



PRESS RELEASE

Contact: Carol Blomstrand
Trumpet Markets Public Relations
Tucson, Arizona 85750
520-369-1223

For Immediate Release

Stanton Orchards Announces Launch of New Amazon Store To Market Its Tart Cherry Concentrate with e-Commerce Partner Nuanced Media

Leelanau, Michigan, March 18, 2021..... Stanton Orchards announces the launch of its first Amazon online store featuring tart cherry concentrate, a high-antioxidant health drink in strong demand nationally. See new Amazon store: <https://amzn.to/3t7l8pV>

President Todd Stanton made the announcement today and explained “With our new Amazon store we’re gratified that we can now deliver tart cherry concentrate to the largest national consumer marketplace in the world. While we hit peak sales in 2020 with our highest demand ever, we expect to see Amazon pushing our sales far beyond our previous marketing data intel. We thank e-commerce marketing firm Nuanced Media for guiding us in our company’s development. We couldn’t have done this without their experience and expertise.”

Stanton Orchards signed on with E-commerce marketing firm Nuanced Media months ago as a partner to build and manage both a new Amazon presence and a new website driven by world-ecommerce engine leader Shopify. Ryan Flanagan, Nuanced Media CEO, commented, “We’re delighted to be working with Stanton Orchards to strengthen its online merchant presence on strategic marketing channels. Todd Stanton has been motivated in this entire journey to elevate his product’s E-commerce presence to a more competitive level. In utilizing Amazon, Shopify, multi-channel digital marketing and third party marketers we continue to enjoy guiding this exciting ride with him.”

About Stanton Orchards:

Stanton Orchards is a leading grower, processor and seller of tart cherry concentrate, an in-demand health drink sold at grocers throughout the U.S. including most Whole Foods, Natural Grocers, Mariano’s, Jimbo’s Naturally, Market of Choice, Roundy’s and hundreds of other healthy grocery chains and independents. Four generations of the Stanton Orchard’ family have been growing and harvesting Montmorency tart cherries for 60 years in the heart of the 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 U.S.

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HEALTH BENEFITS OF TART CHERRY CONCENTRATE

Stanton Orchards' new website blog article "Six Reasons Why Montmorency Tart Cherry Concentrate Can Boost and Protect Your Health" explains why customers desire the health-benefit nutrients of tart cherry concentrate: "It has the highest antioxidant levels of all super fruits (17 total) and is packed with vitamins, minerals, potassium, anthocyanins, and melatonin."

Blog article: <https://stantonorchards.com/blogs/blog/six-reasons-why-montmorency-tart-cherry-concentrate-can-boost-and-protect-your-health>

Also see evidence-based articles:

- USDA site. <https://bit.ly/3rB0ka2>
- Healthy and Natural World: <https://bit.ly/3cjqOgC>

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: <http://stantonorchards.com>

Enterprise Orchards Inc.
DBA Stanton Orchards
3808 E Overby Rd.
Lake Leelanau, MI

Email: gethealthy@stantonorchards.com
847-840-6777

ABOUT NUANCED MEDIA – E-Commerce Partner
<http://nuancedmedia.com>

Tucson Location

100 N Stone Ave, Suite 305
Tucson, Arizona 85701, United States
[\(520\) 441-3131](tel:(520)441-3131)

Phoenix Location

221 E Indianola Avenue
Phoenix, Arizona 85012, United States
[\(602\) 663 9177](tel:(602)663-9177)

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