



THE TREND OF TART

Why Tart Cherries are a Red Hot Ingredient for Product Developers and Chefs

MONTMORENCY
U.S. TART CHERRIES™

CuliNex

D DATAESSENTIAL

MINTEL



THE TART FOOD TREND



We know product developers and chefs routinely use consumer trends to inspire new innovations. One trend that has been gaining momentum in recent years

has been the demand for sour, less sweet foods and beverages.

The heightened interest in sour has connections to health and wellness. From kimchi and kombucha to apple cider vinegar, Greek yogurt and fermented or pickled foods, consumers feel they are enjoying something good when it features sour.

With **80%** of sour's top growing claims related to a functional benefit, there is an opportunity to create a product that is functional and flavorful.

FONA¹

“Sophisticated sour” is one of the flavor trends identified by Virginia Dare.² The New York flavor house says this soaring trend, along with bitter and tart profiles, is predicted to impact tonics, cocktails, beers,

condiments, sweet treats and savory foods blended with a touch of sour.

Tart, sour and fermented flavors were also identified by Flavorchem as a mainstream trend, as consumers shift away from sweet flavors.³ Sour is not only a big trend among product developers, tartness is also taking a more prominent place on restaurant menus.⁴



Datassential reveals that “sour” is featured on 63% of restaurant menus and ranks in the 90th percentile for future growth potential – predicted to grow +3% on menus in the next 4 years.⁵

REPUTATION BEVERAGE CO.
Michigan Tart Cherry Kombucha

Sour's growth is predicted to outperform 90% of all other foods, beverages and ingredients over the next 4 years.⁵



Sour is a favorite of mixologists and craft beverage makers who are turning to tart cherry, quince, tamarind, yuzu, pickle brine and other sour elements to achieve the desired tartness. Shrubs and switchels are enjoying a resurgence – these old-fashioned drinking vinegars were popular in Colonial times when refrigeration wasn't available. Now they're used for cocktails or sipped like a soda.

WHY TART CHERRIES CAN HIT THE SWEET SPOT FOR YOUR PRODUCT DEVELOPMENT NEEDS

With today's changing palates, tart cherries, also known as sour cherries, provide the ideal multi-faceted, sweet-tart flavor profile for foods and beverages with a superfruit and premium positioning.

6 out of 10 consumers
“like” or “love” sweet-tart products

Datassential Custom Research⁷

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. This ruby-red stone fruit is incredibly versatile for both savory and sweet product applications.

More and more foods and beverages “made with tart cherries” are hitting store shelves as consumers increasingly value the flavor and nutrition benefits of this superfruit.

New tart cherry products have increased 113% during the last 5 years, according to Mintel's Global New Products Database.⁸

113% INCREASE

NEW TART CHERRY PRODUCTS INTRODUCED IN LAST FIVE YEARS

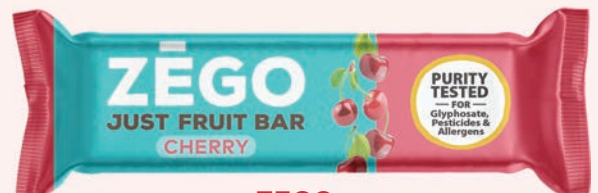
Snacks made with tart cherries – such as nutrition bars, energy bites, trail mix, granola, dried cherries, jerky and other meat snacks – experienced the largest growth of new tart cherry products in the past 5 years (35%).⁸



WHY BARS
Cherry Chia



PATTERBAR
Fruit + Nut + Seed



ZEGO
Just Fruit Bar: Cherry



THE GFB
Chocolate Cherry
Almond GFB Bites



HANDFULLS
Fusions Denali
Mountain Mix

Mintel Global New Products Database

Tart cherry juice and other beverages made with tart cherries have also made a splash in the marketplace - including kombucha, cold-brew coffee, sour beer, ciders, lemonade, exercise recovery drinks and cold-pressed wellness shots. This category represented 28% of new tart cherry products that were launched in North America during the last 5 years.⁸



CALIFIA FARM'S Tart Cherry Lemonade

Wellness Shots

Tart cherries have become a favorite addition to the growing category of wellness shots - combined with turmeric, ginger, probiotics, collagen and other trending ingredients.

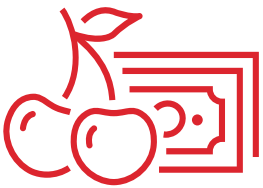


INCREASE PURCHASE INTENT WITH TART CHERRIES

An analysis by Datassential revealed that consumers are interested in buying products containing tart cherries, with nearly two-thirds of consumers interested in consuming tart cherries once a week.⁷ They'll even pay more for products featuring this premium superfruit.

