

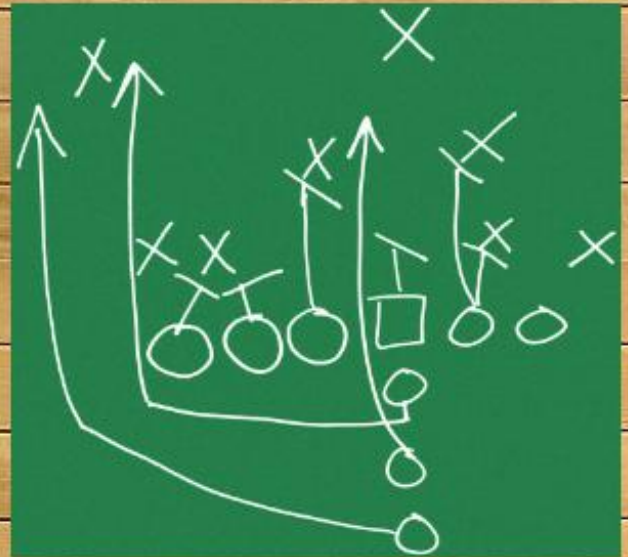


Tart Cherry Playbook



Your health is important

People just like you are improving their health by drinking our tart cherry juice daily. If you are between the ages of 18 and 118, tart cherries could be your secret weapon for less pain, reduced inflammation, and better sleep.



Follow these plays for better health



#1

Best Sleep Ever



#2

Muscle Recovery



#3

Anti-inflammation



#4

America's Super-fruit



Congratulations!

Inside this playbook lie the secrets of the tart cherry. Use these plays to improve your life in ways you never dreamed possible.

-Coach Cherry

The Tart Cherry Playbook

You are elite. You have made a deliberate choice to invest in your health, your wellness, and your future. Good for you!

Before we get too far into the details- and the awesomeness that is cherries- we'd like to ask you what your goals are? Why do you drink our tart cherry concentrate? We love to hear your feedback- it helps us make a better product, and it helps us customize our user experience for optimum performance. Drop us an email at ben@leelanafruit.com and tell us what you love about our products, tell us how we can improve, and give us any feedback you think we could use. Thanks!



What is Tart Cherry Juice Good For?

Sources:



<http://www.prevention.com/food/food-remedies/cure-pain-and-insomnia-naturally-tart-cherries>
<http://articles.mercola.com/sites/articles/archive/2014/08/02/health-benefits-cherries.aspx>
<http://healthyeating.sfgate.com/benefits-tart-cherry-juice-concentrate-7126.html>

We *love* cherries! We eat them... all the time! We put them on our oatmeal in the morning, on our salads at lunch, we top our pork or chicken with them for dinner, and we drizzle our tart cherry concentrate over ice cream before bedtime. We make smoothies out of cherries, we eat dried cherries by the handful as snacks, and take cherry capsules for their health benefits.

We *grow* cherries. When you buy your cherry products from Leelanau Fruit Company, you are buying direct from the cherry farmer. My father, Glenn, started our farms back in 1972. You can still find him driving semi, hauling fruit from our orchards to our Leelanau Fruit processing plant. I manage the farms, nurturing our trees to grow the freshest, tastiest cherries around. My cousin Renee and our longtime general manager Al do a great job running Leelanau Fruit Co.

We *believe* in cherries. We have seen firsthand the benefits of drinking our cherry concentrate daily. So many of our customers have experienced the health benefits of cherries. Renee and I are runners, and we drink cherry concentrate because it relieves the muscle soreness in our legs after a long run.

We *know* you will love our cherry products too. We are so grateful that you are our customer. We love what we do, and we couldn't do it without faithful cherry connoisseurs like you.

So we called this E-Book "*The Tart Cherry Playbook*" because we are confident that if you follow the "plays" in this book, tart cherries will become a vital component of your elite health status.

Coach Cherry will be your guide throughout this playbook. Pay attention to Coach- he doesn't want any slackers on his team!

Now let's huddle up! Coach Cherry is calling the first play.

The logo for Montmorency Tart Cherries features the word "MONTMORENCY" in a bold, sans-serif font. The "O" in "MORENCY" is a red circle with a red line extending from its top right, curving upwards and to the right. Below "MONTMORENCY" is a horizontal line. Underneath the line, the words "TART CHERRIES" are written in a bold, red, sans-serif font.

MONTMORENCY
TART CHERRIES

Play 1: Goodbye Gout

Do you or someone you know suffer from gout? Gout is the painful buildup of uric acid, especially in the feet, which causes inflammation, pain, and sometimes arthritis.

Many of our customers report rapid relief of gout symptoms after drinking tart cherry juice for a short time. While we don't claim our juice has any medicinal benefits, we just know what our customers tell us.

