



FOR IMMEDIATE RELEASE

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TART IS SMART ORGANIC JUICE CONCENTRATES LAUNCH IN CANADA

Three flavors to be introduced to Canadian retailers at CHFA Expo East

Othello, Wash. – Tart Is Smart™ brand 100% natural, premium juices will launch its eight-ounce, shelf stable natural, juice concentrate line to Canadian retailers during the Canadian Health Food Association (CHFA) Expo East industry trade show in Toronto September 6 – 9 at booth number 2225.

The juice concentrate is available through brokers Hygieia Naturals and SunOpta in three flavor SKUs - Tart Cherry, Blueberry and Organic Tart Cherry. Each eight-ounce bottle makes enough juice for eight days of daily use, saving consumers time, money and refrigerator space, while providing retailers the benefits of a shelf stable product.

“The health and organic products category is growing and we expect it to continue,” said Ivan Taylor, founder and president of Tart Is Smart™. “Our customers are focused on maintaining their active lifestyles as they age, and they are looking for products with added health benefits. Retailers can help them by providing healthier choices, like Tart Is Smart™ Concentrate.”

The Tart Is Smart™ product family includes concentrate and refrigerated ready-to-drink juices focused on the health benefits of Montmorency tart cherries, also known as The Healing Fruit. The taste of Tart Is Smart™ cherry juice is sweet-tart, reminiscent of a cherry pie. The Blueberry Concentrate tastes like blueberries – with all of the health benefits of the deep blue fruit.

MONTMORENCY CHERRY HEALTH BENEFITS

Research shows Montmorency cherries contain more than 17 vital antioxidants. Ongoing studies reveal that Montmorency cherries rank higher in antioxidants than blueberries, raspberries and oranges.

Tart Is Smart™ Tart Cherry Concentrate antioxidants include:

- Melatonin to help preserve brain function and promote healthy sleep patterns
- Anthocyanins to help support joint health
- Super Oxide Dismutase (SOD) Compounds to scavenge dangerous free radicals, protect artery walls from plaque build-up and support heart function.

According to research conducted by Brunswick Laboratories, MA and the U.S. Department of Agriculture, tart cherries have one of the highest ORAC values of any fruit. ORAC, Oxygen Radical Absorbance Capacity, measures the antioxidant capacity of food.

Research published in the *British Journal of Sports Medicine* shows that tart cherry juice helps athletes recover from exercise by decreasing the symptoms of muscle damage, such as loss of strength after a workout – helping them to keep performing.

Tart Is Smart™ Concentrate offers just about everything healthy-living Canadian consumers want:

- USDA Certified Organic
- 100% pure fruit juice
- No additives
- No sugar added
- All-natural
- Non-fat
- Cholesterol-free
- Preservative-free
- Kosher
- Pasteurized

Most Tart Is Smart™ consumers drink the juice every day to maintain a healthy lifestyle, particularly consumers with arthritis and gout.

The Concentrate can be taken by the spoonful, added to water or seltzer to make juice, blended into smoothies for a healthy boost and added to recipes for a complex note in beverages, sauces, salsas, salad dressings, bakery items, ice cream and more.

For more information about Tart Is Smart™, visit www.TartIsSmart.com or visit booth number 2225 during the CHFA Expo East.

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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 Tart Is Smart, visit www.TartIsSmart.com. For more information about scientific references, TPG Enterprises and its products, please visit www.tpg-usa.com.