

Be Smart...*Enjoy Tart-Orchard Country Winery & Market Releases New Cherry Promotion*

Once upon a time the old adage “an apple a day keeps the doctor away” offered sage advice on maintaining good health. Today, however, wellness is more about a bowl of cherries. And for the more than 46 million—one in every 5 adults—who suffer from the debilitating affects of arthritis that is very good news.

May is National Arthritis Foundation Month, the goal of which is to increase awareness of the disease. It is also the month when the cherry blossoms promise a bounty of fruit, fruit which has the potential for alleviating the affects of arthritis according to groundbreaking studies.

“We have known for years the benefits of tart cherries because of success stories our loyal customers have shared with us,” said Carrie Lautenbach Viste, co-owner/manager of Orchard Country. “The reason for this new promotion is to allow everyone the opportunity to take advantage of this healthy and versatile fruit and encourage them to include it as part of their daily diet.”

Largely misunderstood, a disease where misconceptions and misinformation rage, arthritis is a complicated condition that affects men, women, and children. The symptoms of arthritis are varied; treatments are numerous; and the degree of severity can be anything from minimal to extreme. But what is common to all arthritis sufferers is the inflammation that attacks joints. The reality is that arthritis hurts.

But the good news is the natural compounds in tart cherries, Montmorency in particular, can bring remarkable relief to victims of arthritis. University of Michigan researchers noted a 50% reduction in inflammation in animals fed a cherry-enriched diet, rich in antioxidants which reduce levels of nitric oxide.

“Cherries have a unique antioxidant profile that works similar to some types of pain medication,” said Russel Reiter, Ph.D., nutrition researcher at the University of Texas Health Science Center, who has studied the benefits of tart cherries for many years. “This is an important link in examining the role diet can play in reducing inflammation and preventing and managing related diseases and conditions.”

The added bonus of cherries is the natural health solution they offer. Unlike medications that may cause side-affects, cherries are a happy treat to be enjoyed by everyone. According to Leslie Bonci, a registered dietitian, “Cherries are great because they have these powerful anti-inflammatory properties and are easy and convenient to eat, from topping cereal or creating a smoothie.”

Cherries are considered one of the hottest “super fruits” whose attributes are being touted by anyone suffering from inflammatory diseases. But the fruit that grows most predominantly in Michigan, Wisconsin, Utah, New York, Pennsylvania, Colorado, Ohio, Oregon, and Washington is not just for arthritis sufferers.

“For anyone who is active, in particular those who are aging, cherries can offer not only anti-inflammatory benefits, but also offers important nutritional benefits,” explained Bonci. “And what’s great about tart cherries is they are available year-round as dried, frozen and juice, and are versatile enough to use in almost any meal situation.”

Throughout the market, Orchard Country products using tart Montmorency cherries--many of which are all-natural ingredients, as well--will feature the sticker “Be Smart~Enjoy Tart,” inviting consumers to learn more about this *super fruit*.” An

informative product guide including the health benefits and great recipes utilizing this fruit will be available at Orchard Country.

For years, cherries were considered a folk remedy for the inflammatory affects of arthritis. Today, however, extensive studies are baring sweet fruit for the victims of a disease that can be, at its extreme, crippling. Eat cherries by the handful or drink a glass of its juice...the results may be *fruitful!*

For more information about the affects of tart cherries on arthritis visit www.arthritis.com or www.choosecherries.com.