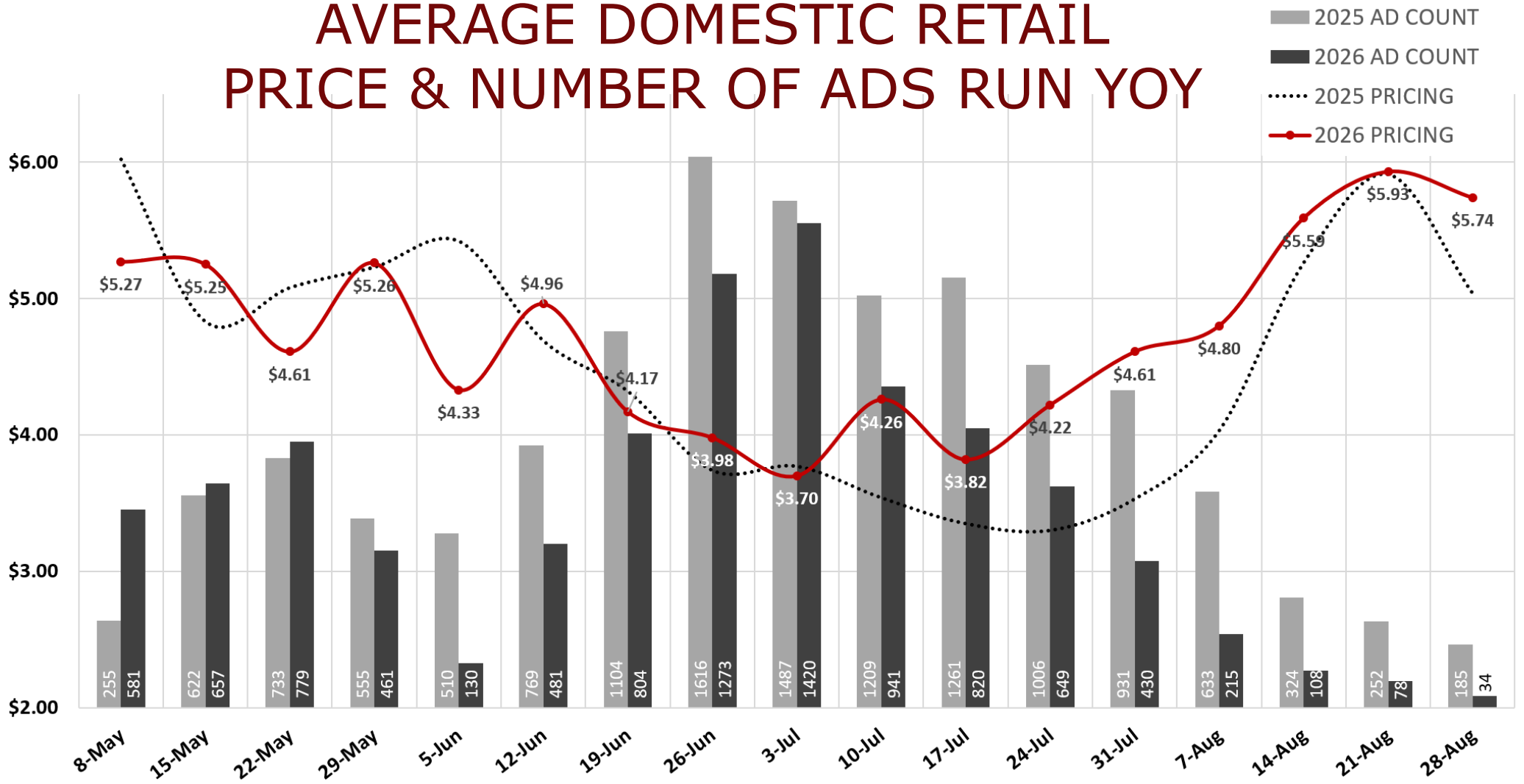
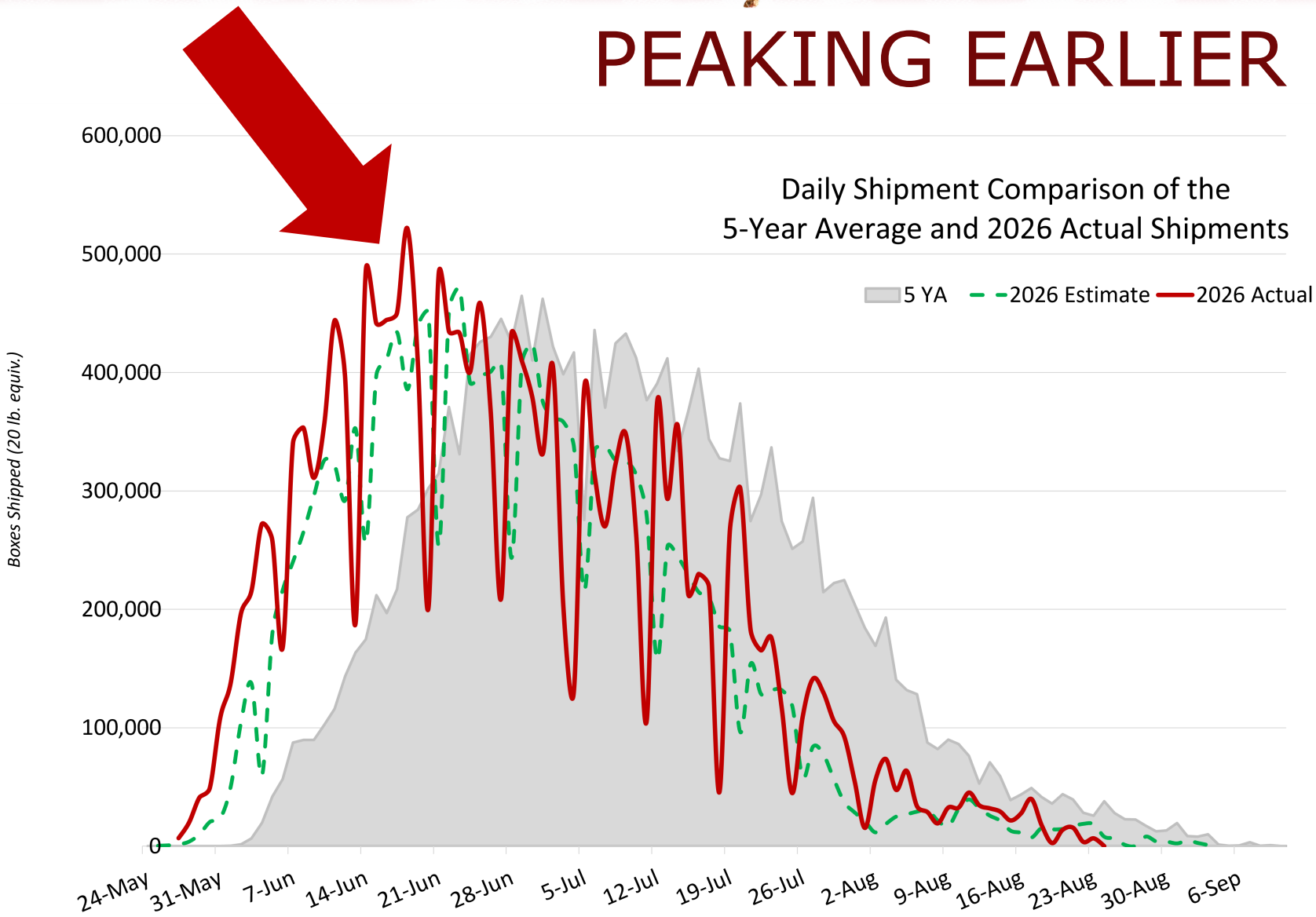
2026 DOMESTIC PROMOTIONS



