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Chilean cherries key for celebrating National Cherry Month

February is National Cherry Month and the [Chilean Cherry Committee](#) is giving shoppers many reasons to celebrate with numerous ongoing promotions offering consumers opportunities to win thousands of dollars.

The cherry committee just wrapped up a contest at the end of January and will run two more before mid-February — one to celebrate National Cherry Month and another for Valentine's Day.

The committee has also launched its [first-ever online magazine](#), which includes numerous tips, nutrition information and usage ideas that are manageable for even the novice chef. Consumers can flip through the magazine at their leisure, trying their hand at everything from Cherry Overnight Oats and Cherry Chocolate Brownies to Farro and Cherry Salad and Cherry Ricotta Toast.

"Our U.S. team is continuing to work hand in hand with retailers to drive sales while utilizing an enhanced consumer campaign to strengthen awareness and increase demand," said Claudia Soler, executive director of the Chilean Cherry Committee. "Whether it's National Cherry Month or the Super Bowl, Chinese New Year or Valentine's Day, February is packed with special occasions where cherries can be featured prominently."

Chile is the world's largest exporter of cherries. Chilean cherry production has nearly doubled in the past three years, and roughly 57 percent of total global cherry exports are from Chile. The U.S. is Chile's second-largest global export market.

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