



## Whitworths ‘Gloriously Grown’ launching in Sainsbury’s

August 2019

Whitworths is set to launch five products across a range of exclusively sourced products, under the new brand called ‘Gloriously Grown’.

The new stand-alone brand will be **launching exclusively in Sainsbury’s on 14<sup>th</sup> August 2019**. The lead product in the range is **California Red Walnuts and Sorbet Raisins**, also sourced from California – with the California Walnut Commission (CWC) assisting the buying team in locating walnut producers. The launch will take place across mainstream and digital media, the newly updated California Walnuts website and social media channels.

As part of the CWC’s retail promotional program, promotional activity in 350 Sainsbury’s stores will take place to drive additional traffic to the new Whitworths-California Walnut SKUs.

More conventional products, featuring California Walnuts, are also being promoted with UK retailers, both in retail own brand products and in branded packs.

### **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](mailto:trade@californiawalnuts.co.uk).**

TRADE ACTIVITY UPDATE

### **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](mailto:trade@californiawalnuts.co.uk) [www.californiawalnuts.co.uk](http://www.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 demand of California Walnuts over other origins in the UK and thereby overall exports to the 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](mailto:trade@californiawalnuts.co.uk) [www.californiawalnuts.co.uk](http://www.californiawalnuts.co.uk)