AVERAGE DOMESTIC RETAIL PRICE & NUMBER OF ADS RUN YOY



PEAKING EARLIER



Over the past two seasons, more than 2.4 million boxes have shipped in the first 14 days; this is about 71% more volume than 5 years ago.


Timelessly
SWEET
Northwest Cherries

KEY RETAILERS

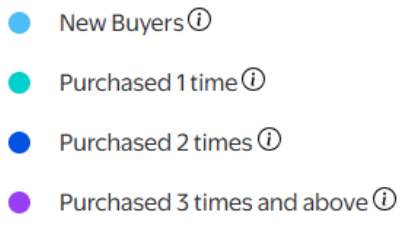
- **Walmart – Targeted on-site ads**
- **Kroger- Targeted on-site ads**
- **US & CANADA Costco - Instacart**
- **Whole Foods- Website banners**
- **Publix – Custom Danglers, RD program**
- **HEB – Web banners**
- **Sam's Club – Targeted on-site ads**
- **Target – 2 demos (6/27-6/28 and 7/11-7/12)**



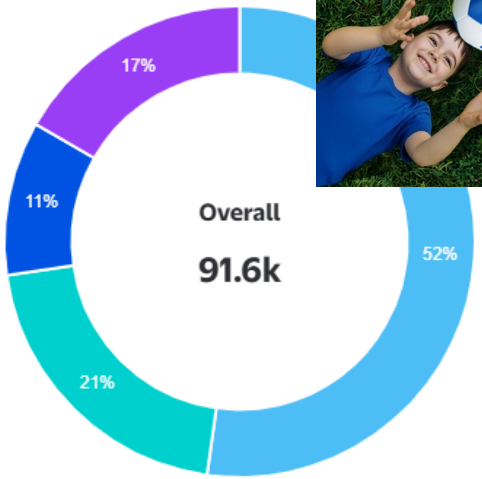
**If you want to know any others, please reach out!

WALMART

- **$50,013 total media spend**
- **5.8M impressions** reaching **4.2M households**
- **128,890 attributed units sold**
- **$662,771 in attributed sales**
- **$13.44 total ROAS**
- **1.67% add-to-cart rate**



** A single buyer may be categorized under multiple channel-specific categories. The sum of channel-specific buyers may be larger than the number of overall buyers.*









"No changes needed. Northwest Cherries does a fantastic job with the messaging and customer connection. The way you tie seasonal items into the holiday is something I really appreciate."

