

THE CALIFORNIA GROVE



California Walnuts in the UK

SPRING/SUMMER 2019

DEMAND GROWS!

IMPORTS
OF SHELLLED
WALNUTS
UP BY **23%**



An update of the California Walnut Commission trade and consumer activities in the UK 2019.

March 2019 - April 2019

DEMAND FOR CALIFORNIA WALNUTS CONTINUES TO GROW YEAR-ON-YEAR...

UK shipment figures to 31st May highlight a year-on-year increase for 'shelled' California Walnuts of over 23%.

This equates to an uplift of **1,482,822 pounds**, or approximately **672 metric tonnes (MT)*** – representing a significant increase over 2017/18 in the UK market.



* Source: CWC Shipment figures May 2019 - shelled pounds - 2017/18: 6,315,454 against 2018/19: 7,798,276.

TRADE: EXHIBITIONS

IFE, London, ExCeL
17 - 20th March 2019



EVENT VISITORS
OVER THE 4 DAYS: **27,000**



FROM OVER 100 COUNTRIES

388 BOOTH
VISITORS

DIRECTORS/OWNERS:
28%

NEW 118
CONTACTS

WHOLESALEERS:
21%



DIGITAL BOULEVARD BANNER DISPLAYING
CALIFORNIA WALNUTS **30 TIMES** EVERY HOUR



WALNUT ENQUIRES
ESTIMATED AT **1300 MT**
FROM 15 COMPANIES

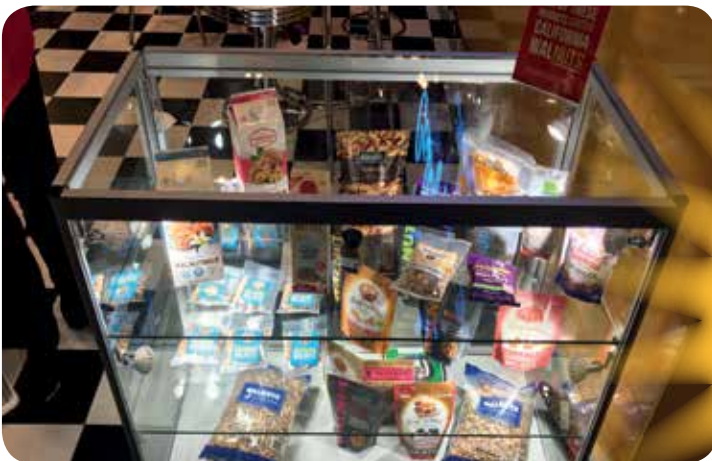
FARM & Deli SHOW

8-10 April 2019 NEC Birmingham

Farm and Deli Show, Birmingham, NEC 8 - 10th April 2019

KEY HIGHLIGHTS

The biennial event attracted 30,000 attendees with 1,700 exhibiting companies conducting business with retailers, foodservice buyers, wholesalers, distributors, importers, exporters and manufacturers.



VISITORS STATS:

30,000
VISITORS

VISITOR PROFILE:

BAKERY 49%

INGREDIENTS 42%

SNACKS 39%



1,700
EXHIBITORS

May 2019

TRADE: ADS AND EDITORIAL

The trade advertising and editorial programme continues, using a mix of existing and new creative. The campaign appeared both **online and in print.**

The advertising supports the key messages of origin, health, quality, taste and versatility – highlighting that California Walnuts offer a number of attributes over other origins. Great taste, consistency, ideal for flavouring and texture profiles, always high quality and available all year round. The reach was **181,952 companies** and individuals.

The campaign targets professionals in the following industries:

FOODSERVICE

BAKERY

CONFECTIONERY

WHOLESALE

GROCERY

FOOD MANUFACTURING

FOOD TECHNOLOGY



CAMPAIGN REACH
181,952
COMPANIES AND INDIVIDUALS

ONLINE ADS

ONE OF THESE PACKS USES CALIFORNIA WALNUTS
Brighten up your customers' day - click for more



ONE OF THESE CAKES USES CALIFORNIA WALNUTS
Brighten up your products - click for more



ONE OF THESE ICE CREAMS USES CALIFORNIA WALNUTS
Brighten up your customers' day - click for more



ONE OF THESE WHIPS USES CALIFORNIA WALNUTS



California Walnuts are grown and nurtured in the California sun, giving them a consistently unique creamy texture and flavour.

They are an incredibly versatile and enhance texture and flavour. Not just perfect in sweets confectionery, California Walnuts will enhance a vast range of products.

