

THE CALIFORNIA GROVE



California Walnuts in the UK

AUTUMN 2019



THE 2019 HARVEST BEGINS!

IMPORTS
OF SHELLED
WALNUTS
UP BY OVER
15%

An overview of California Walnuts' UK trade and consumer activities during 2019.

June to September 2019

OVERVIEW JUNE TO SEPTEMBER

Shelled imports in July **increased by 6.09%** as the UK imported 896,189 pounds (versus 844,747 pounds). The UK remains 4th in export volume in the EU behind Germany, Spain and the Netherlands.

With the new harvest starting in late August, the 2018-19 year to date results (to 31st August) show that the UK demand for 'shelled' California Walnuts has grown substantially.

UK shipment figures to 31st August highlight a year-on-year increase for 'shelled' California Walnuts of **over 15%**.

This equates to an uplift of **1,358,293 pounds, or just over 616 metric tonnes (MT)*** – a significant increase on 2017/18.

*Source: CWC Shipment figures in August 2019 - shelled pounds - 2017/18: 8,689,019 against 2018/19: 10,047,312

TRADE: EXHIBITIONS

London Produce Show 2019

Grosvenor House Hotel,
6th June 2019



This prestigious one-day event gave exhibitors direct access to international produce buyers from retail, foodservice and wholesale markets from **45 countries**. The show provided an excellent platform for California Walnuts, showcasing alongside other great agricultural products from California represented by the California Agricultural Export Council (CAEC). The event was hosted by **US TV chef Amanda Freitag**, who visited with Yael Lempert, the US Embassy Deputy Chief of Mission, and sampled California Walnuts. Later in the day, Ms Freitag held a live cooking demo which featured California Walnuts in her Waldorf salad. The demo generated some lively discussion among the audience, comprising of chefs and product development professionals from major retail and foodservice companies.



BUYERS
FROM **45**
COUNTRIES



Speciality & Fine Food Fair 2019

London Olympia
1st to 3rd September 2019



California Walnuts encouraged visitors to 'Be Inspired' at the 20th Anniversary Speciality & Fine Food Fair. Visitors were treated to a first-hand experience of the superior quality, unique taste and versatility of California Walnuts.

The California Walnut Commission

(CWC) was an **official partner for the event** and showcased a variety of retail products, with the offer to sample CA Walnuts. The new creative approach featuring the new 'light bulb' displayed at the entrance to Olympia via tree wraps, helped direct visitors to the CA Walnuts stand.

Visitor highlights:

175 BOOTH VISITORS

DIRECTORS/OWNERS:
41%

FOOD MANUFACTURERS :
24%

IMPORTERS /WHOLESALEERS :
14%

WALNUT ENQUIRIES ESTIMATED AT **496 MT**
FROM 11 COMPANIES

10,000 INDUSTRY BUYERS AND FOOD & DRINK PROFESSIONALS

700 PRODUCERS & SUPPLIERS OF ARTISAN FOOD & DRINK



From September 2019

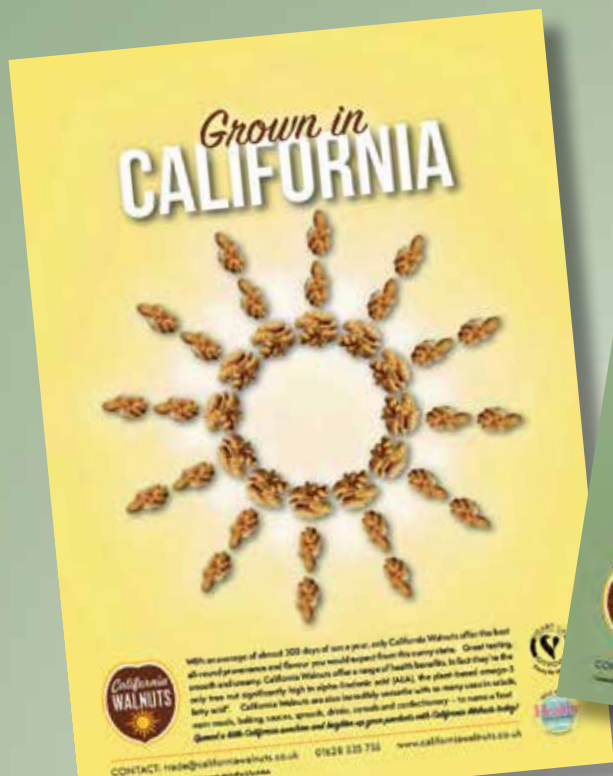
TRADE: NEW ADVERTISING AND EDITORIALS FOR 2019