Northwest Cherries



84.51° KROGER RETAIL MEDIA CAMPAIGN RESULTS

Driving Awareness. Influencing Purchases. Delivering Results.

IMPRESSIONS	CLICKS	CTR
781,047	949	0.12%

CPM	CPC	VIEWED ROAS
$25.54	$21.02	31.79

CAMPAIGN GOAL

VIEWED ROAS
9.0

ACTUAL PERFORMANCE

31.79
VIEWED ROAS

3.5x
ABOVE GOAL

KEY TAKEAWAYS

- 781K+ TARGETED SHOPPER IMPRESSIONS
- EXCEEDED ROAS GOAL BY OVER 250%
- RETAIL MEDIA SUCCESSFULLY INFLUENCED KROGER SHOPPER PURCHASES
- STRONG VIEW-THROUGH PERFORMANCE DEMONSTRATES EFFECTIVE AWARENESS AND SALES IMPACT

Results based on 84.51° campaign data | Campaign objective: Drive Sales | Retailer: Kroger

NORTHWEST CHERRIES


Timelessly Sweet
Fresh, flavorful, and naturally rich in antioxidants!
Northwest Cherries


Timelessly Sweet
Fresh, flavorful, and naturally rich in antioxidants!
Shop Now →
Northwest Cherries


Timelessly Sweet
Fresh, flavorful, and naturally rich in antioxidants!
Northwest Cherries

Northwest Cherries

NORTHWEST CHERRIES
SWEET. DELICIOUS. GROWN HERE.

U.S. INSTACART CAMPAIGN RESULTS



Driving Awareness. Inspiring Shoppers. Delivering Results.

IMPRESSIONS	CLICKS	CTR
1,575,631	59,771	3.69%

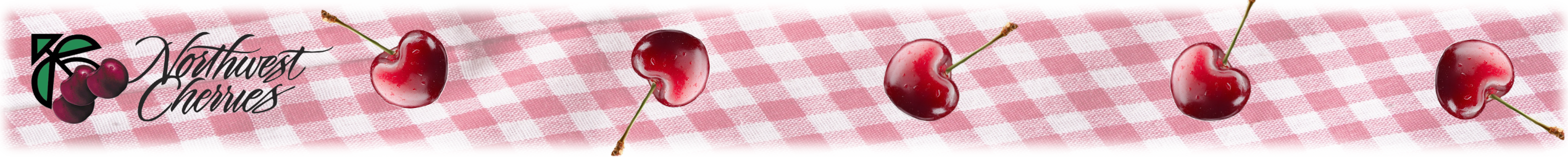
PLATFORM PERFORMANCE

MOBILE APP		DESKTOP WEB		MOBILE WEB	
1,575,132 IMPRESSIONS	59,759 CLICKS	391 IMPRESSIONS	7 CLICKS	108 IMPRESSIONS	5 CLICKS

99.97% of impressions delivered in the Instacart Mobile App

- **1.57M+** SHOPPER IMPRESSIONS
- NEARLY **60,000** SHOPPER CLICKS
- STRONG **3.69%** CTR
- CAMPAIGN REACHED **COSTCO** SHOPPERS THROUGH INSTACART





CAMPAIGN RECAP

JUN 18 – JUL 20, 2026

Northwest Cherries × Instacart Ads

Canada · Sponsored Product Campaign · Jun 18 – Jul 20, 2026 · $850/day budget · Maximize Sales

TOTAL SPEND	ROAS	UNITS	IMPRESSIONS	NEW-TO-BRAND
$24,863	3.1×	5,095	106.8K	3.7%
$850/day cap	$77,000 attributed	attributed quantities	5,804 clicks · 5.4% CTR	$2,880 NTB sales

A $24.9K search investment returned $77K in attributed sales at 3.1× ROAS, reaching 106.8K impressions with a standout 5.4% CTR — more than 2× a typical search benchmark.

Takeaway: Efficient, high-engagement demand capture during the peak cherry window — with clear headroom to scale (see auction analysis).

instacart

- Cherry category activation increased **98% month-over-month** and **21–25% year-over-year**
- Cherry shopping activity grew across **Search, Browse, Buy It Again, and Did You Forget**, indicating broader category impact





SWEET DREAMS

Cherries support better sleep by providing natural melatonin and anti-inflammatory compounds

Northwest Cherries

Cherries





TRUST YOUR GUT

Cherries support gut health with fiber and polyphenols.



KID FRIENDLY

Rainier cherries are perfect for kids because their light color doesn't stain hands or clothes.



TAKE A BEAT

Cherries support heart health with antioxidants and potassium that help reduce inflammation, support healthy blood flow, and protect against oxidative stress.

Public Relations



2026 Fresh Season Overview



31 pieces of secured coverage reaching a unique monthly viewership of over **773 million**



The 2026 campaign has reached an audience of over **898.9 million** as of the beginning of August.