Nearly **70%** of consumers would feel better about purchasing an indulgent food with tart cherries.

Datassential Custom Research⁷



A majority (55%) of consumers said they'd spend more for products made with tart cherries, with health-conscious shoppers (70%) even more likely to pay extra if they saw tart cherries on the label.

While tart cherries are increasingly featured in functional beverages and health-positioned foods, they're still a favorite ingredient in confectionary products and baked goods. In fact, the addition of tart cherries adds a health halo to these sweets - reinforcing the trend of "permissible indulgences."



TART CHERRIES ARE TRENDING ON RESTAURANT MENUS

Chefs are turning their attention to tart cherries, using the brightly colored fruit in a variety of ways, including salads, sandwiches, entrées, drinks and desserts.

Based on 4,800 restaurants representative of the U.S. restaurant census in 2020, tart cherries have experienced a +27% menu penetration growth in the last 10 years and are predicted to grow +6% over the next 4 years.⁵

The pleasing acidity of tart cherries makes a welcome addition to dressings, sauces, reductions, glazes and gastriques. In sandwiches and appetizers, tart cherries are often used as a spread, chutney or relish - adding a sweet-tart zing to savory dishes.

+13%
menu penetration

Datassential MenuTrends

Dried tart cherries, which have a more developed and somewhat sweeter flavor, are frequently featured in salads on restaurant menus, and are often paired with pungent cheeses, nuts, vinaigrettes, chicken and apples.

Autumn-inspired ingredients like Brussels sprouts (+227% 4-year growth), mustard, turkey and maple are additional trending pairings with tart cherries.

Tart cherries also shine in desserts - from classic sour cherry pie and cheesecake to pastries, cakes, cookies, bread puddings and frozen desserts.

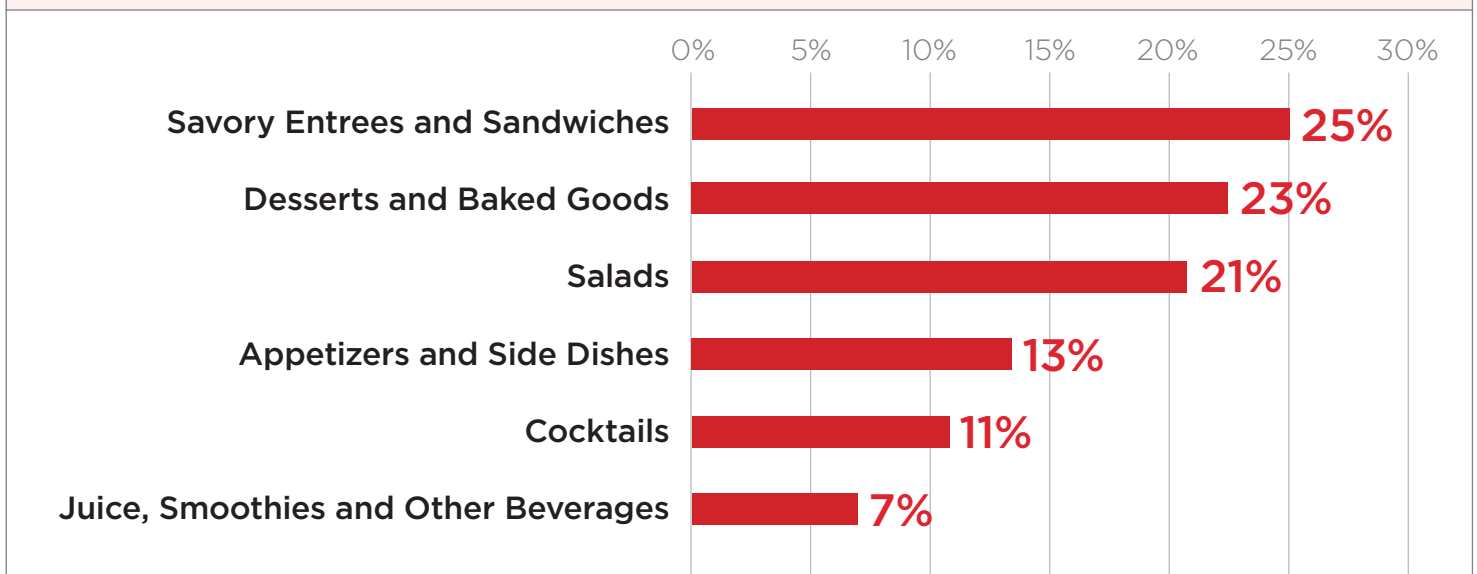


CHICK-FIL-A
Superfood Side



PANERA BREAD
Cherry Cheese Brittany

% OF MENU ITEMS FEATURING TART CHERRIES



Datassential MenuTrends 2020

A HOMEGROWN SUPERFRUIT

Tart cherries are a specialty crop in the United States – primarily grown on small, generations-old family farms. Montmorency is the variety of tart cherry most commonly grown in the U.S. and Canada. The name comes from the Montmorency valley just north of Paris, where tart cherries were cultivated in the 18th century. The area was named for one of the oldest and most distinguished families of the French nobility.

