



Destined for greatness.

shoreline FRUIT®

Growers | Processors | Marketers

Mission

Our Mission

To provide quality wholesome fruit products for the world to enjoy.

Vision

Our Vision

To be the preferred value-added fruit company known for its quality products, great people and superior performance.

Core Values

Our Core Values

Customer Focused, Financially Responsible, Ethical, Valuing People, Collaborative, Innovative, Accountable

These core values reflect our shared beliefs and expectations for how we will conduct ourselves with each other, our customers and our business partners and are the foundation that will hold us all accountable for:

- *Understanding our customer needs when setting company goals*
- *Being financially responsible with the company assets that have been entrusted to us by our owners*
- *Living the core values and high ethical standards we have set for the organization everyday*
- *Always honoring our promises and commitments we make to each other*
- *Working together, effectively and collaboratively with all team members*
- *Providing open, constructive, innovative and creative input to help achieve our business objectives*

**Grower Owned
Product of the U.S.A.**

Dried Cherries



SWEETENED* TART MONTMORENCY



SWEETENED* DICED
MONTMORENCY
3/16 x 1/4 inch



SWEETENED* TART BALATON



NO ADDED SUGAR
TART MONTMORENCY



SWEETENED* CHERRY JUBILEE
Montmorency,
Balaton & Light Sweet



SWEETENED (W/APPLE JUICE
CONCENTRATE) TART
MONTMORENCY



MILK CHOCOLATE COATED
MONTMORENCY



DARK CHOCOLATE COATED
MONTMORENCY

Dried Cherries



Our delicious cherries are grown in the bountiful orchards of Shoreline Fruit, then dried and processed in our food safety-audited plant, in adherence to the strictest guidelines for quality. Completely natural and free of artificial color or additives, our Dried Cherries are beautifully plump and flavorful, making them a perfectly wholesome addition to any application. Use Shoreline Fruit Dried Cherries to enhance salads, bakery items, specialty recipes, or use them in any snack or trail mix. Alone, our Dried Cherries also make a delicious and conveniently portable treat. Like all of our dried fruit products, Shoreline Fruit Dried Cherries are Kosher Certified by Star-K or Star-D for coated items. Choose from a variety of sweetened and no added sugar options.

CODE	PRODUCT DESCRIPTION	MOISTURE CONTENT
CHSPO	SWEETENED *TART MONTMORENCY	9-14%
CHSPO120	SWEETENED *DICED TART MONTMORENCY - 3/16x1/4 inch/4.75x6.35mm	7-11%
CHSPO120RF	SWEETENED *DICED TART MONTMORENCY W/RICE FLOWER 3/16x1/4 inch/4.75x6.35mm	7-11%
CHAPO	SWEETENED TART MONTMORENCY TART (W/APPLE JUICE CONCENTRATE)	8.5-11.5%
CHUPN	NO ADDED SUGAR MONTMORENCY	10-14%
CHSBO	SWEETENED *TART BALATON	9-14%
CHCJO	CHERRY JUBILEE (TART MONTMORENCY, BALATON & LIGHT SWEET)	9-14%
CHMC	MILK CHOCOLATE COATED TART MONTMORENCY	N/A
CHDC	DARK CHOCOLATE COATED TART MONTMORENCY	N/A

All items listed above with an * are Sweetened with GMO Free Cane Sugar

Kosher Certification:

All products listed above are certified Star-K, except milk chocolate coated Montmorency and dark chocolate coated Montmorency, which are Star-D.



Shelf Life & Storage:

DRIED CHERRY PRODUCTS: 18 month shelf life from date of production when stored in a cool, dry area; below 50°F/10°C is recommended.

Packaging:

Packaged in corrugated cases with poly liners.

