

— U.S. MONTMORENCY TART CHERRIES —

ARE A RED HOT INGREDIENT FOR FOOD AND 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 113%, and consumers are looking for even more ways to enjoy this superfruit.¹ In fact, health-conscious shoppers (70%) are more likely to pay extra if they saw tart cherries on the label.²



5 REASONS TO CHOOSE TART CHERRIES 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
70%
of consumers
would feel better
about purchasing
an indulgent
food containing
tart cherries.²

2 FUNCTIONAL ATTRIBUTES

Tart cherries are one of the few food sources of melatonin, and emerging research has demonstrated the positive impact of tart cherries on insomnia and sleep quality. 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

PREMIUM APPEAL

The addition of tart cherries helps elevate the eating occasion — offering a more premium quality to products. Consumers have been seeking premium foods for at-home meals to replace the restaurant experience, and the premiumization trend is predicted to continue — especially for health and wellness products.³



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.

4

POP OF 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. Colorful produce is trending as consumers associate bright colors with high nutritional content, as well as the visual interest and Instagram-worthy appeal.⁴

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. Locally grown produce is associated with better quality and a lower carbon footprint compared to imported foods.

85% of consumers
would prefer to
buy 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 support 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), 2020.
2. Datassential. Custom Research fielded October 2020, an online survey of 1,500 consumers representing the general population.
3. IRI. The Premium Opportunity: Discovering Pockets of Demand. November 10, 2020.
4. Datassential. MenuTrends and Haiku 2020.

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