Over **50+ total social posts**, generating over **407,000 views** and **reaching 228,000 unique accounts.**

America 250 Satellite Media Tour

Leading into the 4th of July holiday, Northwest Cherries participated in a satellite media tour alongside Travelodge and Whirlpool.

Hosted by Marisa Brahney, an Emmy-winning TV host and lifestyle expert, the tour was themed around tips and products to make celebrating America 250 unforgettable.

In each of the **811 airings** that reached a total audience of **nearly 80 million,** Marisa started each segment by highlighting the short seasonality of cherries, how they are the ultimate hosting snack as well as health benefit messaging and the history of growing in the Pacific Northwest region.

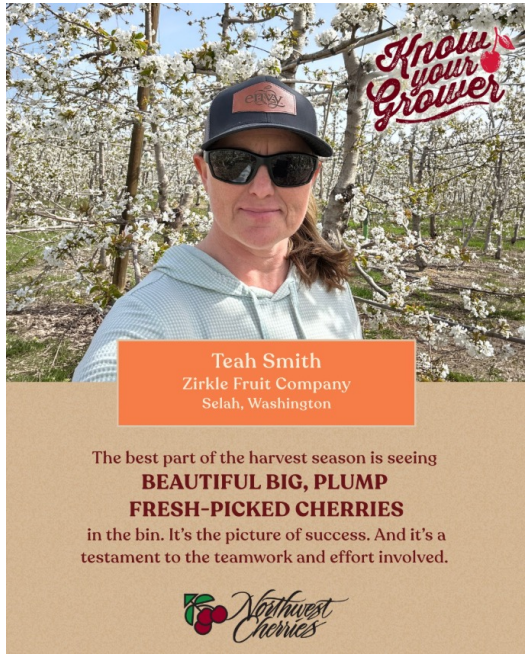




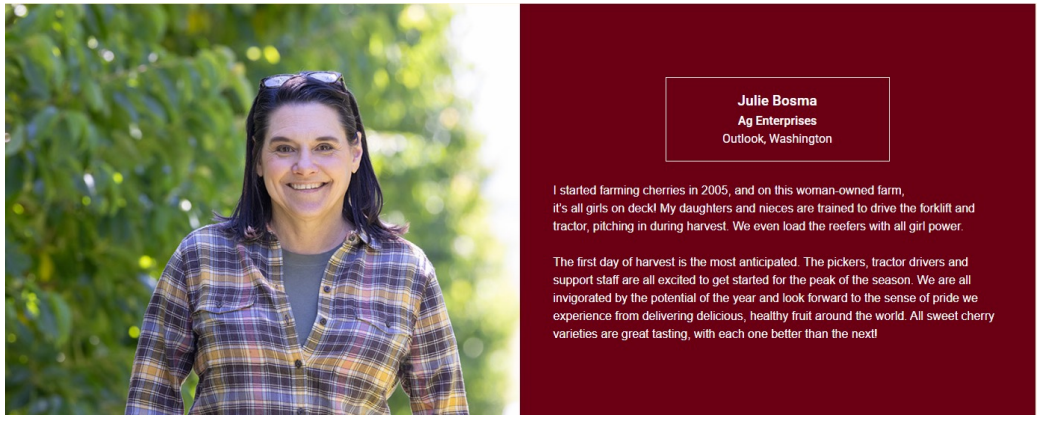
KNOW YOUR GROWER











1,153 interactions; **3,827** views; **2,315** reach on Instagram

1,893 interactions; **37,064** views; **24,090** reach on Facebook

Know Your Grower Secured Coverage

Grower voices were further spotlighted in coverage secured with **top food consumer publications** Simply Recipes and Allrecipes.

Media interviewed **7 growers** and used their quotes, tips, advice and insights for educational articles about cherries ranging in topics from pitting and picking to pies.

This coverage gives consumers practical tips to make buying and using cherries more approachable from the people who know the fruit the best: growers.

Simply RECIPES

The Best Cherries for Pie, According to Cherry Farmers

Make the ultimate homemade cherry pie.

By **Molly Allen** | Updated on July 16, 2026



Simply RECIPES

The Right Way To Pit Cherries, According to a Cherry Farmer

It's a crucial step before cooking, baking, or freezing fresh cherries.

By **Molly Allen** | Published on June 29, 2026



Simply RECIPES

The Best Cherries for Snacking, According to Cherry Growers

Trust the farmers, buy local, and chill the bowl.

By **Anne Wolf** | Published on June 26, 2026



allrecipes My Saves

How To Pick the Sweetest Cherries, According to a Farmer

Learn how to get that perfect cherry on top.