Even though Montmorency tart cherries have a French heritage, this ruby-red fruit closely linked to cherry pie and George Washington’s mischievous hatchet is an all-American classic.

About 70% of the nation’s tart cherries are grown in Michigan – home to the “Cherry Capital of the World” in Traverse City. Other tart-cherry producing states include Utah, Washington, Oregon, New York, Wisconsin and Pennsylvania.

While the majority of tart cherries consumed in the United States are grown here, other countries are increasingly exporting tart cherries to the U.S. Although, more than ever, shoppers prefer locally grown food and want to support U.S. farmers.



Consumers associate local produce with better quality and a lower carbon footprint compared to imported foods, which are attributes they value. The majority of tart cherries from Europe and other parts of the world are not the Montmorency variety, and virtually all of the health-related research on tart cherries have been conducted on Montmorency tart cherries.



85% of consumers would prefer to buy a U.S. grown tart cherry vs. imported tart cherries

Datassential Custom Research⁷

History of Tart Cherries

Tart cherries, or *Prunus cerasus*, are thought to be a natural hybrid between wild *Prunus avium* and *Prunus fruticosa*. The botanical name is derived from the Turkish town of Cerasus. First cultivated around the Black and Caspian Seas, tart cherries were popular with ancient Romans, Greeks and Persians who introduced them into Britain long before the 1st Century AD. Tart cherries, more commonly referred to as sour cherries in other countries, remain popular in the Middle East, including Persian rice pilafs, sour cherry meatballs and kebabs in a sweet-tart sauce with Aleppo pepper, and a sour cherry jam flavored with cardamom. In Portugal, a popular sour cherry liqueur called Ginjinha is served in small edible chocolate cups.



5 REASONS TO CHOOSE TART CHERRIES FOR NEW INNOVATIONS

With their distinctive sour-sweet taste, unique nutrition profile, science-supported benefits, premium appeal, bright red color and U.S. grown status, tart cherries are an ideal ingredient for product developers looking to create new standout foods and beverages.

1 FLAVOR VERSATILITY

As the tart trend continues to gain traction, tart cherries can add just the right flavor profile to a diverse range of product applications. The acidic notes of tart cherries can brighten up both sweet and savory foods and beverages. Tart cherries pair well with “spicy,” which was the #1 top trending pairing description with tart cherries on menus.⁵ The addition of a bit of heat – such as cayenne, chipotle, habanero, ancho, serrano and other flavorful chile peppers – releases the tangy, savory and even umami-like flavors of tart cherries.

That’s why tart cherries work well with meats, including pork and game, and are increasingly popular in cherry-chipotle BBQ sauces, chilis and other hearty dishes made with chile peppers and warm spices.

37% of millennials like the spicy-sour flavor combination and **36%** are fans of salty-sour flavors.

Technomic’s Flavor Consumer Trend Report 2019⁶

The sour taste of tart cherries is an ideal addition to yogurts, kombucha, drinking vinegars (shrubs and switchels), sour beers and other beverages. Even desserts are moving to a more savory side, and tart cherries can help strike the right complexity and balance. Tart cherry is a fruity sour flavor that is perfectly matched with dark chocolate, which is a popular duo in confections, cakes and cookies.

TOP TART CHERRY FLAVOR PAIRINGS

SWEET

Almond
Vanilla
Nutmeg
Rose Water
Citrus
Cream
Chocolate
Anise
Cinnamon
Pistachio
Herbal Tea
Botanical Tea
Ginger

SAVORY

Chile Peppers
Chicken
Duck
Turkey
Saffron
Cheese
Coriander
Black Pepper
Roasted Meat
Black Tea
Mint
Bacon
Green Tea

Because tart cherries contain less natural sugar compared to many other fruits, they’ve become a favorite ingredient for keto desserts and snacks, including meat snacks.



NUSH FOODS
Cherry Almond Cake

For nutrition bars and energy bites, tart cherries are an ideal combination with nuts, seeds and whole grains. Tart cherries have also become a popular ingredient in oatmeal, granola and other breakfast foods.