Let's not forget, they're also grown on their own right out of the pods, and with a range of nutritional benefits such as omega 3 fatty acids, California Walnuts have so much more to offer.

Brighten up your day with California Walnuts.

FOR MORE INFORMATION: trade@californiawalnuts.co.uk
01628 535 755 www.californiawalnuts.co.uk/trade



ONE OF THESE PACKS USES CALIFORNIA WALNUTS



California Walnuts are grown and nurtured in the California sun, which gives them a consistently unique creamy texture and flavour.

They are perfect as an on-the-go snack and so incredibly tasty that they are quickly becoming a snacking favourite in the UK.



Their lighter colour makes them their own right and will brighten up your customers' day. Forget the range of nuts that California Walnuts bring to your customers.

California Walnuts - brighten up your customers' day

FOR MORE INFORMATION: trade@californiawalnuts.co.uk
01628 535 755 www.californiawalnuts.co.uk/trade

ONE OF THESE MUFFINS USES CALIFORNIA WALNUTS



California Walnuts are grown and nurtured in the California sun. They are perfect in muffins and so incredibly versatile that they can enhance the texture and flavour of almost any baked goods.

Their lighter colour will literally brighten up your products. And let's not forget the range of nutritional benefits that California Walnuts can add.

Try some today and bring some California sunshine.

FOR MORE INFORMATION: trade@californiawalnuts.co.uk
01628 535 755 www.californiawalnuts.co.uk/trade



TRADE: RETAIL ACTIVITY

CIRCULATION
8.6M



Ad & Recipe

During May activity took place with retailer Costco, the world's second largest retailer. A full-page advert featured in Costco Connection magazine.

The activity helped to support the sales of the Kirkland Signature California Walnuts across all 28 Costco depots nationally.

A recipe also featured in Costco Connection – California Walnut and Lemon Parsley Spaghetti.



April 2019 - May 2019

TRADE: RETAIL LOGO SUPPORT & PRODUCT LAUNCH

Wilton Wholefoods

April update

During 2018 CWC offered logo support to UK retail brand Wilton Wholefoods to incorporate the California Walnut logo into their newly designed labels.

A year on... Solomon Rimmer, MD Wilton Wholefoods advises,

"following the pack changes, incorporating the California Walnut logo, the sales are up 10% on last year..."



www.wiltonwholefoods.com

Rolla Granola

California Walnut Oat Granola – May update

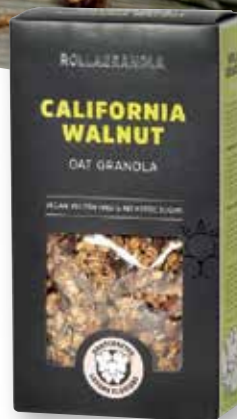
During 2018, UK based cereal manufacturer, Rolla Granola completed a switch in packaging formats from pillow pack to box and introduced a new product incorporating the California Walnut logo on pack.

REPORTED IN MAY 2019: Year to date sales indicate a **30% increase**. Since the launch in 2018, the product has had significant traction in mature consumer groups, recording **increases in excess of 50%**. The product is up in year to date sales by **30%**.

Outselling other similar no added sugar granola products

Rolla Granola comments,

"...data shows the California Walnut Oat Granola should become the best seller in the range within 4-6 months".



www.rollagranola.com

to 31 May 2019

CONSUMER: PR ACTIVITIES

HEALTHY FOOD AND DRINK AWARDS 2019

At the start of 2019, California Walnuts was crowned the **Gold Winner in the 'Best Superfood' category in the Healthy Food & Drink Awards 2019**, voted for by readers of Health & Fitness and COACH magazines.

The logo will continue to feature in a mix of on-going trade and consumer activities.



Press coverage

During March, April and May 2019 press coverage reached over **50 million UK consumers across 30 publications**, including the Sunday People, Sunday Mirror and Daily Express.



TOTAL NUMBER
OF FOLLOWERS
ACROSS SOCIAL MEDIA

10,705

SOCIAL MEDIA SUCSESSES TO DATE

We continue to gain new followers across the UK California Walnuts social media channels, with the total number of followers currently at 10,705. A summary of reach and engagement from March – May:



FACEBOOK

735k impressions

8k engagements

123k video views

1.2k web clicks

(1,410 new followers)

21% increase in followers



TWITTER

382k impressions

0.7k engagements

32k video views

350 link clicks

(175 new followers)

21% increase in followers



INSTAGRAM

330k impressions

10k engagements

72k video views

(75 new followers)

5% increase in followers

Media Influencers

An influencer campaign ran throughout the spring, focusing on the versatility of California Walnuts. Eight top bloggers were challenged to share their favourite dishes using walnuts, with the results ranging from pasta dishes to cheese scones and savoury quiches. The campaign had a reach of nearly 235k with **over 5.5k likes** across the 8 separate posts.