By **Patricia Kaowthumrong** and **Victoria Soliz** | Published on June 2, 2026

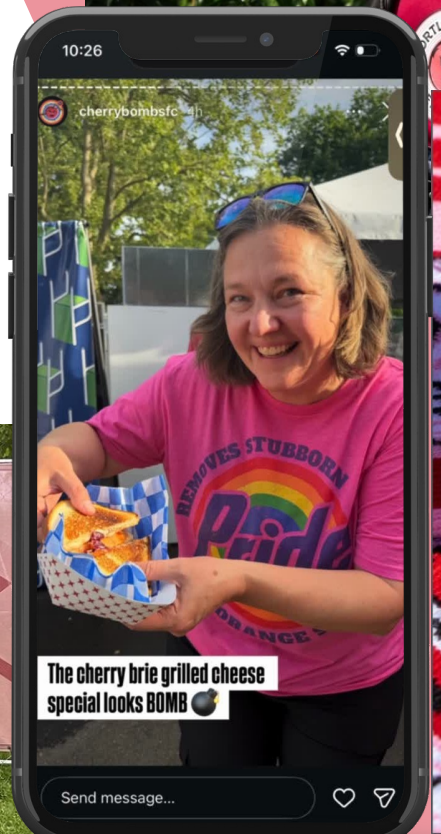
Cherry Bombs FC

- **Cherry Bombs Football Club partnership:** Northwest Cherry Growers–related Instagram posts generated **3,046 total likes**, helping introduce the campaign to the club's highly engaged audience.
- **Top-performing content:** The **Merry T. Cherry's Orchard** post led engagement with **2,262 likes**, followed by the **Welcome to Portland** post with **530 likes**, showcasing strong interest in cherry-themed and destination-focused content.

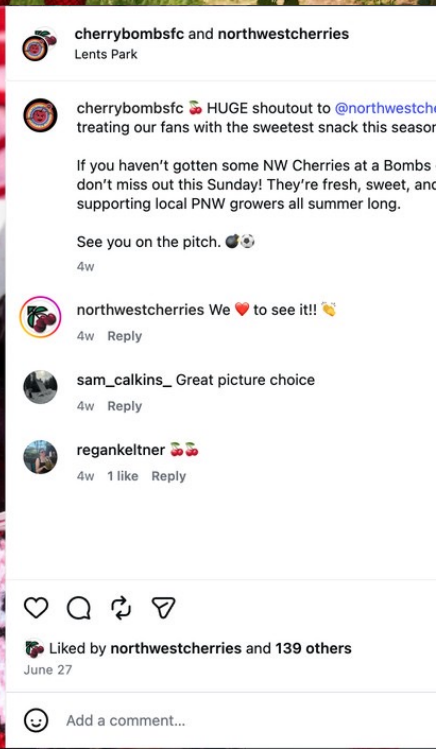












PORTLAND CHERRY BOMBS











PORTLAND CHERRY BOMBS



cherrybombsfc and **northwestcherries**
Lents Park

cherrybombsfc 🍒 HUGE shoutout to @northwestcherries for treating our fans with the sweetest snack this season.

If you haven't gotten some NW Cherries at a Bombs game yet, don't miss out this Sunday! They're fresh, sweet, and supporting local PNW growers all summer long.

See you on the pitch. 💣⚽

NORTHWEST CHERRY TRAIL





- Visitors from **36 states, Canada, and Mexico completed the trail**
- Total known likes: Over 5,000 across 12 Instagram posts
- Over 400 people completed the trail and submitted their cards
- Estimated combined total reach: Approximately 174,500 Instagram followers.

“It was such a fun campaign to be a part of. It really energized our shop, and it was so great to see everyone collaborating, sharing resources, and helping each other out along the way. It really felt like our frozen treat community came together, and that was incredibly special.” – Mika @ Cornet Custard







“I truly think it helped everyone’s bottom line while also bringing meaningful awareness to our incredible local cherry growers and producers.” – Mika @Cornet Custard



