



UTOPIA COMMUNICATIONS, Inc.
Changing the world, one client at a time.

**Launch of CherryPharm
All-Natural Tart Cherry Juice**

Overview: CherryPharm was a brand new, unknown product with an interesting back story. The juice was created by former Wall Street businessman John Davey, who had a history of extreme back pain. Davey went home to Michigan one summer and spent his days eating bowls and bowls of tart cherries. After a while, he noticed his back pain had completely disappeared. Davey decided to make a business out of bottling the goodness and antioxidant properties of 50 tart cherries per bottle in his all-natural, not-from-concentrate juice. Davey worked with Cornell University to perform athletic studies to highlight the effectiveness of the product, which he then published in an academic journal. He also worked to secure sampling and endorsements from professional athletes and Division I athletic teams on behalf of CherryPharm.

The Challenge: A significant publicity push was needed to build brand name awareness in an increasingly cluttered beverage market. This was complicated by the fact that the juice was only sold online, and needed consumer pull to secure a retail presence, at locations like natural food stores ala Wegmans and Whole Foods.

The Result: Media coverage was generated across all media outlets including print, television, radio and online. The miracle in a bottle received endorsements from A-list celebrities including Courteney Cox and Kate Bosworth. It wasn't long before the juice was stocked at every Wegman's store on the east coast. Sales in Q4 exceeded \$1 million.

*Disclaimer: This program was handled by a Utopia team member while employed at her previous agency.

amNew York
13 MONEY SMALL BUSINESS
MONDAY, JULY 16, 2007
Cherries: Healthy body, healthy profit

Newsweek
Checklist
Our top picks for the week.
10/22/07

Health
April 2008
Health HOT LIST for April
What we see as the right now

NATURAL HEALTH
June 2008
Healthy Appetites | JUICES
BEST IN STORE

THE OPRAH MAGAZINE
MAY 2008
LIVE YOUR BEST LIFE

YOUR BEST LIFE
ABOUT MANY THINGS TO SEE, PLACES TO BE, IDEAS TO INSPIRE!

The Best List: Get a Boost
antioxidant BOOST
A serving of sweet-sharp CherryPharm Whole Tart Juice (\$20 for eight 8-ounce bottles) contains more antioxidants (pomegranate, grape, and açai) than any other juice on the market. It also contains vitamins C and E, and beta-carotene, which help protect your cells from oxidative damage. **antioxidant BOOST** is the perfect way to get your daily antioxidant fix.

orkout BOOST
nate or your kid has the Nintendo Wii system, use the Board accessory to get everything from yoga to hula-hooping (Nintendo.com).

curl BOOST
Though it sounds like an intricate homemade dessert, a dollop of Miss Jessie's Carly Meringue, combined through wet hair, will calm and cheer your frazzled curls (\$38). For details see Shop Guide.

shop
LIVE YOUR BEST LIFE
8-ounce bottles, cherry, pomegranate, or blueberry. www.shop.usa.nintendo.com

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