Cartons:

25 lb./11.34 Kg net cartons

10 lb./4.54 Kg net cartons

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Growers | Processors | Marketers

CUSTOMER SERVICE
P 800.836.3972
P 231.941.4336
F 231.941.4525

HEADQUARTERS
10850 E Traverse Hwy, Ste 4460
Traverse City, MI 49684, U.S.A.

shorelinefruit.com

Dried Blueberries



SWEETENED* CULTIVATED



SWEETENED* LARGE CULTIVATED



SWEETENED (W/APPLE JUICE CONCENTRATE)



SWEETENED* WILD

Dried Fruit Blends



SWEETENED* CHERRY BERRY BLEND
cherry, cranberry & blueberry



Dried Blueberries

Shoreline Fruit Dried Blueberries are made using only the choicest berries, carefully processed in our food safety-audited plants, in adherence to the strictest guidelines for quality. Completely natural and free of artificial color or additives, our Dried Blueberries are plump and flavorful, making them a perfectly wholesome addition in any application. Use Shoreline Fruit Dried Blueberries to enhance salads, cereals, bakery items or specialty recipes. Add them to snack or trail mixes. Alone, our Dried Blueberries also make a delicious and conveniently portable treat. Like all of our dried fruit products, Shoreline Fruit Dried Blueberries are Kosher Certified by Star-K. Choose from a variety of tasty options.

PRODUCT CODE	PRODUCT DESCRIPTION	MOISTURE CONTENT
BBSSO	SWEETENED* CULTIVATED	11-15%
BBASO	SWEETENED (W/APPLE JUICE CONCENTRATE)	11-15%
BBSLO	SWEETENED* LARGE CULTIVATED	11-15%
BBUSN	NO ADDED SUGAR CULTIVATED	7-11%
BBSWO	SWEETENED* WILD	11-15%
All items listed above with an * are Sweetened with GMO Free Cane Sugar		

Kosher Certification: All products listed above are certified Star-K. ☆

Shelf Life & Storage: Eighteen month shelf life from date of production when stored in a cool, dry area; below 50°F/10°C is recommended.

Packaging: Packaged in corrugated cases with poly liners.

Cartons:

SWEETENED: 25 lb./11.34 Kg net cartons

NO ADDED SUGAR: 8 lb./4.54 Kg net cartons



Dried Fruit Blend

Our Dried Fruit Blend is made using only the perfect mix of fruit, carefully processed in our food safety-audited plants, in adherence to the strictest guidelines for quality. This fruit blend is naturally free of artificial colors or additives, and is a tasty wholesome addition to any application. Select our Dried Fruit Blend for salads, bakery items, or specialty recipes. Use it in a snack or trail mix, or as a delicious and conveniently portable treat. The Shoreline Dried Fruit Blend is Kosher Certified by Star-K.

PRODUCT CODE	PRODUCT DESCRIPTION	MOISTURE CONTENT
MXCBO	SWEETENED* CHERRY BERRY BLEND	12-16%

Kosher Certification: All products listed above are certified Star-K. ☆

Shelf Life & Storage: Eighteen month shelf life from date of production when stored in a cool, dry area; below 50°F/10°C is recommended.

Packaging: Packaged in corrugated cases with poly liners.

Cartons: 25 lb./11.34 Kg net cartons

Product of the U.S.A.



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Dried Apples



UNSULFURED RINGS



UNSULFURED SLICES



UNSULFURED DICES
 $\frac{1}{2} \times \frac{1}{2} \times \frac{1}{2}$ inch



UNSULFURED DICES
 $\frac{3}{4} \times \frac{1}{2} \times \frac{1}{4}$ inch



UNSULFURED DICES
 $\frac{3}{8} \times \frac{3}{8} \times \frac{3}{8}$ inch



UNSULFURED DICES
 $\frac{1}{4} \times \frac{1}{4} \times \frac{1}{4}$ inch

Oregon Tilth Certified Organic Dried Apples



APPLE RINGS



APPLE DICES
 $\frac{3}{4} \times \frac{1}{2} \times \frac{1}{4}$ inch


Proportionate scale in inches.

Dried Apples

Our flavorful apples are grown and processed in Argentina. Use them to enhance salads, bakery items, specialty recipes, or in any type of snack or trail mix. Shoreline Fruit Dried Apples are Kosher Certified by Star-K.



PRODUCT CODE	PRODUCT DESCRIPTION	MOISTURE CONTENT
APUR	UNSULFURED RINGS	14-17%
APUN	UNSULFURED APPLE PIE PIECES (SNITZ)	12-16%
APUF222	UNSULFURED DICES - ¼x¼x¼ inch/6.35x6.35x6.35 mm	14-19%
APUF333	UNSULFURED DICES - ⅜x⅜x⅜ inch/9.52x9.52x9.52 mm	14-19%
APUF444	UNSULFURED DICES - ½x½x½ inch/12.70x12.70x12.70 mm	14-19%
APUF642	UNSULFURED DICES - ¾x½x¼ inch/19.05x12.70x6.35 mm	14-19%
APUF222L	UNSULFURED DICES, LOW MOISTURE - ¼x¼x¼ inch/6.35x6.35x6.35 mm	Max 4%
APOR	ORGANIC DRIED APPLE RINGS	14-17%
APOF642	ORGANIC DRIED APPLE DICES - ¾x½x¼ inch/19.05x12.70x6.35 mm	14-19%

Kosher Certification:

All products listed above are certified Star-K. 

