

Take a moment



December 2025

cherrytime.co.za

2025

Wrapping up a season of sweet moments, sunshine and cherries!

If there's one thing this season has reminded us, it's this: when you Take a Moment, when you truly pause, savour and celebrate, life feels a little brighter and a little sweeter. From the early-morning shimmer across the trees to the excitement of the first cherries reaching the shelves, this has been one of our most memorable seasons yet.

You showed up for adventures among the rows, collaborated with us in fresh new ways, celebrated our cherries at your tables, and helped us turn a short season into a beautiful collection of lasting moments. As we move into the final stretch, here's a look back at the wonderful, cherry-filled journey we've shared.

Online Orders Close 11 December, But Cherries Continue In-Store

Our online shop closes on Thursday, 11 Dec, with final deliveries sent out shortly thereafter. But don't worry, your cherry rituals don't need to end. You'll still find Cherry Time™ cherries in Pick n Pay and Checkers stores nationwide until early January, while stocks last.

Perfect for festive hosting, gifting, snacking...
or simply taking one more perfect moment
for yourself!





Ceres Cherry Festival

We celebrated Cherry Time™ at the Ceres Cherry Festival with **great food, music, and local talent**. Cherry-inspired treats, artisanal markets, and live performances brought the community together.

[follow us](#)



Preparing for the Next Season

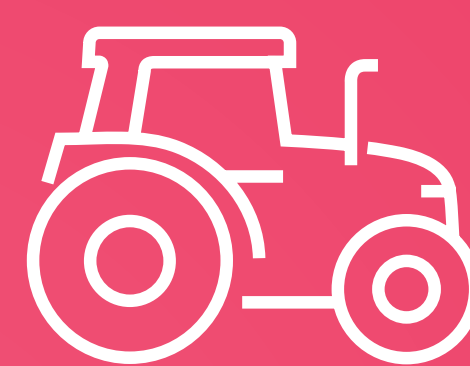
As the harvest ended, we began preparing for the next season by **nurturing the trees and enriching the soil**.



Extra Sweetness with Pick n Pay

Join our joyful collaboration with Pick n Pay. Visit select stores to get your **limited-edition Cherry Time™ temporary tattoo in your Cherry Time™ 700g bag**, a playful reminder to pause, smile, and celebrate what makes you sweet.

[shop now](#)



Cherry Picking at Nooitgedacht

We spent a day handpicking the season's sweetest cherries at Nooitgedacht. The experience ended with a **cherry-inspired long-table lunch** shared with wonderful people.

[see more](#)



A Moment to Savour

Cherry Time™ 2025 was a reminder to pause, **savour the season**, and celebrate the sweetness that comes once a year.

Selling out
fast!



Order yours now!
cherrytime.co.za

taste

watch reel



bake



see post

cherry timeTM



Take a moment







Online Store is
Closed!



**Cherry Time™ was back
and better than ever!**

follow us

A Season of Collaboration: Carrying the Cherry Moment Further

This year marked a meaningful shift for Cherry Time™. Instead of focusing only on retail presence, we invested in cultural presence, meeting consumers where they gather, shop, explore and express themselves. The result was a season shaped not just by fruit, but by craft, imagination and connection.

“This season we wanted Cherry Time™ to feel present in the small, joy-filled moments that make summer special. Working with South African artisans allowed us to celebrate craft, community and connection, all values at the heart of our Take a Moment philosophy,”

Runei Kotze

Cherry Time™ Brand & Communications Head

Our partners, Nina Skep, Meraki Jewellery, Eco Diva, Mondvol Festive Box Cookies, Ta Daa Ice Cream, Sweet Lionheart, Jack Rabbit Chocolates, Rekindle Candles and The Piercery, each interpreted Cherry Time™ through their own distinct lens.

Together, they developed limited-edition flavours, handcrafted pieces, festive treats and sensory experiences that invited people to enjoy the season through taste, touch, scent and celebration.

These collaborations showed that food connects us not only at the table, but across maker communities and everyday rituals.

And for those asking, Ta Daa's limited-edition Cherry Time™ ice cream is still available at their Cape Town store. The perfect cold, cherry-filled moment on a hot summer's day.



@ninaskep



jackrabbitchocolate.co.za



@sweet.lionheart



@me_and__b



@merakijewellerydesign



@the.piercery



rekindlecandleco.co.za



@tadaa_icecream



@ecodivanatural

The success of the First Ceres Cherry Festival

What an extraordinary milestone, our first-ever Ceres Cherry Festival, and what a joyful success it was!

Across the weekend, our orchards were filled with families, food lovers, local travellers and cherry enthusiasts who came to pick, taste, learn and explore. The energy was unforgettable, from little hands dipping into buckets overflowing with cherries to friends picnicking under the shade of the trees.

We were joined by an incredible mix of vendors and partners, offering everything from:

- Artisanal baked goods and fresh farm treats
- Handcrafted homewares and seasonal décor
- Small-batch preserves and pantry favourites
- Local makers showcasing beautiful craft and design
- Refreshing cherry beverages and ice creams

The weekend left us with full hearts, dusty shoes and memories we'll carry long after the last cherry was picked.

It was a reminder of how powerful simple moments can be and we're already dreaming about what next year may bring.



For the foodies

Cherries featured in every bite and sip, from decadent desserts to ice-cold, refreshing drinks.



For the kids

Little Cherries Playland kept kids entertained with laughter, games, and non-stop fun.



For the shoppers

Visitors explored local makers' stalls filled with handcrafted treasures and cherry-inspired goodies.



