



CHUKAR CHERRIES' FOUNDATION IS AT THE HEART OF MOTHER'S DAY

Chukar Cherries honors founder, leader and mother Pam Montgomery

Prosser, WA, May 3rd —On a Sunday in May the nation honors moms with a day. It's a day when we can say thank you to the moms who raised and influenced us, provided for us and shaped the world we live in. It's a special day at Chukar Cherries as the essence of Mother's Day is the foundation of the company. Mothers make choices on behalf of their children and Pam Montgomery's vision for Chukar Cherries stems from a mother's dedication.

Although Pam has held numerous titles in her life she is known as *Ma Chukar* to all her staff at Chukar Cherries. Pam started the Northwest specialty food company 30 years ago. A move from the bustling city life to rural Prosser, Washington led Pam to purchase a cherry orchard and begin a new way of living. That one move changed the trajectory of her life. And just like many moms, she did it because of her children.

On a lovely late summer day as Pam walked through the orchard, twin toddlers in tow, she snacked on tree ripened cherries. These harvest remnants were delicious, naturally dried on the tree. Their pure authentic flavor sparked a vision and, as a tenacious entrepreneur Pam endeavored to share the goodness of cherries dried without added sugar or preservatives with others. Decades later everything at Chukar is still made in small batches and the product line has expanded from dried cherries to chocolate confections, baked goods and more. Pam continues to run the business with special attention to details. The significant care put into the presentation of each catalog, and color of each bow and content of each arrangement exemplifies a mother's commitment.

Pam Montgomery is a mother, she is a visionary, she is a leader. Because of the choices she made the Pacific Northwest's bounty is shared by countless fans across borders. Ma Chukar is celebrated this Mother's Day because of the efforts she made and the products she created. This Mothers' Day, whether mom desires a box of chocolates all her own or a tin of biscotti to enjoy with coffee, Chukar gifts are sure to bring a smile to her face. Baskets tenderly crafted with mom in mind give back a little sweetness mom has shown over the years. Here's to mothers; the nurturing, the tenacious, the rule breakers.

Chukar products are made with all-natural ingredients grown in the Pacific Northwest and handmade in Prosser, WA. All Chukar brand products can be purchased online at CHUKAR.COM, by calling 800-624-9544, or by visiting Chukar's company-owned stores in Seattle's Pike Place Market and Prosser, WA.

PACIFIC NORTHWEST GROWN

In 1988 Chukar Cherries was launched on the family orchard to transform local cherries into authentic regional specialties & gifts. Freshly made in the fruit lands of eastern Washington—The Best of Nature, Best of Chocolate®

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