



PRESS RELEASE

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For Immediate Release

Tart Cherry Industry Leader Stanton Orchards Announces Launch of New Online Shopify Store

Leelanau, Michigan, January 28, 2021..... Leading U.S. tart cherry grower Stanton Orchards announces the launch of its new online shopping store, powered by Shopify and featuring its tart cherry concentrate, a high-antioxidant health supplement drink distributed nationally. See new online store: www.stantonorchards.com

President Todd Stanton made the announcement today and explained “With our new online store we’re confident we can fulfill our customers’ expectations with our easier ordering system, higher technology, and enhanced shipping systems. Our tart cherry concentrate sales online and in physical stores have grown exponentially over the past decade and hit peak sales in 2020 due to our highest consumer demand ever. Driven by shoppers desiring immune boosting products, our tart cherry concentrate sales have surged. This move to Shopify, world leader in digital commerce, will help us pick up the pace of fulfilling new orders, as well as lift our online presence to a higher level.”

Stanton added, “Our customers come first so our site now clearly explains the six primary health benefits of tart cherry concentrate, gives tips and instructions on how to use it, and tells where to buy it.”

Stanton Orchards recently signed on with E-commerce marketing firm Nuanced Media to build and manage this new Shopify online storefront. Ryan Flanagan, Nuanced Media CEO, commented, “We’re pleased to be working with Stanton Orchards to strengthen its online merchant presence on strategic marketing channels. Todd Stanton has built his successful tart cherry concentrate business with hard nuts and bolts work on his own. Now we’re bringing his E-commerce presence to a more extended, competitive level, starting with this new online store, and soon to be adding multi-channel digital marketing and third party marketers.”

Stanton Orchards’ new website blog article “Six Reasons Why Montmorency Tart Cherry Concentrate Can Boost and Protect Your Health” explains why customers utilize the health-benefit nutrients of tart cherry concentrate: “With potent healthful properties such as flavonoids, anthocyanins, phenols, and

more, it decreases the risk for developing disease, improves the immune system, protects against inflammation, and keeps organs healthy in your body. It has the highest antioxidant levels of all super fruits (17 total) and is packed with vitamins, minerals, potassium, anthocyanins, and melatonin.”

Also see evidence-based articles:

- USDA site. https://www.ars.usda.gov/ARUserFiles/80600500/images/Interns-Pics/Cherry_Aulet_Ross.pdf
- Healthy and Natural World: <https://www.healthyandnaturalworld.com/tart-cherry-juice-health-benefits/#:~:text=Tart%20cherry%20juice%20is%20high%20in%20flavonoids,%20a,cherry%20juice%20can%20improve%20the%20immune%20system%204.>

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ABOUT STANTON ORCHARDS

Four generations of Stanton Orchard’ families have been growing and harvesting Montmorency tart cherries for 60 years in the heart of famed Leelanau Peninsula, Cherry Capital of U.S., in Northern Michigan. Grandson Todd Stanton founded the orchard’s tart cherry concentrate production in 2011 and over the past decade has built an extensive network for bringing the product to market, creating distributorships and establishing healthy grocer networks throughout the United States. Tart cherry concentrate is sold in most Whole Foods, Natural Grocers, Mariano’s, Jimbo’s Naturally, Market of Choice, Roundy’s and hundreds of other healthy grocery chains and independents.

OUR PLEDGE

An industry leader in cherry tree nurturing and cherry production systems that protect both agriculture and community health, Stanton Orchard’s pledges its continued tart cherry concentrate production to help provide health benefits to an increasingly health-conscious American consumer public. More information on its website: stantonorchards.com

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