A new trade advertising, editorial and advertorial campaign launched in September with new creative for both online and print media. The initial campaign is centred around the idea of **'Be Inspired'** using a unique light bulb walnut graphic. The concept is designed to encourage the industry to view California Walnuts in a different light and introduces the idea of California Walnuts being used in a variety of ways.

Four adverts have so far been launched, which offer the following key messages:

- **INSPIRE YOUR PRODUCTS**
(**'Be Inspired'**)
- **PROVENANCE OF CALIFORNIA ORIGIN**
(**'California Grown'**)
- **QUALITY OF CALIFORNIA WALNUTS**
(**'First Class'**)
- **CALIFORNIA WALNUTS' CONSISTENCY**
(**'Incredibly Consistent'**)

The advertising supports the core messages that California Walnuts wish to continually communicate to UK audiences: origin, health, quality, taste and versatility.



The campaign runs from September to November and targets professionals in the following industries:

FOOD TECHNOLOGY AND MANUFACTURING, FOODSERVICE, BAKERY, CONFECTIONERY, PUBLIC SECTOR CATERING, GROCERY
as well as **MULTIPLE AND INDEPENDENT RETAIL.**



Be INSPIRED

From the sunny state of California comes a nut that can inspire your customers and make your products like never before. Great tasting, smooth and creamy California Walnuts offer a range of health benefits. In fact they're the only nut not only high in alpha linolenic acid (ALA), the plant-based omega 3 fatty acid, but also containing omega 6 fatty acid. Omega 6 fatty acids are also necessary nutrients with an omega 6 to omega 3 ratio of 1:1. This is the only nut that can provide this ratio. To ensure a first class quality product, we only use California Walnuts today!

CONTACT: info@californiawalnuts.co.uk 01228 222 753 www.californiawalnuts.co.uk

Incredibly CONSISTENT

From the sunny state of California comes a truly consistent nut that can inspire your customers and make your products like never before. Great tasting, smooth and creamy California Walnuts offer a range of health benefits. In fact they're the only nut not only high in alpha linolenic acid (ALA), the plant-based omega 3 fatty acid, but also containing omega 6 fatty acid. Omega 6 fatty acids are also necessary nutrients with an omega 6 to omega 3 ratio of 1:1. This is the only nut that can provide this ratio. To ensure a first class quality product, we only use California Walnuts today!

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Consistently FIRST CLASS

From the sunny state of California comes a top quality nut that can inspire your customers and make your products like never before. Great tasting, smooth and creamy California Walnuts offer a range of health benefits. In fact they're the only nut not only high in alpha linolenic acid (ALA), the plant-based omega 3 fatty acid, but also containing omega 6 fatty acid. Omega 6 fatty acids are also necessary nutrients with an omega 6 to omega 3 ratio of 1:1. This is the only nut that can provide this ratio. To ensure a first class quality product, we only use California Walnuts today!

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CAMPAIGN AUDIENCE ESTIMATED AT **287,024**

TEACHING A NEW LEVEL

Over 2000 in Britain are now using our new smart produce.

A TOP OPPORTUNITY

Industry body forecast shows a 10% increase in demand for smart produce.

MARKET DRIVEN

New products and services are being developed for the smart produce market.

FRESH PRODUCE

AL

California Walnuts industry focus

California Walnuts

Aiming for new heights of excellence

2... is growing in the south of California in the state of California. The industry is growing and the demand for smart produce is increasing. The industry is growing and the demand for smart produce is increasing.

