

MONTMORENCY TART CHERRIES™

A NATURAL SLEEP AID
TO PUT OUR WORRIES TO REST

WE'RE STRUGGLING TO GET SHUT-EYE



50-70 MILLION ADULTS
IN THE U.S.

SUFFER FROM SLEEP OR
WAKEFULNESS DISORDERS²



1 IN 3 ADULTS
AREN'T GETTING
ENOUGH SLEEP
ON A REGULAR BASIS¹

AND ARE TRYING TO FIND THE RIGHT REMEDIES

43% OF AMERICANS
ARE VERY LIKELY
TO USE

CAFFEINATED BEVERAGES
TO COMBAT DAYTIME
SLEEPINESS³

\$44 BILLION

THE AMOUNT OF
MONEY AMERICANS
ARE PROJECTED TO
SPEND ON VARIOUS
SLEEP AIDS
BY 2020⁴

BUT WE'RE TIRED OF THE SIDE EFFECTS

74%
OF AMERICANS ARE

OF AMERICANS ARE

MIGHT HAVE ON THEIR BODIES⁵

CONCERNED ABOUT
THE EFFECTS
OVER-THE-COUNTER
SLEEP AIDS

83%

WOULD
PREFER TO

IMPROVE THEIR
SLEEP WITH DIET

RATHER THAN OVER-
THE-COUNTER SLEEP AIDS⁵

AND WANT TO TAKE THE MED TIME OUT OF BED TIME

77%

OF AMERICANS WOULD BE OPEN TO
DRINKING FRUIT JUICE [AS OPPOSED
TO TAKING A SUPPLEMENT] IN ORDER TO
INCORPORATE MELATONIN
INTO THEIR DIET⁵

60% KNOW
THAT

MELATONIN
IS A NATURAL
SLEEP SOLUTION⁵

MONTMORENCY TART CHERRIES

THE NATURAL SLEEP AID
WE'VE BEEN DREAMING ABOUT

NATURAL
SOURCE OF
MELATONIN



SCIENTIFICALLY-
SUPPORTED
SLEEP BENEFITS



TWO GLASSES IS ALL IT TAKES

STUDIES HAVE SHOWN ADULTS WHO DRINK
TWO GLASSES OF TART CHERRY JUICE DAILY...



SLEPT 40
MINUTES
LONGER⁶

[ON AVERAGE]

HAD UP TO

6% INCREASE

IN SLEEP
EFFICIENCY⁶

AMONG YOUNG HEALTHY ADULTS WHO
DRANK TWO GLASSES OF TART CHERRY
JUICE EACH DAY FOR A WEEK

INCREASED
SLEEP
TIME

[BY NEARLY]

90
MINUTES⁷

REDUCED TIME
SPENT
AWAKE

AND REDUCED SEVERITY OF INSOMNIA⁸

AMONG OLDER ADULTS WITH INSOMNIA
WHO DRANK TWO GLASSES OF TART
CHERRY JUICE DAILY FOR TWO WEEKS

TO LEARN MORE ABOUT MONTMORENCY TART CHERRIES AND THE
SCIENCE BEHIND THEIR SLEEP BENEFITS, VISIT: CHOOSECHERRIES.COM

¹ Centers for Disease Control and Prevention. Prevalence of Healthy Sleep Duration among Adults — United States, 2014. *Morbidity and Mortality Weekly Report (MMWR)*. CDC.gov.

² Centers for Disease Control and Prevention. Insufficient Sleep is a Public Health Problem. CDC.gov.

³ National Sleep Foundation. Caffeine and Sleep. Sleepfoundation.org

⁴ Persistence Market Research. Global market Study on Sleep Aids: Sleep Apnea Remains Dominant by 2020 End, Asia Estimated to Witness Rapid Growth. Persistencemarketresearch.com

⁵ Cherry Marketing Institute. Online survey conducted by Harris Poll among 2,192 U.S. adults ages 18 and older surrounding state of America's slumber. January 9-11, 2017.

⁶ Howatson G, Bell PG, Tallent J, Middleton B, McHugh MP, Ellis J. Effect of tart cherry juice (*Prunus cerasus*) on melatonin levels and enhanced sleep quality. *European Journal of Nutrition*. 2012;51:909-916.

⁷ Liu AG, Tipton RC, Pan W, Finley JW, Prudente A, Karki N, Losso JN, Greenway FL. Tart Cherry Juice Increases Sleep Time in Older Adults with Insomnia. *Experimental Biology* 2014. San Diego, CA. April 28, 2014.

⁸ Pigeon WR, Carr M, Gorman C, Perlis ML. Effects of a tart cherry juice beverage on the sleep of older adults with insomnia: A pilot study. *Journal of Medicinal Food*. 2010;13:579-583.