



Oregon Sweet Cherry

2026 Northwest Cherry Foreign Market Update

Key Takeaways

Exceptional fruit quality drove strong retail sell-through.

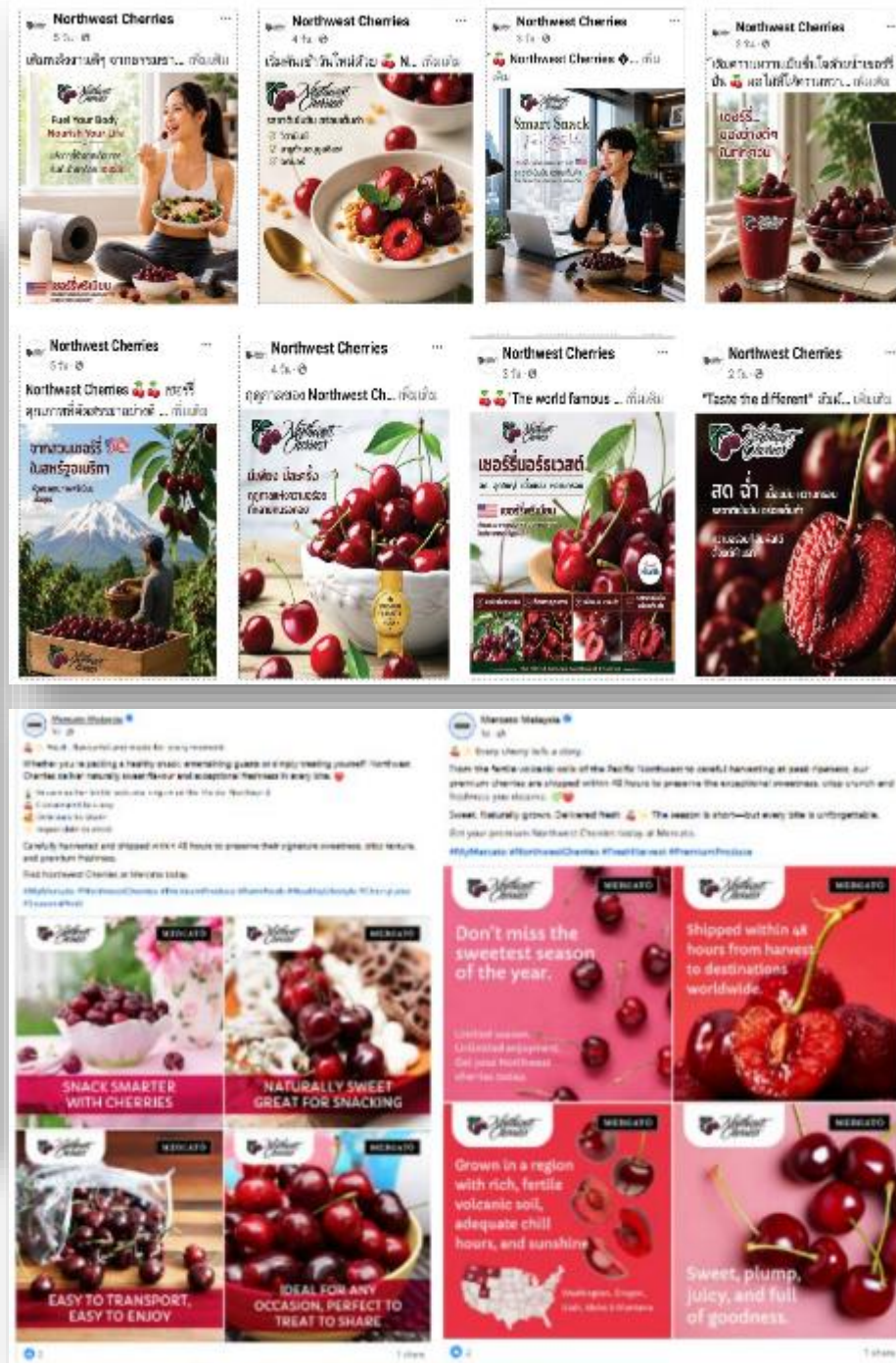
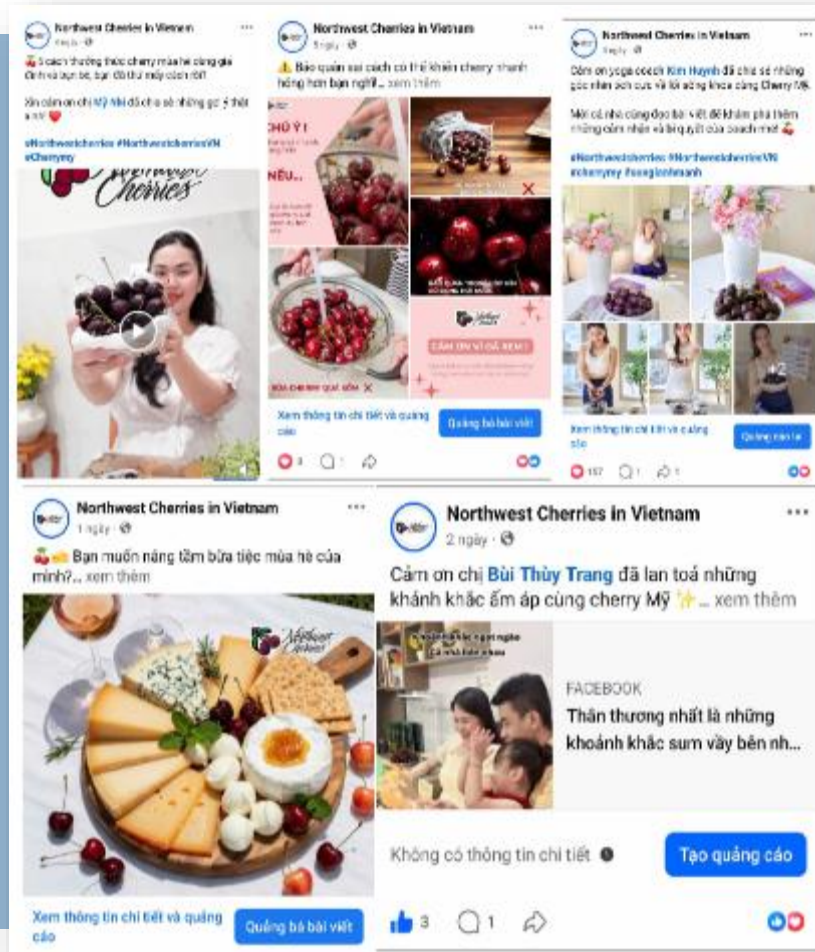
China remained our most challenging export market.