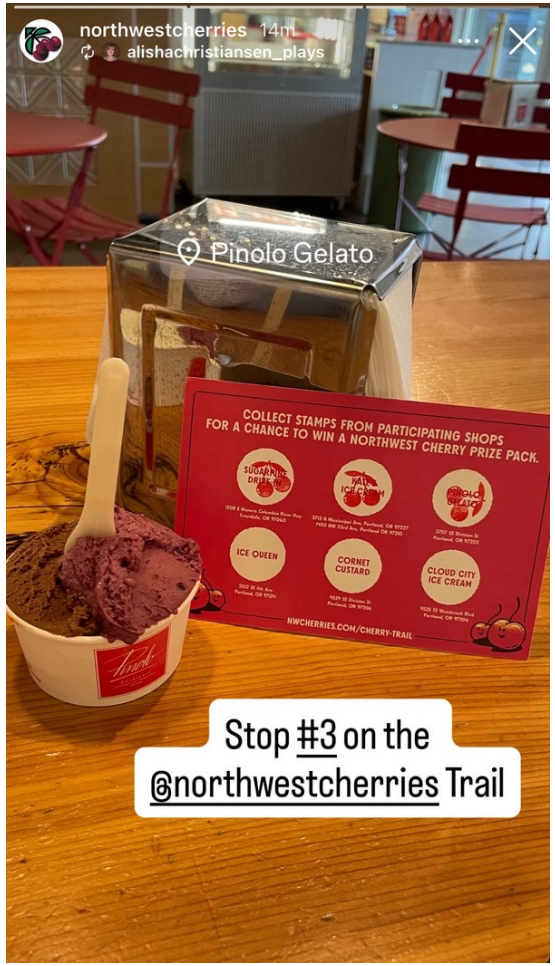


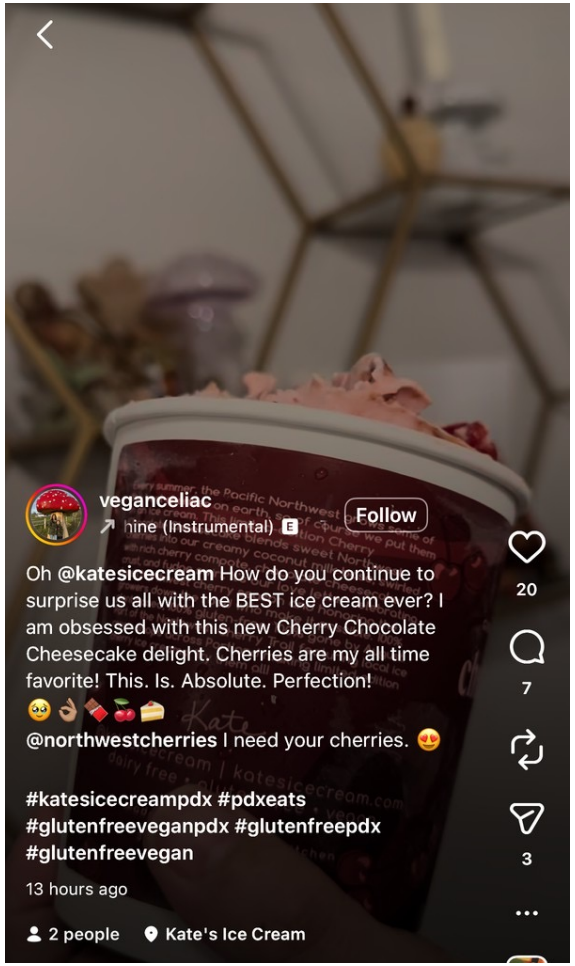


“This truly was such a special initiative to be a part of. The absolute best idea, thank you for allowing us to be a part of it. We made it through July y’all! Busiest month of the year! “ – Kate’s

Northwest Cherry Trail Organic Posts









Northwest Cherry Trail

Media outreach for the Northwest Cherry Trail targeted key regional press across Oregon and Washington, driving localized awareness for the campaign. Proactive media pitching focused on food and beverage, lifestyle, culture and broadcast journalists to highlight the collaboration between Northwest Cherry Growers and local independent dessert makers, in time for peak Northwest Cherry harvest.

Results:

- More than **80 media touch points**
- **5 articles, 3 broadcast segments** for a total of 8 pieces media coverage including **12 additional broadcast mentions** throughout July.
- Estimated **33.1 million** UMV total for all coverage



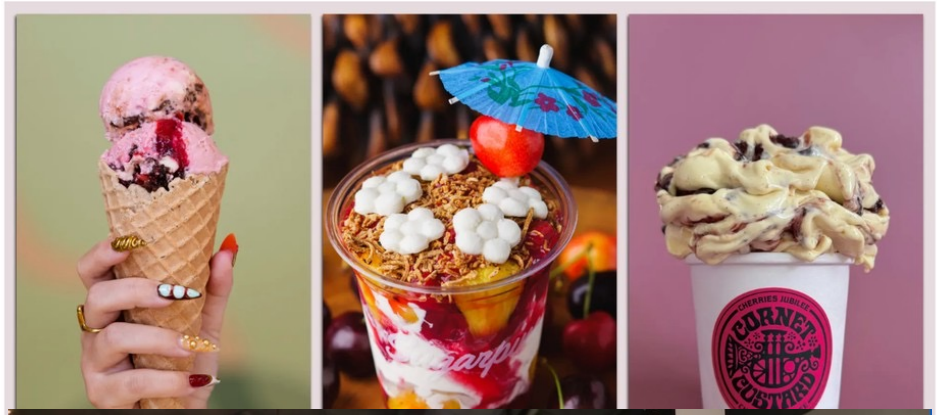
AXIOS Portland News Things to Do Food and Drink Politics Real Estate Business Sports

