

— U.S. MONTMORENCY TART CHERRIES —

A RED HOT INGREDIENT FOR FOOD & BEVERAGE PRODUCT DEVELOPERS

No longer limited to the baking aisle, tart cherries are now a sought-after ingredient in a wide range of nutritious foods and beverages for today's health-conscious consumer.

Product innovations featuring tart cherries are up 94% in the past six years, and consumers are looking for even more ways to enjoy this superfruit.¹

U.S.-grown tart cherries are available in a variety of forms year-round to apply to a wide range of applications, allowing for innovative food and beverage products that meet consumer demand.



5 REASONS TART CHERRIES HIT THE SWEET SPOT FOR NEW INNOVATIONS

1 FLAVOR VERSATILITY

With consumers increasingly seeking sour, less sweet flavors, tart cherries provide the ideal sour-sweet flavor profile for both savory and sweet product applications. Because tart cherries contain less natural sugar compared to many other fruits, they've become a favorite ingredient for keto desserts and snacks. Even desserts are moving to a more savory side, and tart cherries can help strike the right complexity and balance.



Nearly
65%
of consumers
would feel better
about purchasing
an indulgent
food containing
tart cherries.²

2 SUPERFRUIT BENEFITS

Tart cherries, which contain natural melatonin, have been the focus of multiple sleep studies exploring the quality and duration of sleep, insomnia and sleep efficiency. Other studies have explored tart cherry consumption on exercise recovery, gout attacks, arthritis symptoms, heart health, blood pressure and gut health.

Learn more about the science-based benefits of tart cherries at ChooseCherries.com

3 LEVERAGE TODAY'S TRENDS

Sour or tart cherries allow product developers to tap into today's food and beverage trends that consumers are gravitating towards. From clean ingredient labels to plant-forward products to those looking for less-sweet functional food and beverage options, tart cherries allow innovations to connect to the latest trend.

7 out of 10

consumers agree the superfruit can be used in a variety of food and beverage items, which can inspire countless new innovations.²

4 VIBRANT RED COLOR



The bold, bright red color of tart cherries is due to the concentration of anthocyanins, a type of polyphenol in the flavonoids family.

The color red in food and beverage innovations communicate high nutritional content, a dynamic sensory experience and intense flavor profiles.

More than
60% of consumers like the "pop of red" that tart cherries bring to an item.²

5 U.S. GROWN

Tart cherries are a specialty crop in the United States – primarily grown on small, generations-old family farms. Montmorency is the varietal most commonly grown in America, and this is meaningful attribute for consumers who increasingly care about food origins and want to support local agriculture. Locally grown produce is associated with better quality and a lower carbon footprint compared to imported foods.

92% of consumers prefer
a U.S. grown tart
cherry vs. imported tart cherries.²



INSPIRATION FOR TART CHERRY INNOVATIONS

Tap into today's trends with these product concepts using **U.S. grown tart cherries** that were developed in partnership with Culinex.

CuliNex

POWER DOWN POPS

TRENDS: Sleep and relaxation foods, permissible indulgence, snacking
Popsicles or frozen fruit bars that contain tart cherries and other calming ingredients, such as green tea or chamomile, to promote sleep health in an indulgent treat.



FRUIT 'N GAME MEAT STICKS

TRENDS: Protein snacking, meat snacks, keto, meat + fruit

This premium meat stick line offers adventurous combinations of dried tart cherries for a sour counterbalance to the richness and umami of premium game meats.



SOUR CHERRY SHRUBS

TRENDS: Gut health, tart flavors, vinegar-based beverages, mocktails, wellness shots

Dubbed the next kombucha, vinegar-based drinks like shrubs and switchels have become a global trend in restaurants and retail.



OVERNIGHT POWER OATS

TRENDS: Whole grains, protein, convenient breakfast, breakfast all day
Dried tart cherries paired with oats, nuts and spices along with egg whites for high-quality protein.



WARRIOR SLUSHIES

TRENDS: Real food recovery drinks, targeted nutrition, botanicals, on the go

A performance-focused drink that offers the recovery benefits of tart cherry juice in a fun and ready-to-drink format for the busy on-the-go athlete or fitness enthusiast.



GLOBAL ACCENT SAUCES

TRENDS: Complex heat, global cuisine, chile peppers, restaurant at home, reimagined basics

A line of condiments highlighting tart cherry's balance of acidity and sweetness to elevate sandwiches or grilled meats.



RELISH EVERYTHING

TRENDS: Fermentation, sour flavors, charcuterie boards, premium condiments

A line of pickled and preserved tart cherries that showcase the natural acidity of tart cherries in a savory way for charcuterie boards, roasted meat, sandwiches and toast.



FUEL BOMBS

TRENDS: Custom nutrition, snacking, keto, portable convenience

Bite-size clusters of tart cherries, roasted nuts and fruits seasoned with bold flavors and high-quality protein to elevate snacking.



BOUTIQUE REGIONAL CHEESES WITH TART CHERRIES

TRENDS: Provenance, regional American cuisine, foods with a story, charcuterie boards, restaurant at home

A cheese line featuring U.S. grown tart cherries combined with cow, goat and sheep's milk cheeses from local creameries.



FOR MORE INFORMATION

Visit ChooseCherries.com for more detailed descriptions of these product concepts, a downloadable innovation guide, tart cherry nutrition research and a list of suppliers.

SOURCES

1. Mintel Global New Products Database (GNPD), 2022.
2. Datassential. Custom Research fielded November 2022, an online survey of 1,500 consumers representing the general population.

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