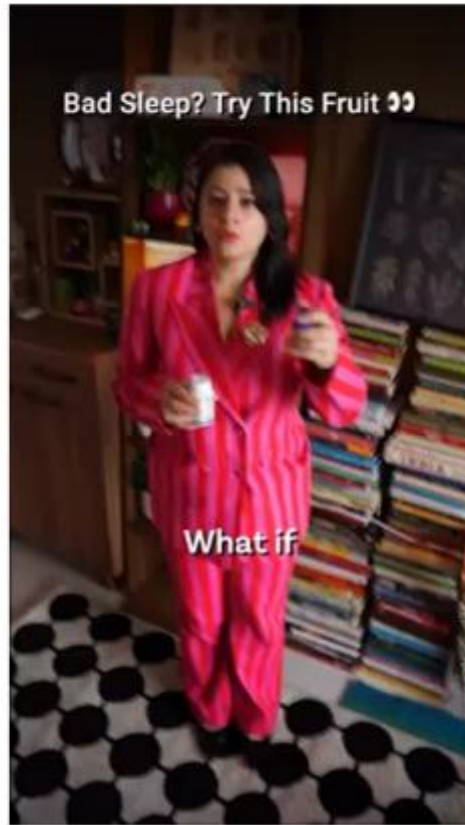
Southeast Asia delivered solid market performance.

Japan achieved an all-time high systems-approach shipment share (>62%).

Momentum in India continued from the 2025 season.