Jul 8, 2026 - Food and Drink

Six Portland-area ice cream shops launch cherry dessert crawl

Meira Gebel

Add Axios on Google

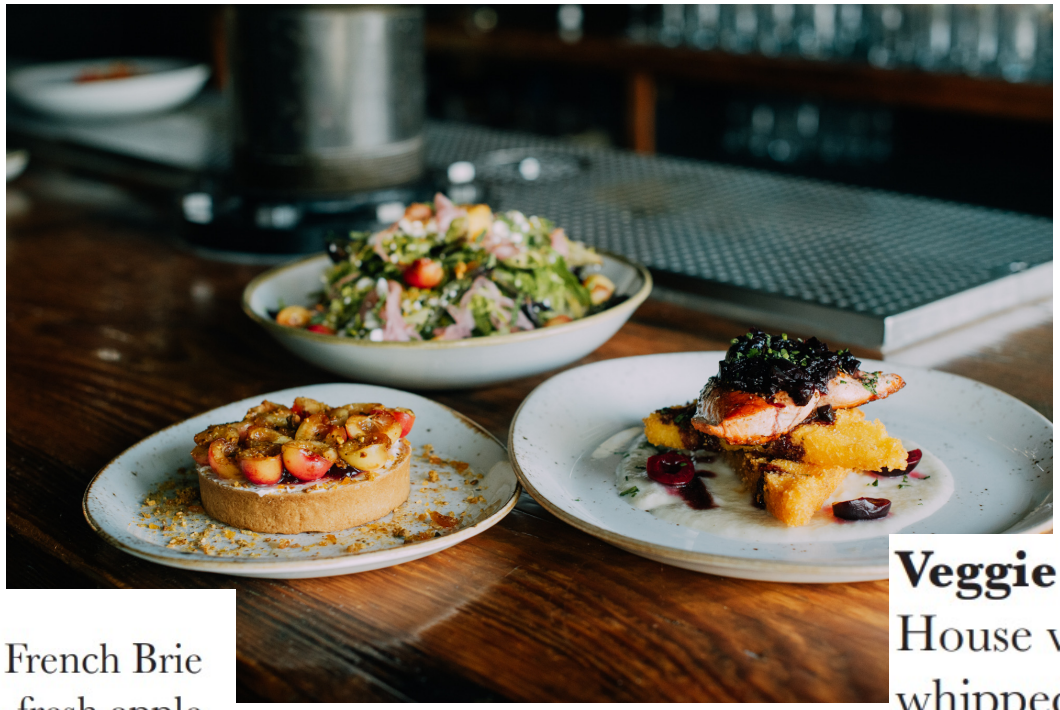




pFriem Brewery Cherry Month



Seared Salmon - *GF*
Wild NW salmon, cherry chutney, fennel purée, fried polenta cake, pickled cherry, herbs - 26





Cheese Plate
Rogue Blue, smoked gouda, & Marin French Brie cheeses, cherry chutney, house pickles, fresh apple, crackers - 23 | *Add Olympia Provisions salami - 7*

Veggie Burger - *VF w/o chèvre*
House veggie patty, cherry chutney, herb whipped chèvre, arugula, sweet onion, tomato, ciabatta - 18 | *Sub Pimento-Style - 2*

A Very Cherry Pop-Up

In celebration of National Cherry Day (July 16), Northwest Cherries and pFriem Family Brewers activated a sampling booth at Sugarpine Drive-In during peak foot traffic season with visitors from across the region and summer tourists.

The all-day collaborative sample booth featured pFriem's cherry beer, fresh Rainier and dark sweet cherries and cherry-themed branded swag.

Ahead of the pop-up, the event was promoted through broadcast mentions on Good Day Oregon, KPTV and collaborative social posts.

The social posts garnered:

24,589 views
9,614 reach
313 engagements







Influencer Mailers

To celebrate the start of Northwest cherry season, **15 curated mailers** were sent to health, lifestyle and food creators to build brand awareness, generate authentic social conversations and inspire seasonal content featuring Northwest cherries.

Designed to encourage a memorable summer experience with Northwest cherries, each mailer included:

- Picnic basket
- Gingham blanket
- Fresh Northwest cherries
- Straw hat
- Branded sunglasses
- Informational postcard







Media Mailers

To spread the word about Northwest Cherry season, **7 media mailers** were sent out to writers at reputable food publications such as **allrecipes, Food & Wine, Real Simple, Simply Recipes** and more.

Each mailer featured fresh cherries, a cherry pitter and an informational postcard about Northwest cherries.





Afton Cyrus (**Senior Food Editor, Simply Recipes**)
"My cherries arrived yesterday (so speedy!) and are absolutely delicious, of course! Thank you for the cute swag and for including me."

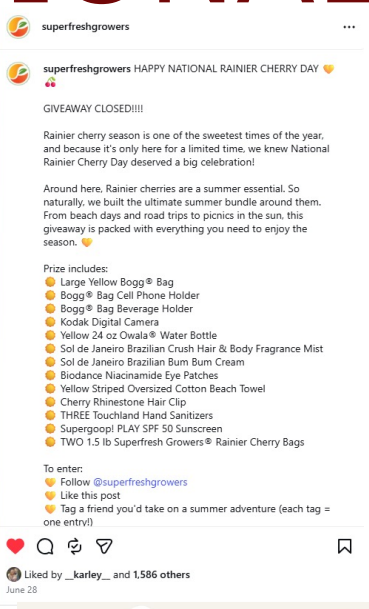
Lara Eucalano (**Senior Editor, Simply Recipes**)
"These just showed up on my doorstep, still chilled! Pretty impressive since it's 78 here today. I can't wait to dig into these!"

