



## **FOR IMMEDIATE RELEASE**

June 6, 2006

### **TART CHERRY JUICE: EAT HEALTHY, DRINK HEALTHY, STAY HEALTHY**

#### **NEW Tart Is Smart® Is Gaining Popularity as a Healthy Beverage Choice**

*Othello, Wash.* - Eat healthy, stay healthy. It sounds like common sense. But with obesity and disease reaching epidemic proportions in the United States, it's common sense that is often ignored. Following a healthy diet and lifestyle to improve overall health and prevent or postpone disease and aging, includes paying attention to the nutritional value of foods, making smart food choices and increasing daily fruit and vegetable consumption at each meal.

Magazines and cookbooks abound, featuring low-fat, organic and vegetarian diets. Most address healthier meal and snack options, but miss key daily nutrition opportunities – beverages.

Juice is an easy way to get more fruits and vegetables into the diet. Many juices provide a serving of a fruit or vegetable in a single 8 ounce glass – an easy and tasty way to add to the daily fruit and vegetable tally. Some juices are sources of vitamins and antioxidants that may have health benefits. Americans most frequently drink orange, apple and grapefruit juice, known for high vitamin C content, but juices containing antioxidants, such as tart cherry juice<sup>3</sup>, are gaining in popularity.

And the makers of Tart Is Smart are happy about it.

#### **Tart Cherry Juice And Antioxidants**



Tart Is Smart is a new 100% natural tart cherry juice available in the produce department of grocery stores across the nation, made from Pacific Northwest-grown Montmorency tart cherries. The Montmorency cherry is the most popular type of tart cherry, often recognized as the ruby red fruit cooked in cherry pies. The Montmorency's taste is tart, though less tart than cranberries, with a sweet finish.

The makers of Tart Is Smart believe that the right dietary choices can help improve overall health and prevent or postpone disease, with tart cherry juice as a part of that healthy lifestyle.

**Ongoing research by the Cherry Marketing Institute (CMI) has shown that tart cherries contain more than 17 different compounds with antioxidant activity<sup>3</sup>.** Antioxidants are naturally occurring compounds found in fruits and vegetables, especially those with deep, dark colors such as red-colored tart cherries. **In addition, tart cherry juice has one of the highest ORAC values of any fruit.<sup>5</sup>** ORAC is Oxygen Radical Absorbance Capacity. It measures the ability of a food to neutralize free radicals.

During normal cellular metabolism, oxygen can create damaging by-products called free radicals. If left unchecked, free radicals may cause heart damage, cancer and weaken the immune system. Antioxidants counteract free radicals by binding with them before they can cause damage, transforming them into non-damaging compounds. Antioxidants can also help maintain cell integrity.

**2148 West Highway 26 Othello, WA 99344 info@TartisSmart.com  
Phone: (509) 488-1049 Fax: (509) 488-1545 www.TartisSmart.com**

Some of the antioxidants found in Tart Is Smart tart cherry juice are, anthocyanins, melatonin and super oxide dismutase (SOD)<sup>4</sup>.

An 8 ounce serving of tart cherry juice contains 1.96 milligrams of anthocyanins and 473.47 nanograms of natural melatonin. Researchers believe that anthocyanins, the antioxidant plant flavonoid that gives tart cherries their ruby red color, support overall heart and artery health, and contribute to joint health, particularly important to people who are concerned with keeping their joints healthy and functioning as they age. Melatonin is an antioxidant that supports brain function and helps to promote natural sleep patterns.

Approximately 100 tart cherries are in every 8 ounce serving of Tart is Smart. And with more than one serving of fruit in every 12 ounce bottle, Tart is Smart can help health conscious people on-the-go get the recommended servings of fruit every day.

Available in four flavors, Tart Cherry, Cherry Berry, Cherry Grape and Cherry Blueberry the 100% juices have a taste compared to drinking a cherry pie. Tart Is Smart has no additives or preservatives and is naturally fat-free and cholesterol-free.

