

# ROAD 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**











## SUPPORTED BY SCIENCE

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



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.

## **ANTHOCYANINS**

ARE THE KEY
PHYTONUTRIENT
COMPOUNDS IN
TART CHERRIES.
THIS FLAVONOID
GIVES THEM THEIR
RUBY-RED COLOR,
DISTINGUISHING
TASTE AND
POTENTIAL 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 strength<sup>2</sup>

### **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 time<sup>3</sup>
- Increase sleep efficiency4
- Reduce insomnia in older adults<sup>5</sup>



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

- associated with osteoarthritis<sup>6</sup>
- Lower risk of gout attack<sup>7</sup>
- Reduce uric acid levels8

### INFLAMMATION



**Reduce inflammation** 

#### **HEART HEALTH**



- Lower blood pressure<sup>9</sup>
- Reduce risk of stroke<sup>10</sup>
- Lower triglycerides<sup>11</sup>
- Decrease cholesterol levels<sup>12</sup>

### **ON-TREND**

WITH AMERICANS MORE INTERESTED IN THE ORIGIN OF THEIR FOOD<sup>13</sup>, 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:



**BEANS & GRAINS** 



WITH PORK IN SPORTS DRINKS

SALADS

& SMOOTHIES



**FISH** 





**COCKTAILS** 





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.

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



## **FAST FACTS**

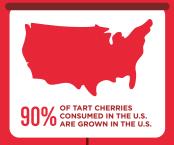
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THERE ARE 100 TART CHERRIES IN AN 8 OZ. GLASS OF TART CHERRY JUICE



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.









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.



ABOUT MONTMORENCY,
THE CHERRY WITH MORE, VISIT

### **CHOOSECHERRIES.COM**



# NUTRITION FACTS FOR MONTMORENCY TART CHERRIES



Nutrition Facts Serving Size: 1 cup (140g)		
Amount Per Serving		
Calories: 60	Cal from F	at: 5
	% Daily \	/alue*
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%







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

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