And many of them have been able to forget about gout totally while enjoying our tart cherry concentrate daily.

Play 1 results in a Touchdown!!!

Play 2: Adíos Arthritis

According to the CDC, over 22.7% of all adults in the United States have been told by their doctor that they have some form of arthritis. Pain, swelling, and immobility are some of the symptoms of arthritis.

Many people who grew up on European countries like Germany remember their grandmothers telling them to drink cherry juice when they had joint pain. So many of our customers drink cherry juice daily to prevent or reduce their pain and the inflammation associated with arthritis.

When relief tastes as good as cherry concentrate, why stop at one glass per day?!!?

Play 2 results in a GOOOOOAAAAAALLLLLLLL!!!!!!



Play 3: Muscle recovery

Run. Recover with Red. Repeat.

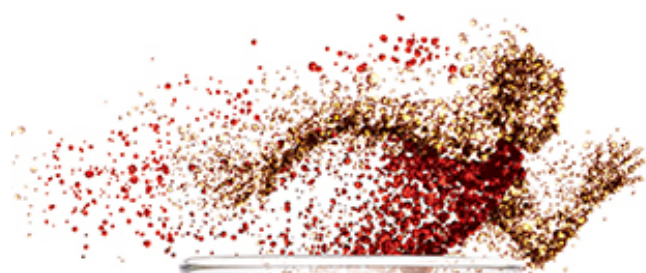
That was the motto of the Leelanau Fruit Company running team. Our team is made up of weekend warriors and 5K fanatics, but we all have one thing in common- we drink cherry concentrate as part of our recovery routine.

Recent studies by Northumbria University in Great Brittan suggest that “Montmorency cherries reduce the oxidative stress and inflammatory responses to repeated days high-intensity” exercise.

Put in plain English, by drinking tart cherry juice, athlete’s muscles aren’t as sore as they usually are after exercise.

Our friends at www.choosecherries.com suggest drinking a 10-ounce glass of our Montmorency tart cherry juice right before your workout. Once your training is complete, try blending our tart cherry concentrate in with your favorite protein powder and milk to make your own, perfectly balanced protein-carb recovery fuel.

Play 3 proves to be a marathon winner for tart cherries!



HUMANS RUN ON FOOD.
MACHINES

RUN ON RED



Fuel your muscle recovery with the power of TART CHERRIES.

Studies have shown that Montmorency tart cherry juice may help reduce strength loss and aid recovery after extensive exercise. So make tart cherries a part of your training regimen so you can get out there and get after it.

See the science behind Running On Red at choosecherries.com.

Play 4: Sleep soundly

We all are guilty of it: we stay up too late watching the latest episode of our favorite TV drama. We know we shouldn't binge watch another episode of our Netflix series, but we just can't help ourselves.

So how do we make sure our bodies can have the most restful sleep possible? Drink two glasses of our tart cherry concentrate (mixed with your favorite beverage) throughout the day. Or, take two of our cherry capsules an hour before bedtime.

The research and results of sleep improvement with cherry juice is incredible!

Northumbria University researchers in the United Kingdom found that “consumption of a tart cherry juice concentrate provides an increase in exogenous melatonin that is beneficial in improving sleep duration and quality in healthy men and women and might be of benefit in managing disturbed sleep.”

QUIET!!! Play 4 put everyone to sleep!

GO RED BEFORE BED

WITH THE 14-DAY

TART CHERRY JUICE SLEEP CHALLENGE

RESEARCH INDICATES THAT TART CHERRY JUICE MAY HELP IMPROVE THE QUALITY AND DURATION OF SLEEP, AND INCREASE OVERALL SLEEP EFFICIENCY.



8 OZ. TART CHERRY JUICE

OR



Try as a shot
or add to
8 oz. water

**2 TBSP. TART CHERRY
JUICE CONCENTRATE**

2X A DAY ☀ ONCE AT MORNING
& ONCE AT NIGHT 🌙



choosecherries.com

Play 5: Road to Montmorency

Montmorency tart cherries are *America's Super-Fruit!* Michigan produces over 70% of the USA tart cherries. Other producing states include Utah, Wisconsin, Washington, Oregon, New York, and Pennsylvania.

Leelanau Fruit Company tart cherry concentrate always uses only USA grown Montmorency tart cherries. Recently, some bottlers of tart cherry concentrate and juice have begun using an inferior cherry juice imported from Eastern Europe. This cherry concentrate is not made from Montmorency tart cherry juice, and that juice does not contain the health benefits that USA Montmorency tart cherry juice does.

ROAD TO MONTMORENCY

WHAT IS MONTMORENCY?

MONTMORENCY OFFERS MORE

- SCIENTIFIC STUDIES
- NORTH-AMERICAN GROWN APPEAL
- ON-TREND SWEET-TART TASTE
- PRODUCT APPLICATIONS FROM SWEET TO SAVORY
- CONSISTENT

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

LOCALLY-GROWN

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.

