

BUILDING
BRAND LOYALTY,
INCREASING
SALES AND
INSPIRING
ADVOCACY.

**INTEGRATED COMMUNICATIONS
EXPERIENCE & CAPABILITIES**

LANE, a Finn Partners Company
MARCH 2018



BOUTIQUE-STYLE SERVICE BACKED BY THE REACH AND RESOURCES OF A GLOBAL FIRM

BUSINESS BUILDERS

Business-driven public relations firm founded in 1990 with offices in Portland, Seattle and New York City

FULL-SERVICE MARKETING CAPABILITIES

Joined the Finn Partners family in 2016, an integrated marketing communications firm headquartered in New York City

GLOBAL REACH AND CONNECTIONS

Network of 600+ employees across 17 offices in the U.S., Europe and Asia

INDUSTRY EXPERTS

Industry-leading team with proven experience across food, beverage, fitness, beauty, retail, lifestyle, CSR, health and wellness



25+

YEARS OF EXPERIENCE



150+

CONSUMER BRANDS



80+

BRANDS & PRODUCERS

**INTEGRATED TEAMS THAT DRIVE
ATTENTION-EARNING RESULTS**

A talented mix of marketers, publicists, researchers, strategists, designers, technologists, content specialists and campaigners.



600+

PEOPLE

17

OFFICES

3

CONTINENTS

14

SECTORS

**BEST NEW
AGENCY
2012**

**BEST AGENCY
TO WORK FOR
2013-4**

**FIRM OF
THE YEAR
2016**

HEALTH

WELLNESS

FOOD/ BEVERAGE



**When buying cherries this summer,
what attributes were most important
in your decision to purchase?**

*(Average: Rated on a scale from 1 to 7, where 7 is
extremely important and 1 is not at all important)*

Color / Perceived Taste	6.1
Price / Value	6.0
Sale / Discount	5.5
Health / Nutrition	5.5
Convenience	4.9
Display	4.7
Circular ads / Sale flyers	4.6
Occasion / Use	4.5
Organic	3.5

**The decision making
criteria used by
our customers
at the
point of purchase**

**During the fresh season,
our HEALTH CAMPAIGN garnered
967.4 million media impressions
around the positive
health attributes
of Northwest sweet cherries.**



What's in Your Pie?

Nothing kicks off the holiday season quite like a fresh pie straight from the oven! Yet depending on the pie you choose, there may be more to enjoy than a flaky crust and bubbling filling.

Here are 6 **Healthy Reasons** you should feel good about your decision to enjoy a slice of all-natural cherry pie!

Cut down on sugar. Bake with Sweet Cherries!



Anti-inflammatory super powers

Does your arthritis flare when the temperature drops? Research shows that cherries can help reduce inflammation in the exact same way that ibuprofen does. So they stretch or loosen, a daily helping of cherries may help reduce your need for anti-inflammatories.



Natural, healthy sweetness!

Bing or Rainier cherries offer pie lovers the perfect dose of sweetness without loading us up on sugar. Cherries provide sweet juicy flavors yet just one of the lowest glycemic index of any fruit, ensuring they release glucose gradually and evenly. This is particularly important for people with diabetes.



Gone with the gout

More than 8.5 million Americans suffer from gout, a painful form of arthritis commonly associated with elevated levels of uric acid in the blood. Researchers at Boston University found that cherries showed the lowest urinary uric acid excretion among people who ate cherries. In conjunction with their prescribed medications, that's a 55 to 75 percent lower chance of experiencing a gout attack.



Better sleep in every bite

Staying energized throughout the busy holiday season can be a challenge, but cherries can help you feel more rested. Cherries are one of the only natural food sources of melatonin, which helps our bodies regulate sleep.



Bolstered fiber intake

It's no secret, Americans don't eat enough fiber—in fact, many of us are fiber deficient. Choosing cherries can help people reach the latest dietary recommendation of two cups of daily fruit, while contributing to a healthy weight, diabetes prevention and improved cardiovascular health.



Secret cancer-fighting agents

Ellagic acid is another hidden health gem found in cherries. According to research, ellagic acid appears to be a potent inhibitor to the growth of cancer cells.

Northwest Cherries' Sweet Cherry Pie

INGREDIENTS

- 2 pie crusts, prepared
- 2 tablespoons cornstarch
- 2 tablespoons cherry juice, reserved from filling (fresh or bottled cherry preserves/ preserves)
- 7 cups fresh sweet cherries
- 3/4 - 1 cup coconut sugar (see the instructions below to know if you're coconut sugar)
- 1 tablespoon almond extract or vanilla (see the instructions below)

DIRECTIONS

1. Using a fork, whisk together the cherry water and cornstarch in a small bowl. Then set aside.
2. Grease and pre-heat the pie crusts, if not already done.
3. Fill pie dish with cherries and blend the remaining volume above & make up to the total volume into a puree. Transfer whole cherries from pie into a mixing bowl. If using frozen fruit, place bowl in refrigerator.
4. Using a heavy-bottomed pan, gently heat the puree and sugar until the water and the whole fruit is reduced by 1/3 to 1/2. Gradually stir across the bottom to prevent burning.
5. Once the puree, remove from the heat and stir in the almond or vanilla. Cook the filling again for 5 minutes, gently and evenly until it reaches 160 in the kitchen and let the mixture cool to room temperature.

6. Pour the cooked mixture over the whole cherries, gently press to incorporate. Pour the fruit down middle into a 9 or 10 inch prepared pie crust, and top with a second pie crust. Crimp and vent the top crust. Brush with a beaten egg if not desired and sprinkle lightly with coconut sugar.
7. Bake at 375 degrees for 60-80 minutes, or until the crust is golden brown and the filling is bubbling. Allow the pie to rest at room temperature for 15 minutes to prevent burning during the second half of the bake.
8. Transfer the pie to a cooling rack, and moisten your hands with the pie to avoid completely before serving (2-3 hours).

1. Anti-inflammatory super powers

2. Natural, healthy sweetness

3. Gone with the gout

4. Better sleep in every bite

5. Bolstered fiber intake

6. Secret cancer-fighting agents

THE HEALTH BENEFITS OF EATING FRESH CHERRIES

Changes in the biomarkers suggest that consuming sweet cherries may prevent, reduce risks and modify the severity of some critical diseases



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