Digital Marketing





Social Media Marketing

In-store Promotions



In-store Promotions



NWC Branding in Taiwan

Taipei – 1 train,
6 carriages,
4 weeks,
615K daily ridership





NWC Bus Wrap

4 cities, Taipei, Hsinchu, Taichung & Kaohsiung
8 weeks, 24 routes



NWC Branding Truck in Seoul

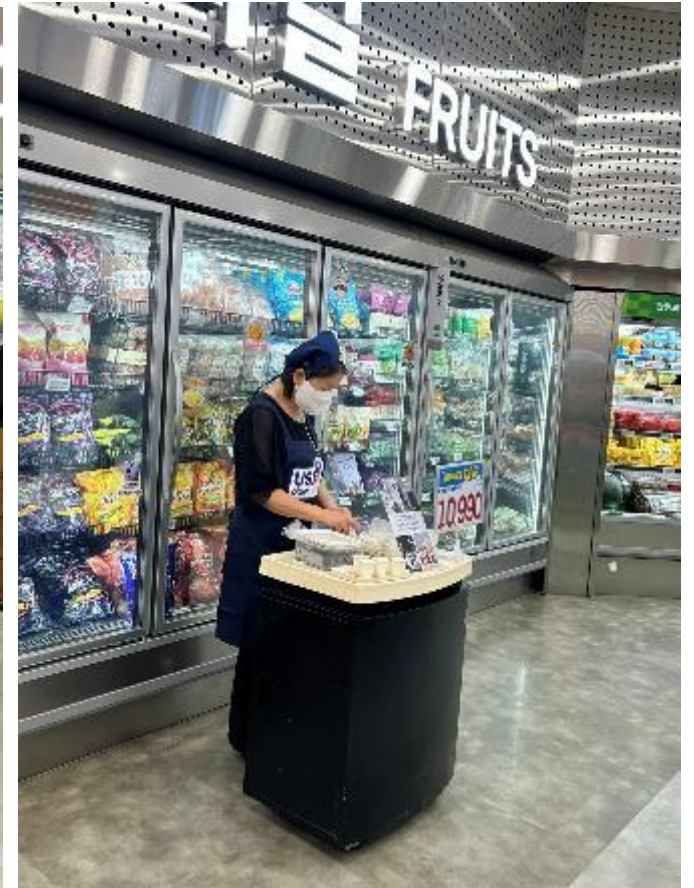
13 days – 26 locations (E-Mart & Lotte Mart)