SUPPORTED BY SCIENCE

ANTHOCYANINS

ARE THE KEY PHYTONUTRIENT COMPOUNDS IN TART CHERRIES. THIS FLAVONOID GIVES THEM THEIR RUBIN-RED COLOR, DISTINGUISHING TASTE AND 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 strength²

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 time³
- Increase sleep efficiency⁴
- Reduce insomnia in older adults⁵

INFLAMMATION

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

- Reduce inflammation associated with osteoarthritis⁶
- Lower risk of gout attack⁷
- Reduce uric acid levels⁸

HEART HEALTH

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

- Lower blood pressure⁹
- Reduce risk of stroke¹⁰
- Lower triglycerides¹¹
- Decrease cholesterol levels¹²

ON-TREND

WITH AMERICANS MORE INTERESTED IN THE SOURCE OF THEIR FOOD, MONTMORENCY TART CHERRIES DESERVE A SECOND LOOK. MONTMORENCY TART CHERRIES ARE A NORTH-AMERICAN GROWN SUPER-FOOD! FROM SMALL FAMILY ORCHARDS, CROPPING 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, verisart 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:

- WITH NUTS, BEANS & GRAINS
- ON SALADS
- WITH FISH
- IN COCKTAILS
- WITH PORK OR BEEF
- IN SPORTS DRINKS & SMOOTHIES
- WITH YOGURT
- IN BAKED GOODS

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.

FAST FACTS

- THERE ARE 100 TART CHERRIES IN AN 8 OZ. GLASS OF TART CHERRY JUICE
- IT TAKES 6 TO 8 POUNDS OF FRESH TART CHERRIES TO MAKE 1 POUND OF DRIED TART CHERRIES
- 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.
- 90% OF TART CHERRIES GROWN IN THE U.S. ARE GROWN IN THE MI
- FEBRUARY IS NATIONAL CHERRY MONTH
- MI NATIONAL CHERRY FESTIVAL
- 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.

TO LEARN MORE

ABOUT MONTMORENCY, THE CHERRY WITH MORE, VISIT CHOOSECHERRIES.COM

CHOOSE CHERRIES
@CHOOSECHERRIES

NUTRITION FACTS FOR MONTMORENCY TART CHERRIES

FROZEN TART CHERRIES		DRIED TART CHERRIES	
Nutrition Facts		Nutrition Facts	
Amount Per Serving		Amount Per Serving	
Serving Size 1/2 Cup (100g)		Serving Size 1/2 Cup (100g)	
Calories 100		Calories 200	
Total Fat 1.5g		Total Fat 1g	
Cholesterol 0g		Cholesterol 0g	
Sodium 0mg		Sodium 0mg	
Total Carbohydrate 15g		Total Carbohydrate 15g	
Dietary Fiber 2g		Dietary Fiber 2g	
Sugars 12g		Sugars 12g	
Protein 1g		Protein 1g	
Vitamins & Minerals		Vitamins & Minerals	
Vitamin A 20% * Vitamin C 4%		Vitamin A 20% * Vitamin C 4%	
Calcium 2% * Iron 0%		Calcium 2% * Iron 0%	

TART CHERRY JUICE		TART CHERRY JUICE CONCENTRATE	
Nutrition Facts		Nutrition Facts	
Amount Per Serving		Amount Per Serving	
Serving Size 1/2 Cup (125ml)		Serving Size 1/2 Cup (125ml)	
Calories 100		Calories 100	
Total Fat 0g		Total Fat 0g	
Cholesterol 0g		Cholesterol 0g	
Sodium 0mg		Sodium 0mg	
Total Carbohydrate 15g		Total Carbohydrate 15g	
Dietary Fiber 2g		Dietary Fiber 2g	
Sugars 12g		Sugars 12g	
Protein 1g		Protein 1g	
Vitamins & Minerals		Vitamins & Minerals	
Vitamin A 20% * Vitamin C 4%		Vitamin A 20% * Vitamin C 4%	
Calcium 2% * Iron 0%		Calcium 2% * Iron 0%	

ROAD TO MONTMORENCY

YOUR TOUR OF THE TART CHERRY

Play 6 results in a Gold medal for Team USA Montmorency Tart Cherries!

We are so excited for you to begin your journey to health success with our tart cherry concentrate. Please tell a friend, because Montmorency cherry concentrate shouldn't be a secret we keep to ourselves. Share the homegrown health super-fruit with all your friends!

Continue the conversation on our Facebook page at www.facebook.com/leelanaufuitcompany

Use these social hashtags to keep in touch with us:

- #runrecoverrepeat
- #leelanaufuit
- #tartcherryplaybook

Thank you,

The Leelanau Fruit Team