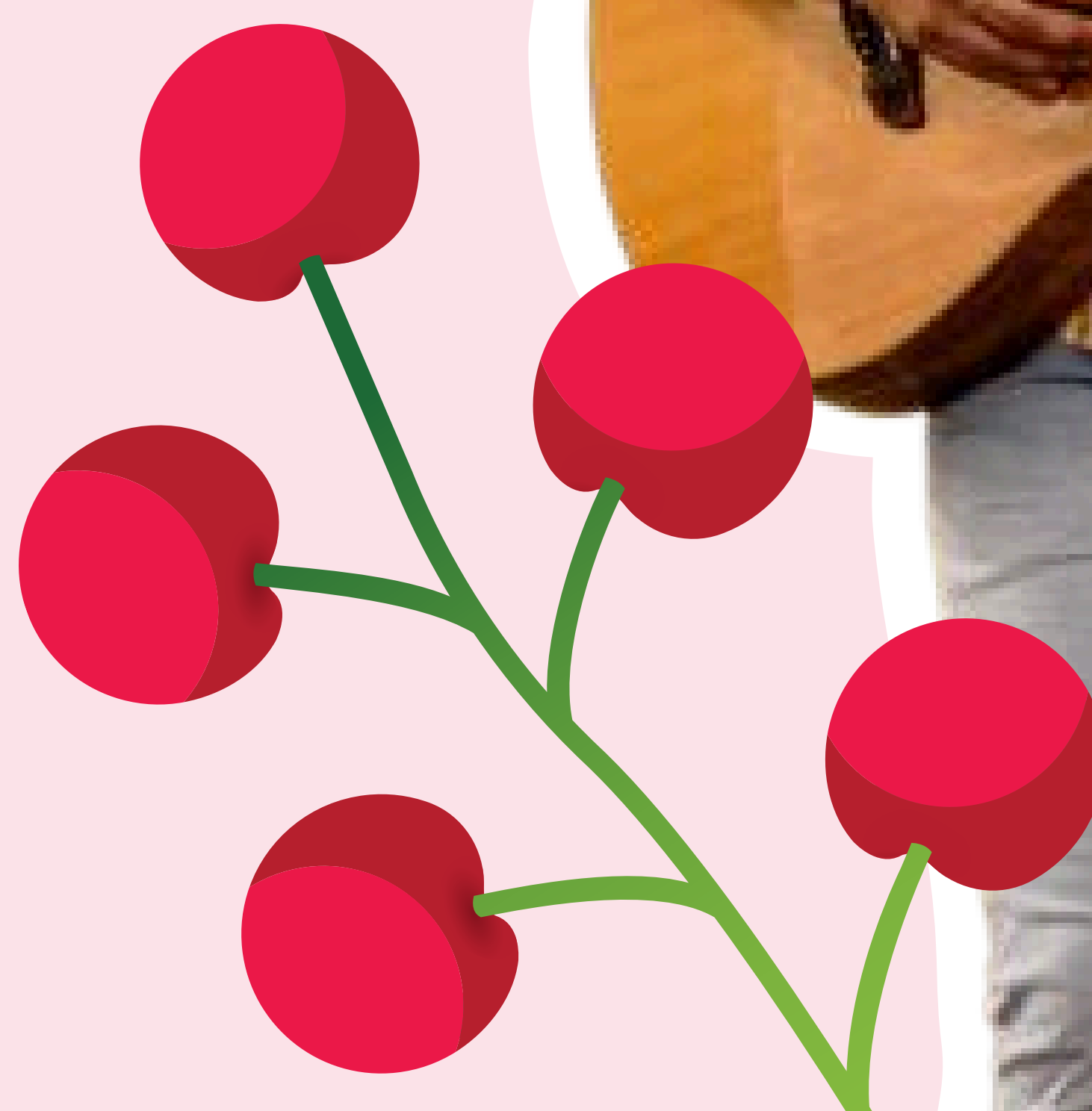
For everyone

As the sun set, the festival stage came alive with headline performances by Refentse and Die Piesangskille.



REFENTSE

DIE PIESANGSKILLE





ceres

CHERRY FEST



NGSKILLE

Proudly sponsored by



The People Behind the Produce

Every Cherry Time™ season begins long before the first fruit reaches your table. It starts with the people who walk our orchards, tend our trees and hand-pick every cherry with care. These are the quiet heroes of our harvest, the hands and hearts that make each moment of cherry joy possible.

For Cherry Time™, people have always been at the centre. Our teams are more than colleagues; they're a community. Their passion, craft and dedication are what make Cherry Time™ truly special.

“The charm of our farms is the uniqueness our people bring to them. They love what they do, and that makes Cherry Time™ special,”

”

Gysbert du Toit
Cherry Time™ Commercial Director

In honour of this commitment, Cherry Time™ continues to reinvest locally, supporting farm workers and their families, providing on-site childcare, and building a stronger, more connected community. This year, we celebrated 65 long-service award recipients, with tenures ranging from 10 to 40 years.

A reminder that behind every cherry is a story of care, craft, and the people who make the magic happen!





Thank You for Taking a Moment With Us!

This season has been defined by connection, to the land, to creativity, to food, to one another. Thank you for bringing Cherry Time™ into your homes, your celebrations, your traditions and your quiet moments in between.

Until next season, may you continue to Take a Moment, to pause, appreciate and savour the sweetness stitched through everyday life.

With heartfelt gratitude,
The Cherry Time™ Team