Organic Certification:

Oregon Tilth Certified Organic



Shelf Life & Storage:

18 month shelf life from date of production when stored in a cool, dry area; below 50°F/10°C is recommended.

LOW MOISTURE: Two year shelf life from date of production when stored in a cool, dry area; below 45°F/7.22°C is recommended.

Packaging:

Packaged in corrugated cartons with poly liners.

Cartons:

UNSULFURED RINGS AND DICES: 25 lb./11.34 Kg net cartons

UNSULFURED LOW MOISTURE DICES: 17 lb./7.7 Kg net cartons

UNSULFURED SLICES: 10 lb./4.54 Kg net cartons

ORGANIC DRIED APPLES: 25 lb./11.34 Kg net cartons

Oregon Tilth Certified Organic Dried Apples

Shoreline Fruit offers delicious, nutritious, organic dried apples, all certified by Oregon Tilth. We use only the choicest apples, carefully processed in food safety-audited plants, in adherence to the strictest guidelines for quality. Completely natural and free of artificial color or additives, our Organic Dried Apples are plump and flavorful, making them a perfectly wholesome addition in any application. Use our Organic Dried Apples to enhance salads, bakery items, specialty recipes, or use them in any type of snack or trail mix. Our Organic Dried Apples also make a delicious and conveniently portable treat. Our Organic Dried Apples are Kosher Certified by Star-K.

Product of Argentina



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P 800.836.3972
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F 231.941.4525

HEADQUARTERS
10850 E Traverse Hwy, Ste 4460
Traverse City, MI 49684, U.S.A.

shorelinefruit.com

Dried Cranberries



SWEETENED* SLICED



NO ADDED SUGAR SLICED



SWEETENED* DICED
3/16x1/4 inch



SWEETENED SLICED (W/APPLE
JUICE CONCENTRATE)

Dried Cranberries



Shoreline Fruit Dried Cranberries are made using only the choicest fruit, carefully processed in our food safety-audited plants, in adherence to the strictest guidelines for quality. Completely natural and free of artificial color or additives, they make a perfectly wholesome addition in any application. Use our Dried Cranberries to enhance salads, bakery items, specialty recipes, or in a snack or trail mix.

PRODUCT CODE	PRODUCT DESCRIPTION	MOISTURE CONTENT
CRNGSO	SWEETENED* SLICED	10-18%
CRUSN	NO ADDED SUGAR SLICED	7-11%
CRSDO120	SWEETENED* DICED - 3/16"x1/4"/4.75x6.35 mm	8-12%
CRASO	SWEETENED SLICED (WITH APPLE JUICE CONCENTRATE)	14-17%

All items listed above with an * are Sweetened with GMO Free Cane Sugar

Kosher Certification: All products listed above are certified OU, except No Added Sugar Cranberries, which are Star-K.



Shelf Life & Storage: Two year shelf life from date of production when stored in a cool, dry area; below 50°F/10°C is recommended.

NO ADDED SUGAR: 18 month shelf life from date of production when stored in a cool, dry area; Below 50°F/10°C is recommended.

Packaging: Packaged in corrugated cases with poly liners.

Cartons:

NO ADDED SUGAR: 7 lb./3.18 Kg net cartons

ALL OTHER VARIETIES: 25 lb./11.34 Kg net cartons

Product of the U.S.A.



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Traverse City, MI 49684, U.S.A.

shorelinefruit.com






Cherry Concentrate

Prepared from mature, clean, Tart Montmorency and Balaton cherries, this pure fruit concentrate is free of artificial flavors, colors or additives and is a natural source of beneficial antioxidants known as anthocyanins. Our Cherry Concentrate combines the natural benefits of the cherry with an unmatched flavor profile to deliver an exceptionally great tasting, nutritional beverage.

