

# Very Cherry Drink contest results offer cool refreshment ideas for everyone

BY MELANIE TACOMA  
Record-Eagle staff writer

So you can bake a cherry pie. Cherries jubilee? No problem. A cherry sundae? Couldn't be easier. What else can be done with cherries?

A lot. Each year the National Cherry Festival tries to find a way to challenge people to do more with cherries, and this year Traverse, Northern Michigan's Magazine contributed to the effort.

A severe frost in the spring of 2002 damaged the Northern Michigan tart cherry crop. While researching an article on the cherry industry in May 2003, Traverse, Northern Michigan's Magazine's Associate Editor Lori Hall Steele discovered that recent scientific reports indicate that tart cherries have many different health benefits, including arthritis relief. This started the editors thinking about all the possible uses for cherries.

"When we were discussing the ups and downs of the cherry industry in Northern Michigan, we wondered — why aren't there more cherry drinks out there? What would a cherry cosmopolitan taste like?" said Deborah Wyatt Fellows, the magazine's editor-in-chief.



Photo courtesy of Traverse, Northern Michigan's Magazine

The Cherry Lemonade Cooler was created by Scott Burch, owner of Burch's Bayside Grille in downtown Traverse City, won the Very Cherry Drink's non-alcoholic category.

"We wanted to see if there was something the magazine could do to promote the cherry industry and the region's economy," explained Rosie Kern, director of marketing for Traverse.

Traverse's editors decided that the best way they could encourage the growth of the cherry industry and highlight the health and taste benefits of frozen tart cherries and tart cherry juice was by promoting a drink contest. The magazine partnered with the National Cherry Festival to publicize

the contest throughout Michigan.

During the National Cherry Festival's opening weekend, July 5 and 6, Traverse, Northern Michigan's Magazine will be serving samples of the winning drink in the Very Cherry Drink contest non-alcohol category, Cherry Lemonade Cooler. Samples will be served in the Cherry Farm Market tent.

The Cherry Lemonade Cooler, was created by Scott Burch, owner, Burch's Bayside Grille in downtown Traverse

City.

Winner in the Alcohol category was the Cherry Vanilia TraVini, created by Michael Trubac, General Manager, TraVino, Williamsburg.

Photo courtesy of Traverse, Northern Michigan's Magazine

The Cherry Vanilia TraVini, created by Michael Trubac, general manager of Williamsburg's TraVino, won first place in the Very Cherry Drink contest's alcohol category.



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