

## **IPRONA Launches World's First Standardised, Solvent-free Tart Cherry Extract**

LANA, ITALY, December 11, 2020 -- IPRONA, one of the world's B2B market leaders for fruit processing, has introduced the first standardised and solvent-free tart cherry extract, **CherryCraft®**. The proprietary extract combines the proven properties of tart cherry with the expertise and infrastructure behind successful European black elderberry extract **ElderCraft®**.

Tart cherry has emerged as an important fruit in the sport recovery sector on the strength of studies linking it to effects on antioxidative capacity, inflammation and lipid peroxidation that influence how long it takes muscles to recalibrate after strenuous exercise. Other studies have linked the fruit to effects on sport performance, sleep and cardiovascular health. The growing body of evidence has alerted consumers to the role tart cherry can play in their exercise regimes.

Manufacturers that want to serve the growing market need tart cherry extracts standardized on polyphenols and anthocyanins, the fruit's functional ingredients. Having gained deep expertise in polyphenols and anthocyanins from its work on **ElderCraft®**, IPRONA identified tart cherry as the ideal fruit for the expansion of its product line.

"Tart cherry is a highly promising ingredient in the sport recovery space," said Stephan Breitenberger, CEO of IPRONA, "We are realising that promise by using our solvent-free production method and vertically integrated European supply chain to deliver an extract standardized to polyphenols and anthocyanins. We look forward to working with our partners to bring the benefits of tart cherry to more consumers through **CherryCraft®**."

The product is made using the same gentle, solvent-free proprietary IPT - IPRONA Polyphenol Technology as **ElderCraft®** to make a standardised, premium-quality extract from European tart cherries without harming the fruit matrix. IPRONA sources the tart cherries used in **CherryCraft®** through its vertically integrated European supply chain, resulting in total traceability.

**CherryCraft®** is standardized to polyphenols and anthocyanins, giving manufacturers and consumers confidence in its properties, and is suitable for use in maltodextrin-free formulations, as IPRONA is also offering the extract with gum arabic as a carrier. The diversity of options equips manufacturers to use **CherryCraft®** in a range of formulations, helping them fully realise the potential of tart cherry.

### **About IPRONA**

IPRONA is one of the world's B2B market leaders for fruit processing. With nearly 40 years of experience serving a dynamic, international clientele, IPRONA is the peerless supplier of fruit-specific ingredients such as berry, citrus and tropical fruit concentrates, infusions from herbs and seeds, standardised red berry extracts, and customer-specific compounds.