PRODUCT CODE	PRODUCT DESCRIPTION
CHJCRT	TART MONTMORENCY CHERRY CONCENTRATE
CHJCB	TART BALATON CHERRY CONCENTRATE

Kosher Certification:

All products listed above are certified Star-K. 

Shelf Life & Storage:

Two year shelf life from production date when stored at 0°F/-17.78 °C or colder as recommended.

Packaging:

5 gallon pails – packaged in new plastic 5 gallon/18.927 L pails with 56 net lbs./25.40 net Kg of concentrate with tamper proof lids and are labeled with the contents, manufacturer and lot code.

52 gallon drums – packaged in new or reconditioned and sanitized 52 gallon/196.84 L drums with 579 net lbs./262.63 net Kg of concentrate. Drums are double lined with 4 mil plastic liners, security sealed and labeled with the contents, manufacturer and lot code.

275 gallon bulk liquid totes – packaged in new or reconditioned and sanitized 275 gallon/1041.0 L bulk liquid totes.

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Traverse City, MI 49684, U.S.A.

shorelinefruit.com



 CherryPURE®



Cherry Powder

Freeze-dried, 100% natural, additive-free and partially water soluble, our CherryPURE® Montmorency Tart Cherry Powder is a natural source of antioxidants and nutrients. Our unique processing and drying methods maintain the highest levels of the nutrients found in the fruit. Compared to competitive products, our CherryPURE® Tart Montmorency Cherry Powder contains higher concentrations of antioxidants such as anthocyanins. Competitive powders may contain as much as 15 percent fillers, but Shoreline Fruit's unique manufacturing process requires no processing aids normally used during drying, nor any additives to prevent the powder from clumping. The result is a pure cherry powder that remains free flowing without artificial ingredients—even in the most humid conditions. The powder is also GMO-free and meets U.S. Environmental Protection Agency pesticide residue allowances.

Analysis should be completed on all final formulations prior to making claims.

PRODUCT DESCRIPTION

TART MONTMORENCY CHERRY POWDER

Kosher Certification:

All products listed above are certified Star-K and Halal.  

Shelf Life & Storage:

Two year shelf life from production date at ambient temperatures <70°F and relative humidity <50%.

Packaging:

Double wall corrugated box with heat sealed FDA approved poly liner. Label stating supplier name, product name, product lot code, net weight 15 kg affixed to each case.

CherryPURE is the registered trademark of Shoreline Fruit, LLC



Product of the U.S.A.



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P 800.836.3972
P 231.941.4336
F 231.941.4525

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10850 E Traverse Hwy, Ste 4460
Traverse City, MI 49684, U.S.A.

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CHERRY BAY ORCHARDS Tart Cherry Concentrate

A brand from Shoreline Fruit

Our Orchards. We are located on the shores of Lake Michigan, in the cherry capital of the world. Here, the weather and soil conditions work together to create a uniquely ideal environment for growing cherries.

Sustainability. As stewards of the land, Cherry Bay Orchards, like all of Shoreline Fruit, utilizes ecologically sound processes and environmentally safe pest control. By reusing, recycling and repurposing our resources, we reduce our energy consumption and lower our impact on the earth.

Health and Wellness. Cherry Bay Orchards brand tart Cherry Concentrate contains natural antioxidants. Studies suggest that the inherent benefits of tart Montmorency cherries may help with a variety of health-related issues. Among the key benefits are: help in maintaining healthy joint function, relief of pain associated with tissue inflammation, support for healthy cardiovascular systems, immune system boost and other benefits.

Quality. Shoreline Fruit is one of the largest tart cherry growers in North America. We grow and process our own cherries, ensuring the highest possible quality in our Cherry Bay Orchards brand. Our farms and processing facilities have received excellent ratings for numerous certifications, inspections and quality audits to meet the strictest government and customer requirements.

Cherry Concentrate Processing. We use a hot fill pasteurization process and multifilter system to ensure product quality, protect shelf life and eliminate the need to refrigerate unopened containers. This offers more flexibility with in-store merchandising, storage and transportation.

Perfect for Athletes and Health-Conscious Consumers. Add our delicious, nutritious tart Cherry Concentrate to water, orange juice, lemonade or mix it with your favorite beverage.

Shelf Life and Storage. Unopened product does not require refrigeration. Product is produced with an 18 month best if used by date.