2 FUNCTIONAL ATTRIBUTES

Tart cherries are increasingly recognized as a superfruit, which has strong appeal to millennials and health-conscious consumers. Per 1-cup serving without pits, raw tart cherries are a good source of vitamin C, vitamin A and copper, and provide 3g of fiber and 56 mg of flavonoids. The scientific evidence supporting the health benefits of tart cherries is immense and additional research is currently underway – especially related to sleep and exercise recovery.

A QUEST FOR REST

Sleep is now viewed as a critical component of mental and physical wellness, and the desire to “sleep better” is one of the top consumer drivers of a healthy lifestyle (43%), second only to weight management (46%).⁷

Tart cherries are one of the few natural food sources of melatonin, the sleep hormone that regulates the body’s circadian rhythm and sleep-wake cycle. Preliminary studies on tart cherries have explored the duration and quality of sleep, insomnia and sleep efficiency.

Sleep and relaxation has been a fast-growing category of functional foods and beverages, and tart cherries have become a popular ingredient in many of these new innovations.



NIGHTFOOD
Cherry Eclipse

AIDING EXERCISE RECOVERY

Tart cherry juice has gained a reputation as a recovery drink among elite and recreational exercisers, with research suggesting benefits for reducing strength loss and improving muscle recovery after intensive exercise. Positive results have been found with long-distance running, cycling, sprinting, field sports and strength training.

A growing number of brands have introduced single-serve tart cherry juice recovery drinks or have been adding tart cherries to sports drinks and foods for athletes. Synergy Flavors, Inc. identified tart cherry as a rising star for the sports and performance nutrition market and predicts the flavor will go mainstream.¹¹



CHERIBUNDI
Tart Cherry Juice



KEY STUDY

A meta-analysis of the potential treatments for insomnia concluded that tart cherry juice was effective in improving sleep quality, among the elderly, 65 years and older. The meta-analysis reviewed 53 different studies with 6832 study participants. The evidence on tart cherry juice, based on a single study, was one of the most effective non-pharmacological interventions to improve sleep quality, but not total sleep time. Supplements containing melatonin were also found to improve sleep quality and sleep time more than the placebo.

Samara, MT, Huhn M, Chiochia V, et al. Efficacy, acceptability, and tolerability of all available treatments for insomnia in the elderly: a systematic review and network meta-analysis. Acta Psychiatrica Scandinavica. 142:6-17, 2020.



KEY STUDY

A meta-analysis that pooled the results of 10 published studies on tart cherries and exercise recovery concluded that tart cherry concentrate in juice or powdered form significantly improved performance of study participants when consumed 7 days to 1.5 hours before endurance exercise. The sample sizes of the studies ranged from 8 to 27, and most of the study participants were endurance-trained individuals, including cyclists, runners and triathletes. The 10 studies totaled 127 males and 20 females, with an average age of 18.6 to 34.6 years. Among the 10 studies included, only 2 of the individual studies reported significant performance-enhancing effects with tart cherry juice supplementation, including reduced half-marathon and cycling times. The additional studies examined recovery benefits, but did not demonstrate improvements in performance. However, the pooled effect from this meta-analysis showed significant benefits, with the lowest improvement found among less experienced participants.

Gao R, Chilibeck PD. Effect of tart cherry concentrate on endurance exercise performance: a meta-analysis. Journal of the American College of Nutrition. 39:657-664; 2020.

Additional studies on tart cherries have included research on gout attacks, arthritis symptoms and blood pressure.

For more information on the health-related research, visit choosecherries.com

3 PREMIUM APPEAL

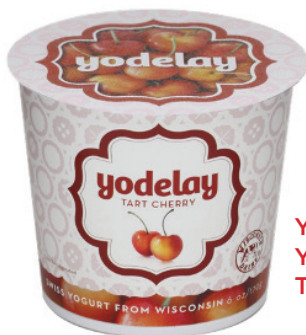
Tart cherries are special. The addition of tart cherries helps elevate the eating occasion – offering a more premium quality to a finished product. Since the pandemic, consumers have been seeking premium foods for at-home meals to replace the restaurant experience. The premiumization trend is predicted to continue, as consumers trade-up in their purchases of certain foods and beverages – especially for health and wellness products. The growth of super-premium brands, independent of household income, has been most pronounced with sauces, sports drinks, spirits, yogurt, frozen breakfast foods and frozen dinners.⁹

Montmorency is the variety of tart cherries most commonly grown in the United States. Calling out specific varieties of fruit on front-of-pack can help communicate a product's authenticity and premium qualities.