Northwest Cherries Pet Robot



Seoul, Korea

Competition from USA Blueberries

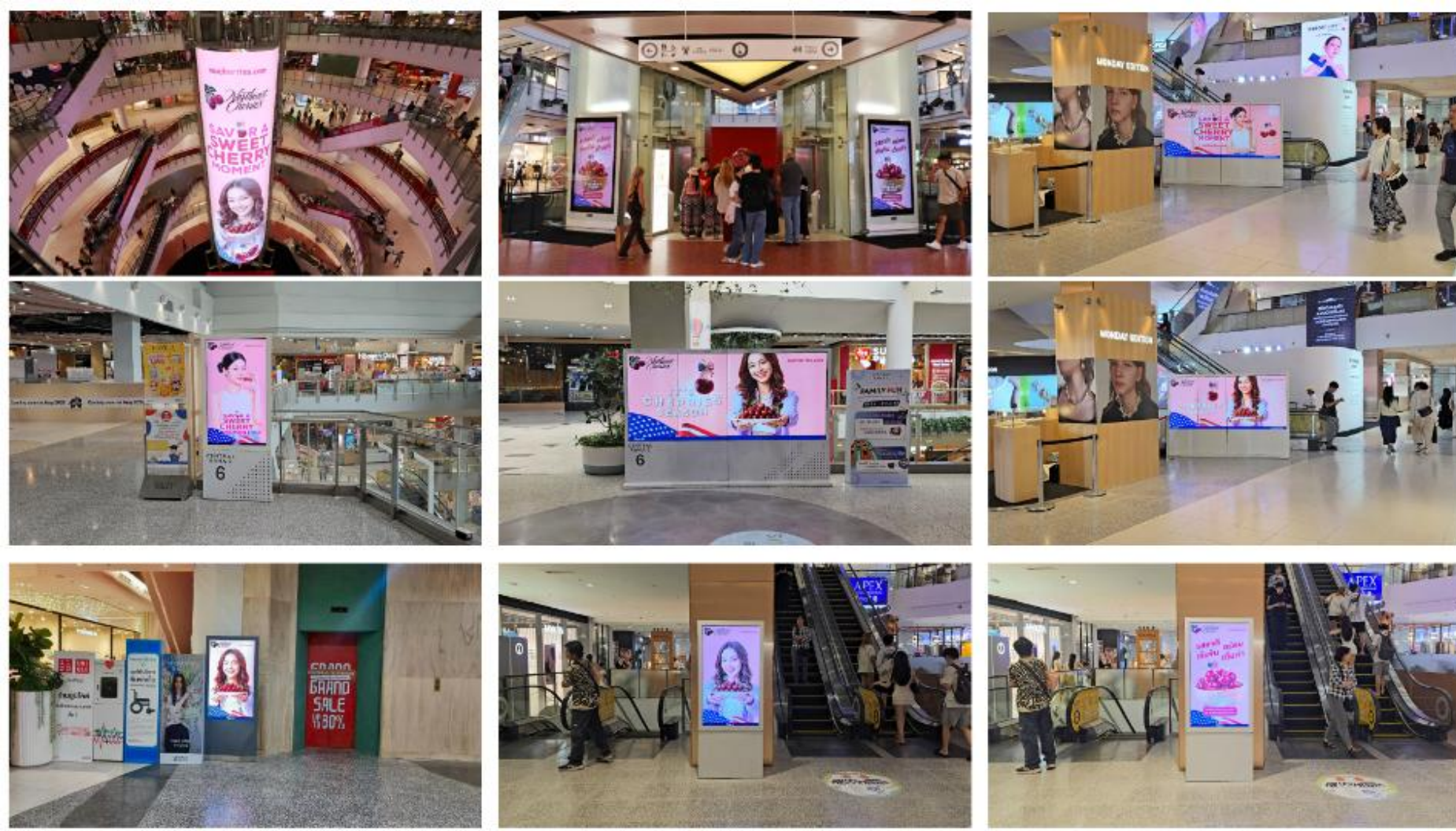


Seoul, Korea



Two NWC Trains – Bangkok
7 days a week, from 6am to midnight
2.85 million daily ridership





6 cities, 14 high-end Central World Malls, 281 screens
Est. 39 million shoppers/month

Seven-story LED display in Central World Bangkok

187K shoppers daily
5.6 million per month



Seven Care and Handling Trainings

Thailand, Vietnam
& Singapore





Shanghai, Guangzhou, and Chengdu

NWC PR Events in China

NWC PR Events in Korea

Seoul



NWC PR Events in Korea



Seoul



NWC PR Events in Thailand



Bangkok

NWC PR Events in Mexico



Mexico City

Washing
India's p
season p

11:59

4G 92

8 Messages
NWCG Cherries from US...

SK

Suresh Kolamala

11:40 AM

To: Monica, Kunal Cc: Vidushi & 3 more... >

Dear Monica,

We are happy to inform you that NWCG Cherries are performing exceptionally well this year, with the sales run rate nearly doubling. I will share the final numbers once the month is over.

The support from NWCG this year has been truly outstanding and amazing. A big appreciation to all the teams involved in making this a success.

Your weekend in-store promotions have significantly contributed to driving volumes, and we're aiming for even stronger numbers by the end of July 2025.

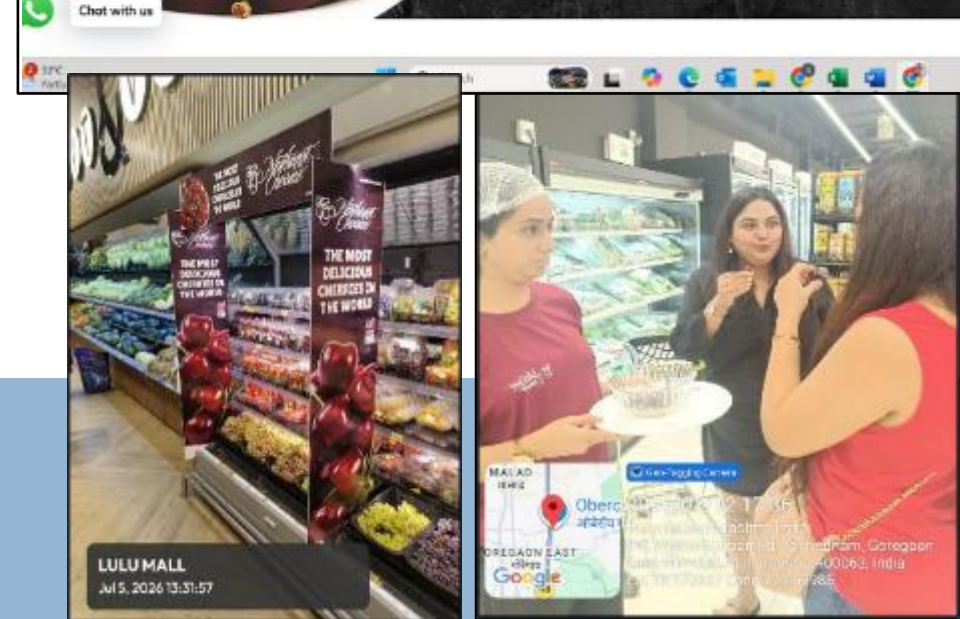
Final numbers will be truly a surprise.