Sizes. The Cherry Bay Orchards concentrate is available in both 16oz. and 32oz. BPA FREE plastic recyclable bottles.

- All Natural - No sugar added
- Gluten Free
- Star K Kosher Certified
- Flexible applications - Mix to taste, blend with any beverage.

Bilingual Label. The 16oz. (473 mL) bottle is available with a bilingual label that is approved for export to Canada for retail sales.

MONTMORENCY
TART CHERRIES™



This paper has been printed with environmentally safe soy based inks.

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FRUIT.

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P 800.836.3972
P 231.941.4336
F 231.941.4525

HEADQUARTERS
10850 E Traverse Hwy, Ste 4460
Traverse City, MI 49684, U.S.A.

shorelinefruit.com
cherrybayorchards.com



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CHERRY BAY ORCHARDS

Premium Dried Fruits

A brand from Shoreline Fruit



Our Orchards. We are located on the shores of Lake Michigan, in the cherry capital of the world. Here, the weather and soil conditions work together to create a uniquely ideal environment for growing cherries.

Quality. Shoreline Fruit is one of the largest tart cherry growers in North America. We grow, process, dry and package our own cherries, ensuring the highest possible quality in our Cherry Bay Orchards brand. Our farms and processing facilities have excellent ratings, with numerous certifications, inspections and quality audits to meet the strictest government and customer requirements.

Variety. In addition to our exceptional dried cherries, we offer a selection of dried fruits, such as cranberries and blueberries. We complete the lineup with a selection of coated products, including milk chocolate, dark chocolate and Greek yogurt covered varieties. All products are available in 6 oz. bags; certain varieties are also offered in 1 oz. snack size, 24 oz. bags and 4 lb. boxes.

Sustainability. As stewards of the land, Cherry Bay Orchards, like all of Shoreline Fruit, utilizes ecologically sound processes and environmentally safe pest control. By reusing, recycling and repurposing our resources, we reduce our energy consumption and lower our impact on the earth.

New Packaging. Shoreline Fruit is proud to introduce Cherry Bay Orchards' all new, reclosable stand-up pouches.

shoreline
FRUIT.

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P 800.836.3972

P 231.941.4336

F 231.941.4525

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10850 E Traverse Hwy, Ste 4460

Traverse City, MI 49684, U.S.A.

shorelinefruit.com



Introducing Cherry Bay Orchards®
100% Tart Montmorency Cherry Juice
PASTEURIZED/READY TO DRINK/NOT FROM CONCENTRATE



Just like all of our Cherry Bay Orchards® brand Tart Montmorency Cherry products; Dried Cherries, Cherry Blends, Coated Cherries and Cherry Concentrate, our bag in a box ready to drink juice is made from only 100% tree ripened tart Montmorency cherries. The Montmorency cherry (*Prunus Cerasus*) has been proven to be a rich source of powerful antioxidants and flavonoids which promote a host of health and recovery benefits including; healthy joint function, normal uric acid levels, a healthy cardiovascular system, regular sleep patterns, and muscular strength & recovery.* Cherry Bay Orchards 100% Cherry Juice is *PURE* all natural juice. Made from cherries grown exclusively in our orchards; it is free of added sugar, artificial additives, preservatives and color.

It's our proprietary phyto-preserve harvesting and juicing technology that helps to protect the efficacy of the nutrients that are inherently found in our own tart Montmorency cherries. Most university studies suggest 1 to 2 – 8 oz. servings of cherry juice per day for maximum health benefits.

Selling Benefits of Cherry Bay Orchards® 100% Tart Montmorency Cherry Juice

- This juice is ready to drink and is **not from concentrate**
- Never blended with other fruit juices like apple, pear, or grape
- Nothing but *PURE* tree ripened tart Montmorency cherry juice
- GMO Free/Gluten Free
- Vegetarian and Vegan
- Star K Kosher Certified
- All natural ingredients – **with no added sugar**, color or preservatives
- Flash pasteurized and aseptically packed into a Bag in Box (BIB) container that does not require any refrigeration until it is opened by the consumer.
- Packaged with a one year shelf life
- Best quality if consumed within 30 days after opening
- A single shipping case contains 6 selling units that are 59 oz./1.75 Liters each
- We also offer a display ready pallet that offers 400 selling units (50/8PK trays) that can be merchandised and shopped from all four sides of the display

