CLAIMS

1. Use of a cranberry fruit product in the manufacture of a medicament for reducing and/or inhibiting the growth of microorganisms of the genus *Gardnerella* in the urinary tract of a human or animal subject, wherein the cranberry fruit product is to be administered to the subject.
2. Use of an effective amount of a cranberry fruit product in the manufacture of a medicament for decreasing the population of *Gardnerella* in the urinary tract of a human or animal subject, wherein the cranberry fruit product is to be administered to the subject.
3. Use of a cranberry fruit product in the manufacture of a medicament for the prevention or treatment of urinary tract infections (UTI) caused by the growth of microorganisms of the genus *Gardnerella* affecting a human or animal subject, wherein the cranberry fruit product is to be administered to the subject.
4. Use of a cranberry fruit product in the manufacture of a medicament for delaying the occurrence of urinary tract infections (UTI) caused by the growth of microorganisms of the genus *Gardnerella* affecting a human or animal subject, wherein the cranberry fruit product is to be administered to the subject.
5. The use according to claim 4, wherein the delay in the occurrence of UTI is of at least 3 months, at least 4 months, least 5 months' least 6 months, least 7 months, or more months between UTIs.
6. The use according to claim 1, or the use according to claim 2, wherein the administration results in the prevention of urinary tract infections (UTI).
7. The use according to any one of the preceding claims, wherein the administration results in the prevention and/or the treatment of recurrent UTI.
8. The use according to any one of the preceding claims, wherein the administration results in the reduction of UTI symptoms such as urgency and frequency.
9. The use according to any one of the preceding claims, wherein the subject is experiencing or is at risk of experiencing UTI.
10. A non-therapeutic method of decreasing the population of *Gardnerella* in the urinary tract of a human or animal subject, the method comprising administering to the subject an effective amount of a cranberry fruit product.

11. The non-therapeutic method according to claim 10, wherein the subject is experiencing or is at risk of experiencing UTI.

12. The use or the non-therapeutic method according to any one of the preceding claims, wherein the administration results in the inhibition of the activation and / or growth of *Escherichia coli* in the bladder of the subject.

13. The use or the non-therapeutic method according to any one of the preceding claims, wherein the cranberry fruit product is selected from one or more of a cranberry juice, a cranberry puree, a cranberry pomace, a dried cranberry powder, whole cranberry powder and/or a cranberry extract.

14. The use or the non-therapeutic method according to any one of the preceding claims, wherein the cranberry fruit product is enriched with cranberry seeds or cranberry seed meal.

15. The use or the non-therapeutic method according to claim 14, wherein the seeds or seed meal concentration is of 5%, 10%, 15%, 20%, 25%, 30% or 35% or more by weight of the total cranberry fruit product.

16. The use or the non-therapeutic method according to claim 14, wherein the cranberry fruit product is a dried cranberry powder enriched with cranberry seeds or cranberry seed meal.

17. The use or the non-therapeutic method according to claim 16, wherein the seeds or seed meal concentration is of 5%, 10%, 15%, 20%, 25%, 30% or 35% or more by weight of the dried cranberry powder, such as from 5% to 35%, such as 15% to 25 % by weight of the dried cranberry powder.

18. The use or the non-therapeutic method according to claim 14, wherein the cranberry product is a dried cranberry powder obtained from cranberry juice and/or a cranberry pomace and/or a cranberry puree and/or whole cranberry fruits and is enriched with cranberry seeds or cranberry seed meal.

19. The use or the non-therapeutic method according to claim 18, wherein the seeds or seed meal concentration is of 5%, 10%, 15%, 20%, 25%, 30% or 35% or more by weight of the cranberry powder, such as from 5% to 35%, such as 15% to 25 % by weight of the cranberry powder.

20. The use or the non-therapeutic method according to any one of the preceding claims, wherein the cranberry fruit product comprises more than 0.3% (w/w) proanthocyanidins according to the BL-DMAC assay or more than 1.5% (w/w) proanthocyanidins according to HPLC.

21. The use or the non-therapeutic method according to any one of the preceding claims, wherein the cranberry fruit product comprises total phenolic from about 10% to about 60%, such as from about 20% to about 30% wt/wt.

22. The use or the non-therapeutic method according to any one of the preceding claims, wherein the cranberry fruit product is to be provided to a human or animal subject in need thereof at a dose of from about 0.017 mg/kg of body weight (bw)/day to 83.33 mg/kg of bw/day, such as from about 3.33 mg/kg of bw/day to 16.67 mg/kg of bw/day, such as 8.33 mg/kg of bw/day.

23. The use or the non-therapeutic method according to any one of the preceding claims, wherein the subject is a mammal, specially a human, a canine or a feline.