#### **An 8 ounce glass of Tart Is Smart contains:**

Sodium	37 mg
Potassium	243 mg
Fat	0 grams
Carbohydrates	34 grams
Sugar	27 grams
Calories	140
Protein	1 gram
Vitamin C	16 mg
Calcium	21 mg
Iron	.65 mg
Phosphorus	26.45 mg
Melatonin	473.47 ng
Total Antioxidants (umole TE/g)	489.80
Anthocyanins	1.96 mg
Total Phenolics	120.16 mg

#### **100% Juice Is A Healthy Option Any Time Of The Day**

Ask people when they drink fruit juice and the answer is likely to be breakfast. But 100% juice is a healthy choice any time of day – whether consumed post-workout, on-the-go during the day or as a flexible ingredient in wide range of recipes.

**Post-Workout Replenishment.** Whether it's a Pilates class or a training run, Tart cherry juice enjoyed as is or blended in a fruit smoothie, is a smart choice for post-workout replenishment of carbohydrates and liquids.

The USDA recommends at least 30-minutes of moderate to strenuous exercise every day. Exercise expends energy, depleting muscle stores of glycogen and carbohydrates, and fluids are lost in the form of sweat and increased breathing from aerobic activity. Many physical fitness nutrition experts recommend consuming carbohydrates in liquid form no more than 20 minutes after a workout to maximize muscle recovery and to replenish lost fluids. Consuming the carbohydrates in liquid form after exercising is thought to speed the absorption rate, since the stomach does not have to digest solid foods.

**On-The-Go Nutrition.** Tart Is Smart 100% tart cherry juice is available in chilled, ready-to-drink 12 ounce bottles, perfect for a snack-on-the-go, whether providing a healthy afternoon break to get through that last meeting, or as an option while chaperoning the kids at soccer practice.

People who eat five or more fruits and vegetables each day as part of a healthy diet are less likely to develop cancer, heart disease, high blood pressure, diabetes and other chronic diseases. So instead of heading to the nearest vending machine for a nutritionally-deficit soda, a smarter choice is Tart Is Smart tart cherry juice – providing more than one serving of fruit in every bottle.

**A healthy addition to your favorite recipe.** Tart Is Smart tart cherry juice is a healthy addition to any recipe. The tart-sweet flavor blends perfectly in dishes, complimenting other ingredients with a cooling note and tart-sweet finish. It is particularly good with spicy dishes as a cooling note to hot peppers and exotic spices.

- **For breakfast:** Start the day right with Tart Is Smart tart cherry juice blended with fresh or frozen whole fruit for a healthy breakfast smoothie. Or cook Tart Is Smart to a reduction to top yogurt, fruit and granola for a breakfast parfait with panache.
- **For lunch:** Forget ready-made salad dressings with unhealthy oils and preservatives. Opt instead to make your own quick, flavorful dressing by combining Tart Is Smart tart cherry juice with olive oil and your favorite vinegar for a dash of tart-sweet flavor on your favorite fresh greens.
- **For dinner:** Tart Is Smart tart cherry juice, used as an ingredient, enhances the flavor in many dishes. Added to sauces and salsas, it provides a sweet note that compliments the savory taste of salmon, chicken and other healthy proteins. Whisked into store-bought stir-fry sauces, Tart Is Smart provides a tart-sweet kick that ramps up otherwise ordinary flavors.

To find out more about the benefits of tart cherries, visit the Cherry Marketing Institute at [www.cherrymkt.org](http://www.cherrymkt.org). To find out more about Tart Is Smart, the Tart Juice for Smart People and to locate it in the produce department of a store near you, visit [www.tartissmart.com](http://www.tartissmart.com).

So eat healthy to stay healthy. Or, in the case of Tart Is Smart, drink healthy to stay healthy.

###

Founded in 1982, TPG Enterprises, the makers of Tart Is Smart, is a family-owned Othello, Washington-based grower and processor of fresh fruits and vegetables, including tart cherries. With 300 acres of tart cherry orchards, TPG processes the fruit for various uses as ingredients, and as juice concentrate for Tart Is Smart tart cherry juice, available in the produce department of retail grocery stores. For more information about scientific references, TPG Enterprises and its products, please visit [www.tpg-usa.com](http://www.tpg-usa.com). For more information about Tart Is Smart, visit [www.tartissmart.com](http://www.tartissmart.com) or call 509-488-1049.

1 American Beverage Association, [www.ameribev.org](http://www.ameribev.org).

2 According to the *Beverage Digest 2005 Fact Book*.

3 The FDA has not evaluated this claim. Research is ongoing.

4 There is no established RDA for these compounds.

5 Research by Brunswick Laboratories, MA, and the USDA.