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

MONTMORENCY
THE
CHERRY WITH
MORE™



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P 231.941.4336

P 800.836.3972

F 231.941.4525

E cs@shorelinefruit.com

HEADQUARTERS

10850 E. Traverse Hwy,

Ste. 4460 Traverse City,

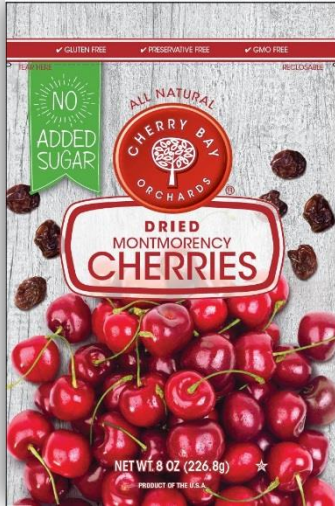
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U.S.A.

shorelinefruit.com



Cherry Bay Orchards® No-Added Sugar Dried Tart Montmorency Cherry



On the shores of Lake Michigan, amidst green rolling hills lie Shoreline Fruit's abundant tart cherry orchards. This region belongs to North America's Great Lakes, where sandy soil, nearness to Lake Michigan, and climate of icy-cold winters and temperature summers make it ideal for growing Cherry Bay Orchards Dried Montmorency Cherries. Deliciously tart and natural, Cherry Bay Orchards® Dried **No-Added-Sugar** Tart Montmorency Cherries are all cherries and sunshine, without any artificial flavor or preservatives.

Our Cherry Bay Orchards® **No-added sugar** Tart Montmorency Dried Cherries have no artificial additives and contain less sugar than other dried cherries. These dried cherries contain only the natural sugars that are inherent in the tree ripened fruit. They are perfect for those that are watching their daily sugar intake. **While the average 1/3 cup serving of the sugar added option has the same 130 calories, The NAS cherries contains over three times the number of cherries!**

- GMO Free
- Gluten Free
- 100% Vegetarian and Vegan
- All natural ingredients – **no-added sugar** or sunflower oil
- Produced with a 12 Month shelf life
- Product of the U.S.A.
- A full case contains 12 selling units of 8 oz. (226.8g) each

What have our customers told us about our CBO **NAS** tart Montmorency cherries?

Shoreline Fruit recently conducted a consumer survey of those that have purchased our **no-added sugar** dried tart cherries on line. Of those surveyed they shared the following:

The primary reason (64.5%) for purchasing the cherries was because they contained **no-added sugar**. Followed by product quality, All-natural ingredients and other.

Their favorite way to enjoy the **NAS** cherries were for snacking (38.7%) then baking and in a trail mix.

When asked if they would be interested in purchasing the **NAS** cherries in a different size package (77.4%) responded yes over our current two pound box offering.

They also said they preferred to have the product packed in re-closable pouches (87%) between 6 and 16 oz. like other Cherry Bay Orchards® products.



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E cs@shorelinefruit.com

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Ste. 4460 Traverse City,

Michigan, 46684

U.S.A.

shorelinefruit.com



Cherry Bay Orchards®
No-Added Sugar
 Dried Tart Montmorency Cherry



Cherry Bay Orchards®

No Added Sugar

Dried Tart Montmorency Cherries

Avg. 60 to 65 cherries per ounce

Cherry Bay Orchards®

Regular Sugar Infused

Dried Tart Montmorency Cherries

Avg. 20 to 25 cherries per ounce

Nutrition Facts

about 6 servings per container
Serving size (40g)

Amount per serving	
Calories 130	
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 30g	11%
Dietary Fiber 3g	11%
Total Sugars 19g	
Includes 0g Added Sugars	0%
Protein 2g	
Vitamin D 0mcg	0%
Calcium 27mg	2%
Iron 0mg	0%
Potassium 385mg	8%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Nutrition Facts

Serving Size 1/3 cup (40g)
 Servings Per Container About 11

Amount Per Serving	
Calories 130	Calories from Fat 0
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 5mg	0%
Total Carbohydrate 32g	11%
Dietary Fiber 1g	5%
Sugars 22g	
Protein 1g	
Vitamin A 20%	Vitamin C 0%
Calcium 2%	Iron 2%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
Calories: 2,000 2,500	
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	



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