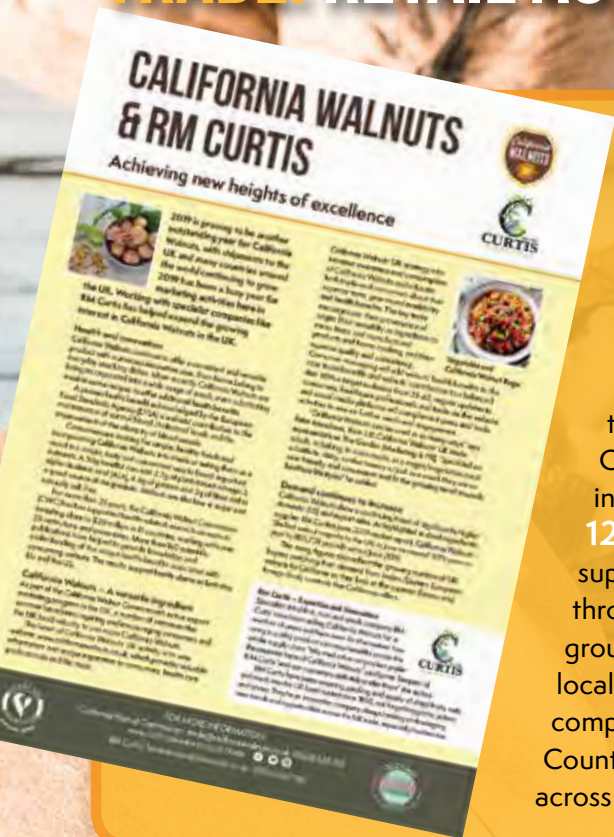
California Walnuts is a leading producer of high quality walnuts. We are committed to providing our customers with the best quality walnuts available. Our walnuts are grown in California and are known for their exceptional quality and taste.

CONTACT: info@californiawalnuts.co.uk 01228 222 753 www.californiawalnuts.co.uk

to September 2019

**TOP 5
FOODSERVICE
SUPPLIER
IN THE UK**

TRADE: RETAIL ACTIVITY



California Walnuts Partners **R M Curtis** in **COUNTRY RANGE**

A new partnership for California Walnuts with one of the leading UK importers, RM Curtis. Editorial was placed in 'Stir it Up' Magazine, the in-house magazine of the Country Range Group. Country Range Group is one of the top 5 Foodservice suppliers in the UK and works on behalf of **12 independent wholesale food suppliers** who operate from over **15 depots** throughout the UK. Each wholesaler in the group offers an unrivalled package based on local knowledge and service, flexibility and comprehensive product offering, including the Country Range brand with regular promotions across ambient, chilled and frozen categories.



CWC GOES TO LUNCH!

with R M Curtis at London, ExCeL during September.



**6000
VISITORS**

CWC partnered again with R M Curtis during September at the London based 'Lunch!' event at ExCeL. 'Lunch!' is a unique trade show that brings together the entire food-to-go industry under one roof, with **over 400 exhibitors** and **6000 visitors** in 2 days. Packed full of products and ideas to take café, sandwich bar or coffee shop business to the next level – from delicious new food and drink and innovative packaging solutions to leading keynotes and unrivalled networking.

CWC showcased a selection of flavoured CA Walnut products, already available in overseas markets, to both inspire and encourage UK food manufacturers.

home bargains

CWC gives **HOME BARGAINS A BOOST**

Promotional activity with importer Community Foods helped to give Home Bargains' customers a welcome boost. The 200g snack pack SKU was promoted via a snacking gondola end. The activation went live in **225 stores UK** wide and ran until mid-September.

Doug Moseley, Key Account Manager for Community Foods commented, *'the pre-ordering pipe fill from Home Bargains was a record for Community foods'*.

The promotional activity across the three California Walnut SKU's delivered an uplift of **52%** during the campaign and a settle down rate, following the end of the campaign, of over **17%***.