CHERRY REPUBLIC
Montmorency Dried Cherries

Tart cherries add a touch of elegance to a recipe or processed product. The premium fruit adds value that consumers are willing to pay for. More than half (55%) of consumers said they would spend more for products made with tart cherries, with health-conscious shoppers (70%) even more likely to pay extra for tart cherries.⁷



YODELAY
YOGURT
Tart Cherry

4 POP OF COLOR

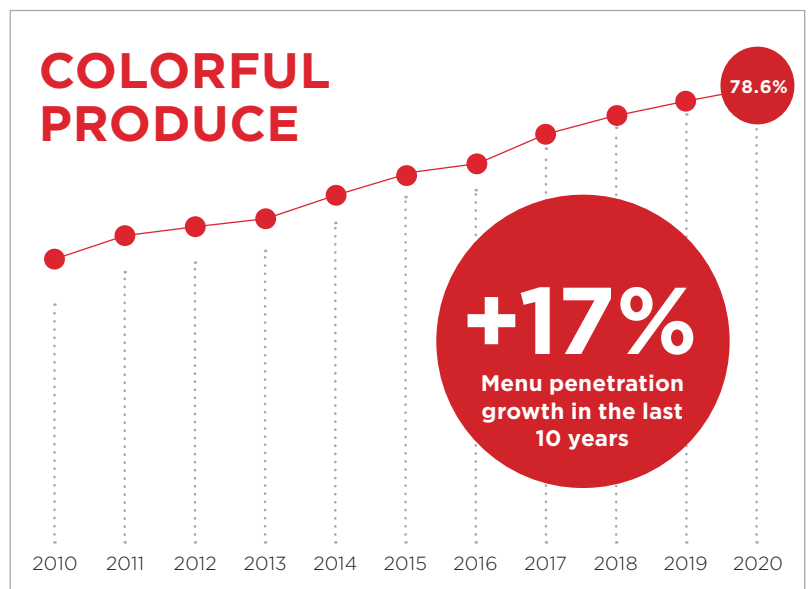
The bold, bright red color of tart cherries is unmissable.

The distinctive shade is due to the concentration of anthocyanins, a type of polyphenol in the flavonoids family that is heavily pigmented in shades of red, blue and purple. In fact, extracts of anthocyanins are often used as a natural food color.



Colorful produce varieties are trending on restaurant menus as consumers associate bright colors with high nutritional content, as well as the visual interest and Instagram-worthy appeal. Datassential is projecting a 17% increase in menu penetration of colorful produce over the next 10 years as more restaurants – from fine dining to casual and quick service – are seeking colorful additions to the menu.

Red is predicted to become a top color trend in foods and beverages in 2021, as the vibrant shade can help signal the start of a new era, according to GNT Group.¹⁰ The food color experts say red epitomizes vitality, passion and positive energy. Consumers seeking out a sense of excitement and discovery will gravitate to red-hued foods and beverages.



Datassential

5 U.S. GROWN

Montmorency tart cherries are grown in America, and this is a meaningful attribute for consumers, who increasingly care about food origins and want to support local agriculture. The ability to tout U.S. grown on a package label is a positive advantage of sourcing U.S. grown tart cherries vs. imported tart cherries for new food and beverage innovations.



Ingredients and flavors that connect to a specific geographic location and the concept of provenance is trending. “Michigan” is one of the top descriptors of tart cherries on restaurant menus, experiencing +24% growth in the past year.⁵

85% of consumers would prefer to buy a U.S. grown tart cherry vs. imported tart cherries

Datassential Custom Research⁷

INSPIRATION FOR TART CHERRY INNOVATIONS

Tap into today’s trends with these product concepts using U.S. grown tart cherries that showcase distinct product and consumer benefits, including ingredient functionality, performance in applications and culinary appeal.

CONCEPT

1

POWER DOWN POPS

TRENDS: Sleep and relaxation foods, permissible indulgence, snacking

Power down with a relaxation pop! 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. The tartness and sweetness of the cherries provide a sophisticated wind down moment and satisfy the consumer trend of the importance of sleep and relaxation.

Flavor Inspirations

- Tart Cherries and Honey Chamomile** – Tart cherry puree and pieces with floral chamomile tea, lemon juice and sweetened with wildflower honey. A classic sleep aid with a tart twist!
- Malted Vanilla Cream and Tart Cherries** – Tart cherry halves frozen with malted vanilla ice cream base as a bedtime snack enrobed in rich dark chocolate.
- Tart Cherry Chai Spice** – Tart cherry puree mixed with spicy ginger puree, allspice, cinnamon and cardamom for a spiced sweet treat. Warm flavors from the spices mixed the natural melatonin from the cherries is the perfect pre-nap indulgence!



