

Antioxidant Superfruits

As more and more fruits are boasting about their bundle of antioxidants, most people don't realize that cherries are emerging as the new "superfruit." In fact, tart cherries, most commonly enjoyed as dried, frozen and juice, contain a combination of potent antioxidants and other natural plant compounds, such as anthocyanins.

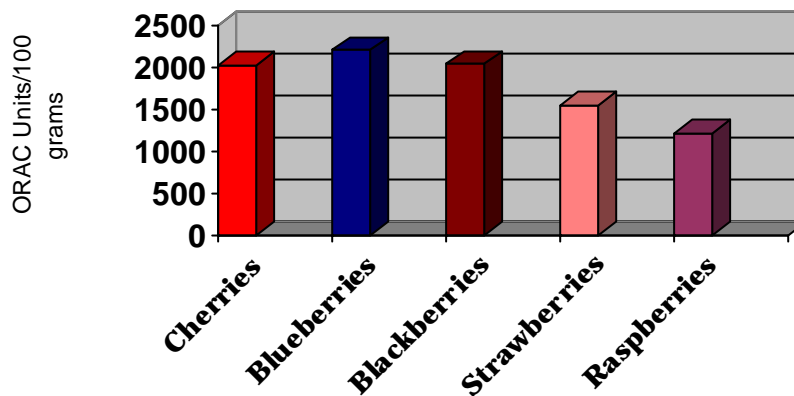
What are antioxidants?

Antioxidants are natural plant compounds that help protect the body from the harmful damage of everyday pollutants and environmental damage. Thousands of studies show that maintaining a high antioxidant defense system may help lower a person's risk for disease.

The Antioxidant Match-Up

Studies show tart cherries contain similar or higher amounts of antioxidants compared to certain berries.

Antioxidant Capacity of Cherries and Other Fruit*



* Data from USDA Human Nutrition Research Center on Aging at Tufts University and Brunswick Laboratory, Wareham, Mass.

The ORAC (Oxygen Radical Absorbance Capacity) analysis is a standard measure that quantifies the "power" of antioxidants in foods – and cherries are full of powerful antioxidants!

The Unique Antioxidant Power of Cherries

Tart cherries contain antioxidants including anthocyanins, which have been linked to a variety of health benefits, such as potential protection against heart disease and some cancers. Cherries are also one of the few known food sources of melatonin, a potent antioxidant that helps improve the body's circadian rhythms and natural sleep patterns.

| Form | ORAC units per 100 grams |
|--------------------------|--------------------------|
| Frozen cherries | 2,033 |
| Dried cherries | 6,800 |
| Cherry juice concentrate | 12,800 |

Visit www.choosecherries.com for more information on the health benefits of cherries.