



**the signal of authentic, U.S.-grown
montmorency tart cherries**



what is True Tart™?

As consumers increasingly seek transparency and authenticity, ingredient sourcing has become an important point of differentiation for brands looking to build trust and stand out in a crowded marketplace. True Tart™ is the U.S. tart cherry industry's certification mark, identifying products made with a meaningful amount of U.S.-grown Montmorency tart cherries — the variety known for its bold tart flavor, vibrant red color and extensive body of nutrition research.



Not all "tart cherries" are the same. Products labeled simply as "tart cherry" can vary significantly in origin, variety and performance.

look for the mark!

The True Tart™ mark appears only on products that meet established program requirements, reinforcing confidence in ingredient sourcing and quality while delivering a clear signal that a product contains verified U.S.-grown Montmorency tart cherries. In a crowded marketplace, True Tart™ helps bridge the gap between ingredient integrity and consumer trust. For brands seeking ingredient transparency, supply-chain confidence and a compelling consumer-facing story, True Tart™ provides a clear point of differentiation.



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why True Tart™ cherries

a traceable origin story

Ingredient origin plays an increasingly important role in purchasing decisions. Representing approximately 98% of tart cherries grown in the U.S., Montmorency tart cherries provide a traceable sourcing story tied to established growing regions. Programs like the True Tart™ certification can further support transparency by helping brands communicate ingredient origin and authenticity while giving consumers confidence in what they are purchasing.



functional benefits backed by research

Many of the published studies evaluating tart cherries have utilized Montmorency tart cherries specifically, making ingredient identity an important consideration for brands seeking alignment with the research. By choosing certified U.S.-grown Montmorency tart cherries, brands can align with the variety most commonly studied in tart cherry research, including research related to exercise recovery and sleep quality.^{1,2,3}

a balanced tart-sweet flavor

Montmorency tart cherries offer a distinctive tart-sweet flavor profile that works across a wide range of applications. From sweet and savory to spicy, their bright acidity helps formulators build flavor balance, complexity and contrast across beverages, snacks, baked goods, sauces, glazes and dairy formulations alike.

naturally vibrant visual appeal

Color drives consumer perception, and Montmorency tart cherries deliver a naturally bright red hue that enhances visual appeal across a wide range of applications. As clean-label considerations continue influencing formulation decisions, choosing an ingredient with naturally derived color can help manufacturers meet consumer expectations while supporting cleaner ingredient statements.

multiple formats for formulation flexibility

Available year-round, U.S.-grown Montmorency tart cherries are offered in a full range of formats, including juice, concentrate, dried, frozen and canned. This versatility allows brands to incorporate authentic U.S.-grown Montmorency tart cherries across a wide range of applications — from functional beverages and snacks to dairy, bakery and culinary innovations.



For brands looking to deliver a compelling ingredient story, formulation flexibility and alignment with the research, True Tart™ provides a clear way to identify products made with authentic, U.S.-grown Montmorency tart cherries.

To learn more, visit ustartcherries.com.

¹ Zhu Y, Smith J, Cohn A. The effect of Montmorency tart cherry consumption on athletic performance and post-exercise recovery in healthy adults: a scoping review. *Front Nutr.* 2026;13:1794292. doi:10.3389/fnut.2026.1794292.

² 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. *J Med Food.* 2010;13(3):579–583.

³ Barforoush F, Ebrahimi S, Abdar MK, et al. The effect of tart cherry on sleep quality and sleep disorders: a systematic review. *Food Sci Nutr.* 2025;13(9):e70923.