



FOR IMMEDIATE RELEASE

**CHERIBUNDI™ SET TO LAUNCH “WHO KNEW?” CAMPAIGN
AT THE 2016 NATURAL PRODUCTS EXPO WEST TRADE SHOW**

GENEVA, NEW YORK – February 7, 2016 – On March 11-13, 2016, leading industry producer of tart cherry juice products, [Cheribundi](#) will convene with thousands of fellow natural food enthusiasts in Anaheim, CA, as an exhibitor at the 2016 Natural Products Expo West. Considered the most celebrated natural food trade show in the country, Expo West provides the perfect launch pad for the mass amplification of the many scientifically proven benefits of Cheribundi™’s widely used products via its new campaign line, “Who Knew?”.

The benefits of the tart cherries in Cheribundi are strongly supported by over 50 scientific studies published within various, acclaimed global trade publications, such as the *Journal of Nutrition*, *British Journal of Sports Medicine*, and the *Scandinavian Journal of Medicine in Science and Sport*, Cheribundi has electrified the sports world with its provocative assertions of the powerful body regulatory and recovery properties that its products provide. From the NCAA to the NBA to the NFL, over 130 professional and college sports teams that are responsible for housing the world’s strongest and best athletes swarm to partake in the restorative and anti-inflammatory health benefits of Cheribundi. Cheribundi is packed with phytonutrients, which comes from more than 50 tart cherries stacked in every 8 oz. bottle, singularly contributing to the products’ uncommon and unparalleled capabilities.

Attendees will be educated via the brands fresh “Who Knew?” campaign, inspired by neophytes who are frequently stunned to learn the many benefits of Cheribundi. Just a few of the core benefits they will hear about include:

Anti-Inflammatory – Gout and arthritis are relieved by high-levels of anthocyanins

Pain Management – Powerful antioxidants work to reduce pain and inflammation.

Improved Sleep – Natural melatonin in tart cherries help support more restful sleep.

Athletic Recovery – Anti-inflammatory properties in tart cherries help athlete recover faster.

“Expo West attendees will be happy to discover that not only is Cheribundi delicious but the list of scientifically supported benefits makes it a must-have for every diet. From arthritis and gout to sleep and recovery, from athletes to retirees - Cheribundi has got it covered,” states Steve

Pear, CEO of Cheribundi™. “We look forward to introducing Cheribundi to the natural food audience at Expo West—8 ounces at a time.”

Attendees can visit Cheribundi at Booth #4196 to learn about all the “Who Knew?” benefits of Cheribundi and the impressive science behind them.

SPECIAL EVENT

Additionally, on March 11—12th from 4:00PM to 6:00PM, Cheribundi will host a Happy Hour Cocktail Mocktail Party with all natural and lower calorie recipes for both types of drinks.

ABOUT CHERIBUNDI

Cheribundi is a fresh-pressed tart cherry juice made from a proprietary juicing process developed by scientists at Cornell University to yield peak antioxidant levels.

Regular consumption of tart cherry juice is reported to reduce post-exercise muscle and joint pain. Tart cherries’ anti-inflammatory benefits may reduce pain from gout and arthritis, and they have an extensive list of heart health benefits. They also contain significant levels of melatonin that is believed to promote deeper, more restful sleep.

You can find more information about the full line of Cheribundi juices by visiting www.cheribundi.com. Or you can discover the benefits for yourself by taking the Cheribundi 7-Day Challenge.

Cheribundi tart cherry juice products are available nationwide in grocery, natural and specialty retailers, including Kroger, Safeway, Target, Wegmans, Whole Foods, Wal-Mart and more.

For more information on Cheribundi, their appearance at the show, or to schedule an interview, please contact Cynthia@dreamweaverbrand.com or call 786-531-7842.