

CHERRY SHOPPERS LOVE TO STAY HEALTHY

DID YOU KNOW?

74.5%

of retailers regularly using health messaging outperformed similarly priced retailers.

84.0%

of mid-range retailers using health messaging outperformed similarly priced retailers.

Based on surveys taken between 2022–2024. Health messaging seems to have had a greater impact in 2024 than the previous two years.



CHERRIES & CANCER PREVENTION

- Sweet cherries may inhibit tumor growth and proliferation in cancer cells by neutralizing free radicals that promote oxidative stress.
- Dark sweet cherries contain phenolic compounds that may reduce the risk of breast cancer by inhibiting cancer cell growth and destroying cancer cells without harming normal cells.
- The anti-inflammatory properties of cherries may further contribute to cancer prevention by reducing chronic inflammation, a key driver in cancer development.



CHERRIES & GUT HEALTH

- Cherries may serve as a prebiotic food that supports a healthy gut.
- Cherries have anti-inflammatory properties that can support a healthier gut microbiome.



CHERRIES & WEIGHT-LOSS

- With more consumers using GLP-1 medications, cherries are an ideal snack that can be paired with high-protein foods. They're also hydrating and a good source of fiber – whether fresh, frozen, or dried.

6 WAYS CHERRIES IMPROVE HEALTH

1. BETTER SLEEP

Melatonin + tryptophan pathway support

2. GLOWING SKIN

Vitamin C + quercetin
+ anti-inflammatory action



CHERRY MYTHS & FACTS

MYTH: Cherries are high in sugar and should be avoided if you have diabetes.

FACT: Cherries have a low to moderate glycemic index, meaning they don't spike blood sugar quickly. Their fiber and polyphenol content can help improve insulin sensitivity.



MYTH: Frozen cherries are less nutritious than fresh.

FACT: Frozen cherries retain just as many (if not more) antioxidants and vitamins as fresh cherries.

MYTH: Dark cherries are higher in antioxidants than Rainier cherries.

FACT: Rainier cherries have a lighter color and lower anthocyanin content compared to Bing and other dark sweet varieties, but this simply indicates different composition of bioactives – not necessarily a “better” one.

3. WEIGHT MANAGEMENT

Low-calorie, high-satiety, nutrient dense

4. HEART HEALTH

Potassium + anti-inflammatory polyphenols



5. RECOVERY FROM WORKOUTS

Reduces DOMS and inflammation

6. GUT HEALTH

Fiber + polyphenols support good bacteria



Find more on cherries and health at: nwcherries.com