Product Forms

- Frozen tart cherries (whole and diced)
- Tart cherry puree
- Tart cherry juice / juice concentrate

CONCEPT**2****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. The focus on back-to-basics game meat is an exotic and distinctive experience that meat stick fans will crave. A meat snack appealing to young adventurers with good taste.

**Flavor Inspirations**

1. **Duck, White Pepper and Clove** – Rich duck foiled against piquant white pepper, and exotic clove. Tart cherries provide an excellent balance to the gamey duck.
2. **Elk, Paprika and Black Garlic** – Woodsy elk spiced with warming paprika with amplified umami through black garlic. Tart cherries provide a unique twist to this sausage.
3. **Wild Boar, Juniper and Red Wine** – Hearty boar complemented with piney juniper and floral red wine. This flavor combination highlights some of the tart cherry’s more complex background flavors.

Product Form

- Dried tart cherries

CONCEPT**3****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. The tart, tangy drinks have gained popularity due to the fermentation trend and interest in digestive wellness. They’re also gaining steam among the “sober curious” crowd who sip on drinking vinegars as a mocktail or zero-proof cocktail, and others looking for an alternative to sugary sodas.

**Flavor Inspirations**

1. **Lemon Cherry “Collins”** – Based on the classic Tom Collins cocktail, a fizzy, refreshing citrus and tart cherry combination fit for a quiet evening or a joyful celebration.
2. **Mint Cherry “Julep”** – Cooling mint accented with tart cherries for perfect mid-afternoon hang out fuel.
3. **Ginger Cherry “Mule”** – A spicy and tart combination, enjoy this tasty repast with your pre-dinner cheese plate.

Product Form

- Tart cherry juice

CONCEPT
4

OVERNIGHT POWER OATS

TRENDS: Whole grains, protein, convenient breakfast, breakfast all day

These higher-protein overnight oats with tart cherries are showcased in single-serve jars. The line will offer the quality ingredients of whole grains and protein bowls for the breakfast occasion. Dried tart cherries will be paired with oats, premium nuts and spices along with egg whites for high-quality protein. Prepare with preferred milk, dairy or dairy alternative, for a creamy, indulgent texture. Optional quick-prep hot water instructions are offered as well.

Flavor Inspirations

1. **Tart Cherry + Pistachio + Tahitian Vanilla Bean** - A creamy, calming combination of sweet, indulgent flavors.
2. **Tart Cherry + Pecan + Vietnamese Cinnamon** - This is an energizing, spiced power oatmeal to kickstart your morning.
3. **Tart Cherry + Hazelnut + Kona Espresso** - Fresh, bright flavored overnight oatmeal that will be a new morning favorite.



Product Forms

- Dried tart cherries

CONCEPT
5

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. Blend with ice for optimum refreshment and a cooling treat.

Flavor Inspirations

1. **Aztec Chocolate and Tart Cherry** - Indulgent and complex flavors coupled with the benefits of muscle recovery. Similar to the drinking chocolate that the Aztec warriors made, this drink has a creamy chocolate milk base mixed with tart cherry juice concentrate for sweetness and a kick of chile to fuel your body like a warrior.
2. **Tart Cherry, Guava, Pineapple** - Simple and fruit flavors offer a bright energy targeted for endurance and stamina. Simple and complex sugars targeted to help kickstart the day or your workout. Can be blended with protein powder for a meal replacement.
3. **Tart Cherry Key Lime Pie** - Combining protein for muscle strength and tart cherries for muscle recovery, this dessert profile will be a favorite for adults and teens alike. The drink can be consumed before or post-workout like a typical protein drink with some extra benefits.



Product Forms

- Tart cherry juice, single strength
- Tart cherry juice concentrate

CONCEPT**6****GLOBAL ACCENT SAUCES**

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

Give your weekday sandwich a passport! A line of condiments highlighting tart cherry's balance of acidity and sweetness will elevate your sandwich or BBQ to the next level. Tart cherries provide a perfect sweet and sour foil to rich sandwich components. Heat level is building through the line, thanks to the ghost peppers.

Flavor Inspirations

1. **Tart Cherry Cilantro Chutney** – Herbaceous and tangy condiment with pieces of tart cherry fruits and bold Indian flavors like cilantro, mint, ginger, cumin and chaat masala. Sweetened with tart cherry juice concentrate and brightened with lime juice. Great slathered on a turkey sandwich or as French fry dip.
2. **Ghost Pepper Tart Cherry Korean BBQ Sauce** – Spicy, sweet and sour BBQ sauce with a Korean twist. Great on a pulled pork sandwich or on ribs.
3. **Tart Cherry and Togarashi Mustard** – Piquant mustard spiced with wasabi and togarashi seasoning. Delicious on roasted meat with green onion.