Meanwhile activity was also carried out to promote the heart health benefits of California Walnuts with three leading parenting blogs, featuring recipes and nutritional information provided by renowned UK dietitian Sian Porter.

A partnership with Veggie magazine, for National Vegetarian Week (13th - 19th May), reached **40,000 subscribers**.

AUDIENCE OF
235K

40,000
SUBSCRIBERS

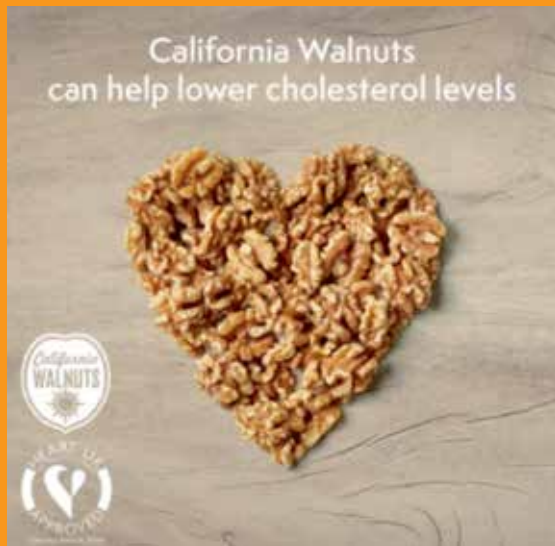


Top food Blogger Charleys Health featured on Instagram posting a recipe with California Walnuts. The **Creamy Vegan Walnut Cream Alfredo** generated over 832 likes.

832
LIKES

HEALTH CARE PROFESSIONAL: COMMUNICATION

Continued partnership with
HEART UK



California Walnuts are a Heart UK approved product, and now has the heart-healthy seal of approval. The partnership began in 2018 and an increase consumer awareness campaign continues into 2019.

DID YOU KNOW?

2.6 million people in the UK are living with Coronary Heart Disease

California Walnuts can help maintain normal blood cholesterol levels**, reduce the risk of cardiovascular disease and are high in plant-based Omega-3 fatty acids (ALA) – important for heart health.

Walnuts are the only tree nut to contain a significant amount of the plant-based omega-3, alpha-linolenic acid (ALA), 2.7g/ 30g.¹

A handful of walnuts (approx 30g) also offers 4.6g of protein, 2g of fibre and is a good source of magnesium.¹

Coronary Heart Disease remains the number 1 killer in the UK with **160,000 people** dying from heart and circulatory disease every year

(Source: heartuk.org)

**EFSA approved health claim; As part of a balanced diet and a healthy lifestyle

¹ USDA National Nutrient Database for Standard Reference Release 1 April, 2018

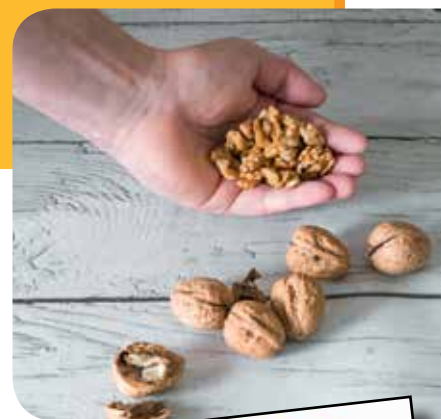
HCP new content created

New content has been created to support and inform Health Care Professionals.

Several new documents have featured in the past months, which include:

- 5 Heart Healthy Recipes
- California Walnuts - What's in a Handful
- Top Ten Facts about California Walnuts
- 5 Tips for a Healthy Heart, from dietitian Sian Porter
- Five of Your Favourite Health Foods You've Probably Been Storing Wrong
- 6 Ideas on What to Snack on Instead of Chocolate from dietitian Sian Porter

The content has featured in media titles such as HomeStyle Online, Female First, Outdoor Fitness, My Weekly and The People's Friend. Content will continue to be shared across all social media channels.



My Weekly

June 2019...

New website launched!

www.californiawalnuts.co.uk



The California Walnut Commission is here to support the UK trade and educate consumers on the benefits and unique attributes of California Walnuts.

Both trade and consumer marketing campaigns are designed to increase both awareness and consumption of California Walnuts.

FOR MORE INFORMATION CONTACT:

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