Regards
Suresh



Anchor
ket as the





Targeting Traditional and Modern Retail Channels

Delhi, Bangalore, and Mumbai

Strategic Market Portfolio: 15 Global Targets

Primary Markets

- China (including Hong Kong)
- Taiwan
- S. Korea
- Southeast Asia
- Australia
- Brazil

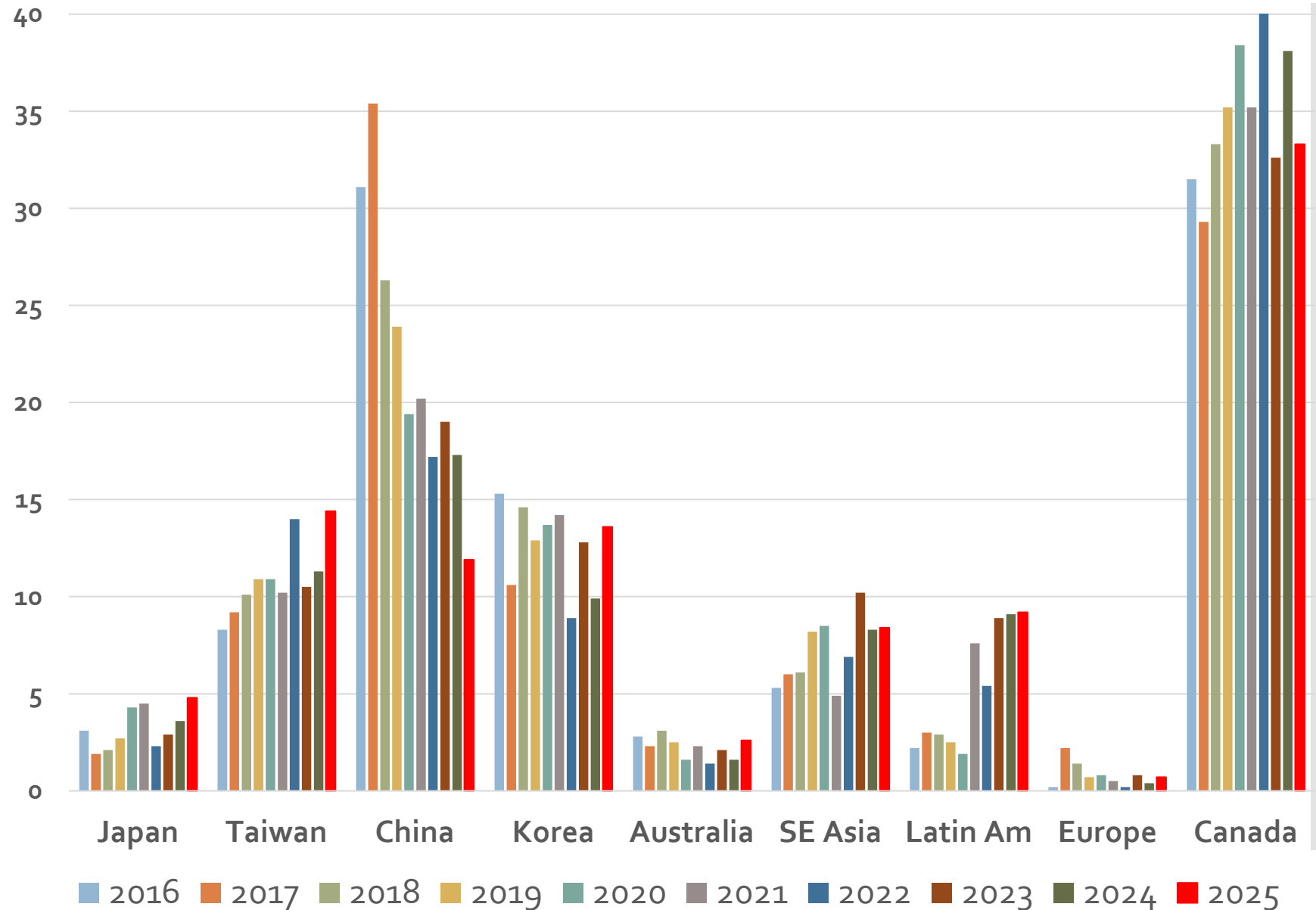
High-Upside Markets

- China
- India
- Southeast Asia:
 - Thailand
