



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



what is True Tart™?

As chefs and menu developers look to source authentic, high-quality ingredients, it's increasingly important to know exactly what's in a product and where it comes from. 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.



**However, 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. By bringing greater clarity to ingredient sourcing, True Tart™ helps operators deliver consistent quality, menu integrity and an authentic story that resonates with today's diners.



ustartcherries.com

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 offer chefs and menu developers a traceable sourcing story tied to established growing regions. The True Tart™ certification mark further supports sourcing confidence by identifying products made with a meaningful amount of verified U.S.-grown Montmorency tart cherries, giving operators greater assurance in ingredient authenticity and consistency.

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 chefs and menu developers seeking alignment with the research. By choosing certified U.S.-grown Montmorency tart cherries, operators can confidently source the variety most commonly studied in tart cherry research, including research related to muscle strength recovery after exercise and sleep quality.^{1,2,3}

a balanced tart-sweet flavor

Montmorency tart cherries offer a distinctive tart-sweet flavor profile that brings balance and versatility to menus across dayparts and cuisines. From sweet and savory to spicy, their bright acidity helps build flavor balance, complexity and contrast across beverages, salads, entrées, sauces, glazes, baked goods and desserts.

naturally vibrant visual appeal

Guests eat with their eyes first, and Montmorency tart cherries deliver a naturally bright red hue that enhances visual appeal across a wide range of menu items without relying on artificial colors. Their deep red color adds eye-catching contrast to both sweet and savory dishes, helping chefs create presentations that stand out on the plate and leave a lasting impression.

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 gives chefs and menu developers flexibility to incorporate authentic U.S.-grown Montmorency tart cherries in the form that best fits their culinary needs.



Ask your supplier which products carry the True Tart™ mark and are available in the form and pack size your kitchen needs.

Visit ustartcherries.com to learn more and connect with U.S. tart cherry suppliers.

¹Zhu 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.

²Pigeon 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.

³Barforoush 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.