**Product Forms**

- Tart cherry juice, single strength
- Tart cherry juice concentrate
- Dried tart cherries

CONCEPT**7****RELISH EVERYTHING**

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

Spread the flavor! A line of pickled and preserved tart cherries that showcase the natural acidity of the tart cherries in a savory way. The spreads can be used to add a sweet and sour element to classic charcuterie boards, roasted meat, sandwiches and toast.

Flavor Inspirations

1. **Sour Cherry Tapenade** – Tart cherries mixed with extra-virgin olive oil, bright lemon juice and zest, capers, buttery Castelvetrano olives, salt-cured anchovies, garlic and fresh thyme blended into a chunky tapenade that is perfect for spreading.
2. **Tart Cherry Relish** – Diced tart cherries pickled with bold red onion, garlic and ginger preserved in vinegar, sweetened with honey and seasoned with lime zest and black peppercorn.
3. **Spicy Sour Cherry Pickles** – Halved tart cherries packed in canola or olive oil with minced garlic, diced “goat horn” peppers, fennel seed and lemon zest.

**Product Forms**

- Frozen tart cherries

CONCEPT
8

FUEL BOMBS

TRENDS: Custom nutrition, snacking, keto, portable convenience

High fuel snacks that provide high-quality protein, carbs and fats for ultimate satiety and flavors that explode in your mouth. Bite-size clusters of tart cherries, roasted nuts and fruits are seasoned with bold flavors to elevate snacking.

Flavor Inspirations

1. **C-Cake Bomb** – Tart cherries, crispy carrot chips, candied ginger pieces and roasted pecans. Held together with creamy almond butter and dates seasoned with cinnamon, nutmeg, cloves and cardamom.
2. **Tropical Bomb** – Tart cherries clustered with thick-sliced coconut, dried pineapple bits, roasted cashews and roasted macadamia nuts. Held together with egg whites and sweetened with lilikoi (passion fruit) puree for a tropical escape no matter where you are.
3. **Chile Bomb** – Tart cherries clustered with roasted pecans, roasted cashews, glazed with egg whites to bind, smoked hatch chile flakes, garlic and large flake sea salt for a keto-friendly snack made with whole foods that pack a flavor kick.



Product Forms

- Dried tart cherries
- Canned tart cherries

CONCEPT
9

BOUTIQUE REGIONAL CHEESES WITH TART CHERRIES

TRENDS: Provenance, foods with a story, local suppliers, charcuterie boards, restaurant at home

Leverage the trend of regional American cuisine by combining U.S. grown tart cherries with cow, goat and sheep's milk cheeses from local creameries. Geographic-specific menu items and food products are increasingly popular. This product line takes advantage of tart cherry's natural affinity for cheese, and as a product from shared terroir. This cheese line evokes a local farmer's market find and is an easy way to introduce new flavors to your charcuterie board.

Flavor Inspirations

1. **Aged Pleasant Ridge Wisconsin Cheddar** – An aged, alpine-style cheese accented with tartness and funkiness. Take this high-quality cheddar to the next level with the addition of tart cherry compote.
2. **Idyll Farms Idyll Weiss Cheese with Cherry Reduction** – The delicate flavor of this cheese highlights the tartness of the cherry. Enjoy with champagne.
3. **Tirrell Farmstead Tomme de Brebis Sheep's Milk Cheese and Pickled Tart Cherries** – A traditional French-style mold-ripened cheese made into a complex, brightly flavored cheese that has delicious grassy notes and is studded with pickled whole tart cherries.



Product Forms

- Frozen tart cherries
- Tart cherry puree, frozen
- Dried tart cherries
- Tart cherry juice and juice concentrate

TYPES OF TART CHERRIES

Tart cherries are a distinct category from sweet cherries, which are primarily eaten fresh. The main types of sweet cherries include Bing, Rainier and Black (Chelan) cherries. The two main categories of tart cherries are amarelle and morello. Montmorency is a type of amarelle tart cherry, distinguished by its bright red skin and clear, juicy flesh. It is the most widely grown tart cherry grown in the U.S.



MONTMORENCY

PRODUCT FORMS OF TART CHERRIES

Tart cherries are grown and harvested from small farms, typically throughout the month of July. An excellent example of modern U.S. farming efficiency, tart cherries are typically mechanically harvested ensuring their affordability and consistency. Due to the fragility of tart cherries, they are rarely sold fresh outside of the major growing regions.

