



## Birds of Derby - recreates California Walnut Cream for their centenary

July 2019

The California Walnut Commission (CWC) completed a successful in-store promotion with Birds of Derby, which covered Birds' 63 shops throughout the UK - serving 20,000 customers a day. Birds are celebrating their centenary and to mark this occasion they are reintroducing some of their best-selling products from the past 100 years. They recreated their Walnut Cream product with a recipe taken from 1910. The product launched in May with California Walnuts being a core ingredient. The product was featured on Birds' website and via in-store signage, with many stores now boasting newly installed in-store promotional screens.

### CWC Spring/summer 2019 update

To read a roundup of the recent CWC activity in 2019, see the spring and early summer newsletter here: <https://californiawalnuts.co.uk/trade-news/>

**For further information please contact the California Walnut Commission on 01628 535 755 or via email at [trade@californiawalnuts.co.uk](mailto:trade@californiawalnuts.co.uk).**

### NOTES TO THE EDITOR

#### About the California Walnut Commission

The California Walnut Commission (CWC), established in 1987, represents the California walnut industry made up of over 4,800 growers and close to 100 handlers. The CWC is mainly involved in health research and export market development activities. More than 99% of the walnuts produced in U.S. are grown in the fertile soils of California. Internationally, California Walnuts supply two-thirds of the world's walnut trade.

#### UK website and social media channels:

[www.californiawalnuts.co.uk](http://www.californiawalnuts.co.uk)

Instagram: @walnuts\_uk

Facebook: @Walnuts.UK

Twitter: @Walnuts\_UK

#### About the role of The Garden (Marketing & PR) Ltd

Activity for the California Walnut Commission in the UK is coordinated by The Garden (Marketing & PR) based in Bourne End near London. The programmes run in the UK with the broader aim of positioning the California Walnut as the walnut and origin of choice. Working with importers, wholesalers, nut processors, manufacturers and retailers – to increase the sales of California Walnuts over other origins in the UK and thereby overall exports to the UK.

#### California Walnut Commission

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TRADE ACTIVITY UPDATE