

# Kyle's Pick® Ultra Premium™ Cherries



## Kyle's Pick® Cherries

Backed by 4th generation cherry grower Kyle Mathison's passion for what makes a top-tier cherry, Kyle's Pick cherries also follow a multi-stage R&D and QC process to be scored and certified.

The result? An ultra premium cherry offering to add incremental sales while appealing to your high-end shoppers that seek flavor.

## The Pickyest Certification Process

- Every day during the Washington cherry season, our R&D and field teams will scout orchard lots as potentials for producing cherries for the Kyle's Pick program.
- Leading up to harvest, quantitative metrics on fruit quality are taken on those lots (size, firmness, Brix, etc.).
- A final assessment is made prior to packing where our Director of Research & Development, Dr. Rob Blakey, and team taste test cherries for flavor and texture, to certify them (or not) for Kyle's Pick packages.

## “A” Grade Cherries Only

- Cherries must achieve a 90 or above score to be packed in Kyle's Pick.

## Peak Cherry Scoring

70

80

90

95

100

Good Cherries

High Quality Cherries

**Kyle's Pick®**