After harvest, tart cherries are quickly frozen to maximize their quintessential flavor and preserve their distinctive bright red color. This processing allows for a consistent year-round supply in various forms: frozen, canned, pureed, dried, juice and juice concentrate. The assortment of tart cherry products assures a seamless fit into any application and manufacturing environment.

Picked at the peak of ripeness and quickly frozen to ensure they maintain their deep color and distinctive flavor, frozen tart cherries are extremely versatile for a variety of applications including

baked goods, dairy foods, jams and frozen desserts. To provide options to food developers, frozen tart cherries are available Individually Quick Frozen (IQF) unsweetened and IQF 5+1 which is topped with a cap of granulated beet or cane sugar.



FROZEN



CANNED

Traditional canned cherry pie fill is popular for dessert applications as it comes fully prepared – made with fresh or frozen tart cherries, sugar, water, high fructose corn syrup, corn syrup, food starch modified, sugar, citric acid, sodium, benzoate and potassium sorbate.

For developers that want to control sugar and starch levels, water-packed tart cherries are an ideal option as they include only unsweetened tart cherries that are canned in water.



PUREED

Pureed tart cherries pump up the flavor in a variety of applications. After pits are removed from the tart cherries, they are warmed and then pureed to an ideal consistency. No preservatives, additives or coloring agents are added.

Dried tart cherries provide real fruit flavor and texture to a variety of foods including bars, bites, breads, baked goods, salads, yogurt mix-ins, cereals, condiments and trail mixes. Available in sweetened or unsweetened varieties to meet the needs of manufacturers. For sweetened tart cherries, the cherries are thawed and gently infused in a sugar solution until a specified brix level is reached. Then they are dried to a specific moisture level. Dried cherries are available in a variety of sizes including whole, sliced and diced.



DRIED



JUICE

As more functional beverages, juices and smoothies are introduced, manufacturers are turning to tart cherry juice for its potential health benefits and unique taste. Tart cherry juice is available in single-strength and concentrate.

Tart cherry concentrate, typically sold at 68 brix, is made from 100% pure juice, no sugar added. It is used to add flavor and natural color to foods and beverages. Concentrate can be used to add flavor and color to manufactured foods and beverages or reconstituted to a single-strength juice.



CONCENTRATE

**To source tart cherries for new food and beverage innovations,
find a list of suppliers at
www.choosecherries.com/processor-directory/.**

SOURCES

1. FONA International. The Power of Sour: Pucker-up Taste and Its Wellness-Fueled Growth. 2019 Trend Insight Report.
<https://www.fona.com/0919sourinsight/>
2. Virginia Dare. Find inspiration with our 2020 flavor trends. January 2020.
<https://www.virginiadare.com/news/new-year-new-flavors-2020-flavor-predictions/>
3. Flavorchem. 2020 Trends and Flavor Forecast. December 2019.
<https://www.nutritionaloutlook.com/view/2020-flavor-trends-food-and-beverage>
4. Hensel K. 2020 Flavor Forecast. *Food Technology*. 73(12), December 2019.
<https://www.ift.org/news-and-publications/food-technology-magazine/issues/2019/december/features/2020-flavor-forecast>
5. Datassential. MenuTrends and Haiku 2020.
6. Technomic. Flavor Consumer Trend Report. 2019
<https://www.technomic.com/reports/consumer/consumer-trend-reports/flavor>
7. Datassential. Custom Research fielded October 2020, an online survey of 1,500 consumers representing the general population.
8. Mintel Global New Products Database (GNPD), 2020.
9. IRI. The Premium Opportunity: Discovering Pockets of Demand. November 10, 2020.
10. GNT Group. Red Alert! GNT Group Predicts 2021 Top Food and Beverage Color Trends, November 24, 2020.
<https://exberry.com/food-beverage-color-trends/red-alert-gnt-group-predicts-2021s-top-food-and-beverage-color-trend>
11. Synergy Flavors, Inc. Flavors of the Future: Rising Stars of Flavors for Sports Nutrition Influenced by North America.
<https://www.synergytaste.com/sites/synergytaste.com/files/articles/Flavors%20of%20the%20>



FIND A SUPPLIER

To source tart cherries for new food and beverage innovations, find a list of suppliers at

www.choosecherries.com/processor-directory/.

Suppliers can provide more exact specifications and options.



Cherry Industry Administrative Board
12800 Escanaba Drive, Suite A
Dewitt, MI 48820

Email: info@choosecherries.com

Follow us @ChooseCherries



Connect with **U.S. Tart Cherry Industry**