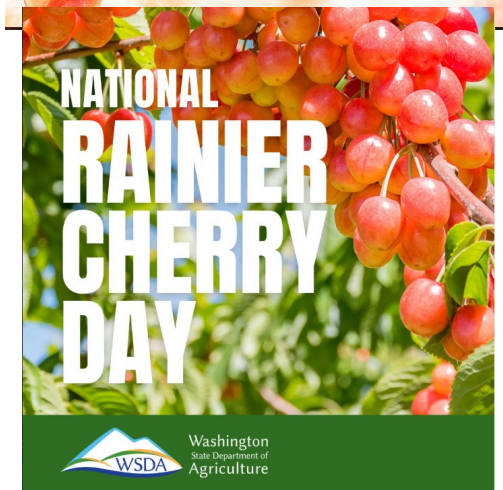
allrecipes FOOD&WINE REAL SIMPLE
HUFFPOST Simply RECIPES Good Housekeeping Forbes

Northwest Cherries

NATIONAL RAINIER CHERRY DAY









I couldn't think of a better way than this day to celebrate then by sharing the history of this

#nationalrainiercherryday



Good Housekeeping Snack Awards

For the **6th consecutive year**, sweet Northwest cherries were selected as a Good Housekeeping 2026 Snack Awards winner!

Winners were chosen through a combination of Good Housekeeping Institute Nutrition Lab evaluations, including ingredient quality testing and flavor profile, along with at-home consumer feedback on taste, packaging and overall value.

Good Housekeeping published an article announcing the winners to their over **23 million** unique monthly visitors.

The recognition was highlighted on the NWCG social pages which resulted in:

2,269 views; **956** reach; **55** engagements on IG
983 views; **517** reach; **3** engagements on FB



GOOD HOUSEKEEPING

Fresh, Crunchy, and Seriously Snackable: The Best Produce Picks of the Year

From flavor to function, the top produce snacks in Good Housekeeping's 2026 Snack Awards stand out for their taste, nutrition, and innovation.

BY STEFANI SASSOS, M.S., R.D.N., NASM-CPT PUBLISHED: JUN 16, 2026

With their deep red hue and naturally bold sweetness, **Sweet Northwest Cherries** are nutrient-rich seasonal fruits that shine at peak ripeness from June through August. Their versatility makes them easy to enjoy fresh or preserved for year-round use.

TEST RESULTS: Cherries are having a moment, and for good reason—GH's nutrition director highlights that they're packed with antioxidants like anthocyanins. Food influencer Yumna Jawad called them "some of the best I've ever had," noting that they were plump, juicy, and sweet but not overly sweet.

GOOD FRUIT GROWER ADS







INTERNATIONAL YEAR OF THE WOMAN FARMER



A NORTHWEST CHERRY GROWER SUSTAINABILITY PROGRAM



- **Sharing the story and struggles of the growers** with retailers

- To win, **must show**:
  - NW supply continuity
  - Collaborative partnership with NW Cherries
  - Consistent retail pricing that drives movement

- The winner receives **a press release**/public recognition from NW Cherries, a **plaque**, the rights to use the award badge, **and the general feeling that you are doing the right thing for the growers.**

OCTOBER =BREAST CANCER AWARNESS MONTH







October is
Breast Cancer Awareness Month.
An ounce of prevention never tasted so good!

Grab a Handful for Breast Cancer Prevention

Northwest Cherries supports research into the health benefits of sweet cherries, including their role in cancer prevention and treatment. Studies have shown that bioactive compounds in sweet cherries, as well as in tart cherries, exhibit anti-cancer properties and make a compelling case for including the fruit in a cancer-fighting arsenal.

Dr. Giuliana Noratto, a researcher at Texas A&M University, says, "The rates of cancer among adults, including young adults, have been trending upward, and by making some simple dietary adjustments, people can take preventive measures with little effort. In vivo, studies suggest that consuming dark sweet cherries containing anthocyanin supports prevention of some cancers, including breast cancer, and suppresses drug resistance for those in treatment."

With fellow researchers at Texas A&M, Dr. Noratto published a study last summer focusing on triple-negative breast cancer, one of the most aggressive forms, and its response to certain bioactive compounds in cherries. Results indicated that anthocyanins in dark sweet cherries not only slowed the growth of tumors but also inhibited the spread, or metastasis, to multiple organs. The study also found that gene activity associated with metastasis and therapy resistance was altered, and subjects experienced better weight maintenance.

About Dr. Noratto

Dr. Giuliana Noratto is a Research Scientist at Texas A&M University, in the Food Science and Technology Department. Her research focuses on phytochemicals and other bioactive compounds, including dietary fiber extracted from fruits and vegetables and their role in the prevention of obesity-related chronic diseases such as diabetes, cancer and cardiovascular disease.



Visit nwcherries.com/health for more about the cancer-fighting properties of dark sweet

- Utilizing the research that was officially published last year by Dr. Giuliana Noratto – Texas A&M
- October 1st email blast to industry, retailers, nutritionists, media, etc.

SCAN TO VIEW THE NEWSLETTER

What's Next?



Applying for a USDA Multi-State Grant



Meetings with Burgerville, Alaska Airlines, and Salt & Straw for potential 2027 partnerships



OSCC and Portland Cherry Bombs



SCAN ME:

Any Questions?