 - Vietnam
 - Cambodia

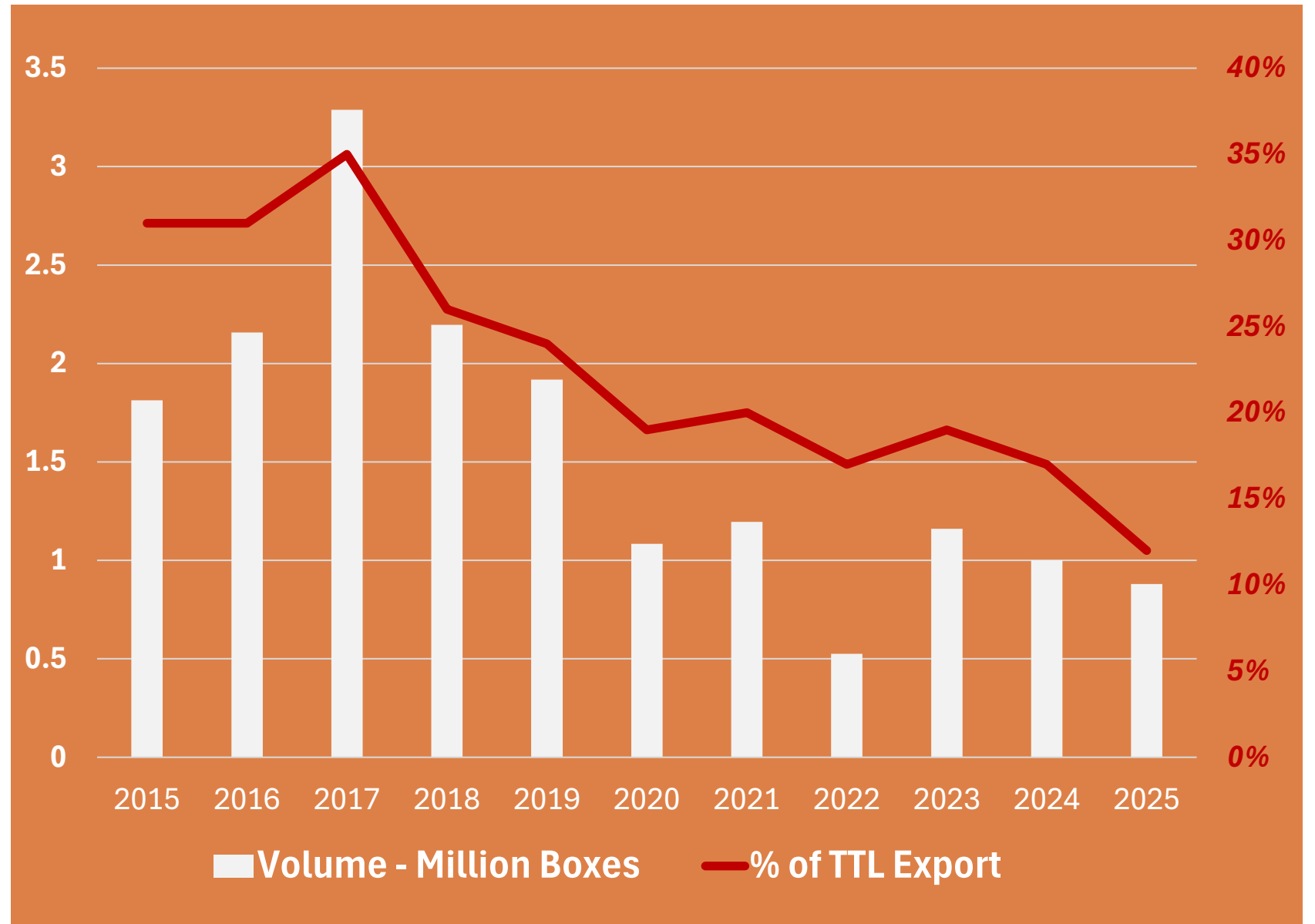
Limited Profitability Markets

- Mexico
- Canada
- Japan

10-year Trend – Market Share By Country



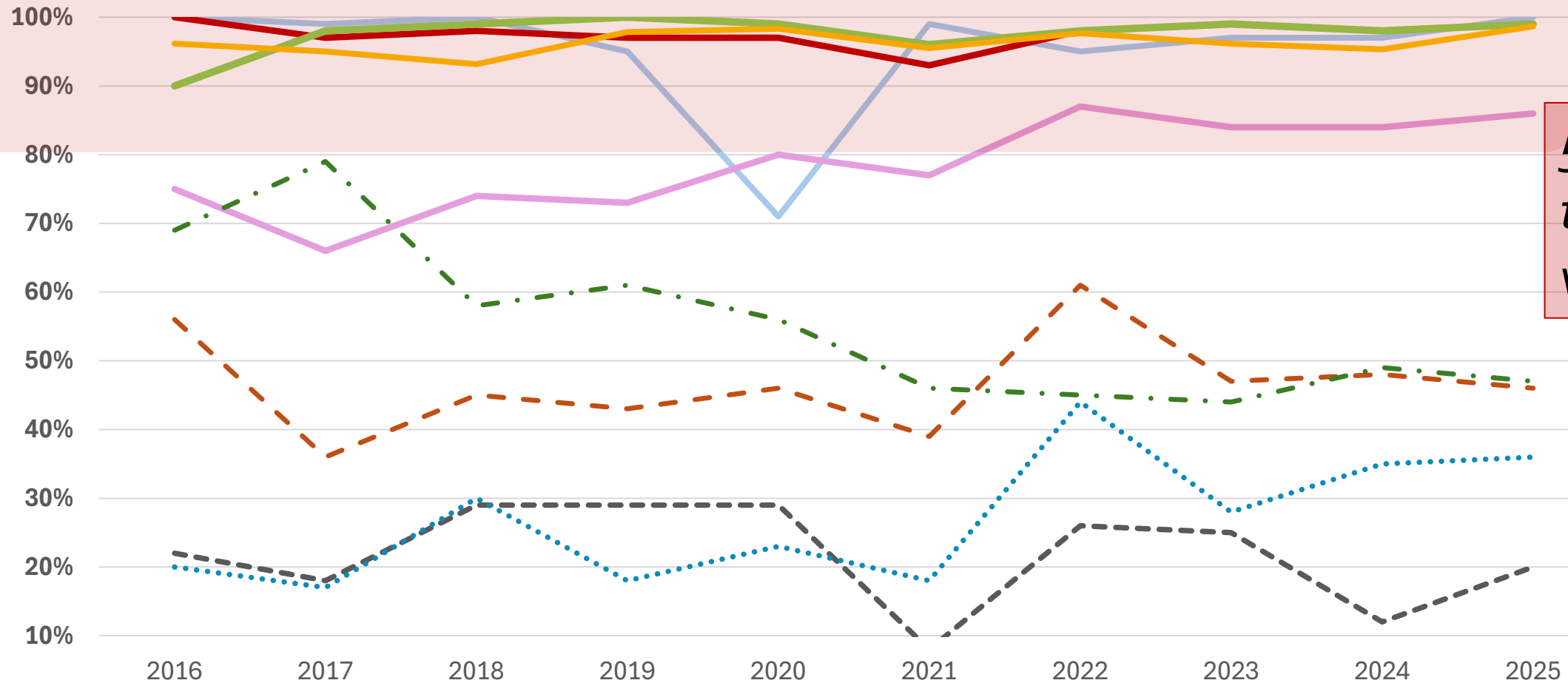
China 11 Year Sales



10 Year Cherry Row Size Comparison

10 ROW and Larger Premium Markets

— Canada - - - Mexico — Brazil Japan — S. Korea — China — Taiwan — SE Asia Region - . - Australia



*50% of
the export
volume*

Conclusion

- Excellent fruit quality and retail execution delivered strong consumer response across most markets.
- Unreasonable tariffs continue to constrain exports.
- India has proven its commercial potential and should remain a long-term strategic investment.
- Short crop duration limited overall export opportunities.

