency. Researchers also found that drinking tart cherry juice daily **HELPED REDUCE THE TIME SPENT AWAKE** after going to sleep among a group of 15 volunteers who self-reported results in a pilot study.^{4,5}

¹ Howatson G, et al. *Scandinavian Journal of Medicine and Science in Sports*. 2010.

² Kuehl KS, et al. *Journal of the International Society of Sports Nutrition*. 2010.

³ Bell PG, et al. *Journal of Functional Foods*. 2014.

⁴ Howatson G, et al. *European Journal of Nutrition*. 2012.

⁵ Pigeon WR, et al. *Journal of Medicinal Food*. 2010.



ALWAYS IN SEASON

Montmorency tart cherries are harvested in July, but they're available year-round in a variety of convenient forms: dried, frozen, canned, juice and juice concentrate.



SWEET TO SAVORY

With an on-trend sweet-tart taste and eye-catching ruby-red color, Montmorency tart cherries have burst out of their pie shell and are now cropping up in a variety of products. They add standout flavor to savory applications like salsas, barbecue sauces and other condiments. Montmorency tart cherries are also excellent in snack bars, trail mixes, cereals and grains, baked goods, dairy products and functional beverages.



HOMEGROWN APPEAL

Montmorency tart cherries are grown almost exclusively on small, generations-old family farms in the U.S. and Canada, offering a way to elevate an ingredient list with a local superfruit.

► To read more about the health benefits of Montmorency tart cherries **visit choosecherries.com**

MONTMORENCY

OFFERS MORE:



SCIENTIFIC STUDIES



NORTH AMERICAN-GROWN appeal



consistent year-round AVAILABILITY



on-trend SWEET-TART TASTE



PRODUCT APPLICATIONS from sweet to savory

THE
CHERRY WITH
MORE™

To source The Cherry With More, go to cherryprocessor.com.