One important aim of the COST Action FA1104: “Sustainable production of high-quality cherries for the European market” is to exchange information on the new achievements and cultivars. During WG (working group) meetings and STSMs (Short Term Scientific Missions) some differences in the consumer preferences in the participating countries were discussed. As a result a decision was made to create a questionnaire for establishing the consumer preferences in different COST countries. The questionnaire was first presented at the COST meeting in Plasencia, Spain, on the 26th June 2013, during the VII Int. Sym. on Cherry. After long discussions, in the beginning of 2014 the final version of the questionnaire had been distributed among the COST participants and the first results were obtained. The preliminary results from both countries Bulgaria and Hungary show that the most important characteristic for the cherry consumers is the taste followed by the colour of the fruit skin. The most preferable cherries are sweet, but not very sweet, with large, red, reniform fruits and medium long stalk.