



California Walnuts enhances website to support UK activity

July 2019

The California Walnut Commission (CWC) has redesigned and enhanced the UK website (www.californiawalnuts.co.uk) to better provide valuable information and education to consumers, health care professionals and the trade.

The enhanced site, launched in June, has an expanded recipe collection and important tips on the best way to store walnuts for optimum freshness. There's health and nutrition information including a plant-based eating guide, as well as valuable information about the California walnut industry that provides mild tasting, premium walnuts from our orchards to UK tables. There's an opportunity to sign up for one of the California Walnuts UK newsletters to keep in the know about the latest recipes, scientific findings and other valuable information.

The CWC's strategy is to increase awareness of California Walnuts and educate both the trade and consumers about their quality, consistency and year-round availability. Consumers can access the site to find inspiration through recipes on how to incorporate walnuts into their daily life. It's also the "go to" source for the latest information on health and nutrition related to walnuts, including health research studies showing walnuts' role as part of a healthy diet. Monthly updates with increased content will aim to stimulate user engagement. The trade section outlines activities offered to support various channels in increasing sales and utilization of walnuts, trade news and reports, case studies, information on how to contact California Walnut suppliers and the types of products offered, as well as how to contact the UK trade representatives for additional information.

To drive consumers, health care professionals and the trade to the website, press and social media activities will complement direct outreach to ensure further reach and engagement.

CWC Spring/summer 2019 update

To read a round up 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.

California Walnut Commission

c/o The Garden (Marketing & PR) Ltd, Bourne End Business Park, Cores End Road, Bourne End, Buckinghamshire, SL8 5AS.

Tel: 01628 535 755 trade@californiawalnuts.co.uk www.californiawalnuts.co.uk

TRADE ACTIVITY UPDATE

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

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.

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