(*36,861 total units sold during the week of 26 Aug, increasing to 56,155 during 02 Sep, then settling to 43,175 on 16 Sep)



ACTIVITY IN
225
STORES

RANGE IN
350
STORES

TRADE: RETAIL SUPPORT

CALIFORNIA WALNUTS IN SAINSBURY'S

During August activity took place with Whitworths, a UK household name in the dried fruit, home baking and snack products market, to launch five products across a range of exclusively sourced products, under the name 'Gloriously Grown.' The new brand launched exclusively in Sainsbury's. The lead product in the range is California Red Walnuts and Sorbet Raisins, also sourced from California.

The launch took place across mainstream media and digitally across a newly created website and social media feeds. CWC will be providing support for instore promotional activity in **350 Sainsburys stores**, which is expected to grow to **500 stores**, driving traffic to the new Whitworths-California Walnut SKU.

Sainsbury's



whitworths.co.uk

California Walnuts goes BNUTZ

With UK consumers welcoming new flavours and ingredients, walnut-based products are seeing increasing success. More nut butters are using California Walnuts as an ingredient and awareness is rising among trade and consumers.

The CWC UK team has been in close contact with BNUTZ during development of their 'Espresso Nut Butter - Made with California Walnuts'. The new product offers great taste, smooth texture and consistency.

BNUTZ use premium organic ingredients, ethically sourced and free from palm oil, preservatives and refined sugar. BNUTZ founder Bianca Avory was keen to use California Walnuts as a base ingredient, for their health benefits and superior taste and texture. The nut butter has a rich dark chocolate taste with subtle caramel sweetness and creaminess from the California Walnuts, adding up to a truly unique flavour. The product launched in June 2019.

BNUTZ founder, Bianca Avory, commented "the promotional support that California Walnuts has provided so far has been tremendous. We have noticed an uplift in product sales both via our online shop and from retail enquiries looking to stock the new product".



bnutz.co.uk

June to September 2019

CONSUMER: PR ACTIVITIES

Media Partnerships

California Walnuts carried out partnerships with three leading consumer titles to promote the **versatility, culinary and health benefits** of California Walnuts.

Activity with Health & Wellbeing included a sponsored article featuring storage tips, while Plant Based magazine featured the storage tips and a California Walnuts recipe.

The partnership with Veggie included an advertorial on the health benefits of California Walnuts, and a recipe feature focusing on versatility.

All three publications, which have a combined **readership of over 115k**, included a full page California Walnuts advert.

READERSHIP OF 115K+



Press coverage

Between June and September 2019, 18 articles were published for the California Walnuts campaign generating a reach of more than 1.5m. Publications that featured California Walnuts included **Sunday Mirror, Health & Wellbeing, and Men's Fitness.**

Campaign dietitian Sian Porter who was also featured on the FoodTalkShow Podcast discussed the health benefits.



REACH OF
1.5M

Media Influencers

California Walnuts have secured the partnerships with two leading UK influencers, Ruby Bhogal, and Dr Rupy

Ruby, a former finalist in the **Great British Bake Off**, will be developing two new recipes for the campaign and providing social media support. She will also be joining the CWC Harvest Tour in October.

Dr Rupy, who will also **develop four exclusive recipes**, will be taking part in a radio day to help promote California Walnuts' health benefits.

Further details of these activities will follow in the next update.



RUBY BHOGAL



DR RUPY

15%

INCREASE IN FOLLOWERS

SOCIAL MEDIA SUCCESSES TO DATE

The total number of followers for the California Walnut social media channels now stands at over **12,250** – a **15% increase** since the start of June*, during which time the platforms have generated more than **3.9m impressions**.



TWITTER

1.1m impressions

1.1k engagements

29k video views

984 link clicks

49% increase in followers



FACEBOOK

3m impressions

6.3k engagements

160k video views

11.9k web clicks

12% increase in followers



INSTAGRAM

829k impressions

49k engagements

42k video views

4% increase in followers



*Stats from 1st June to 25th September

3.9M

IMPRESSIONS ACROSS ALL PLATFORMS

Autumn 2019... Website update

www.californiawalnuts.co.uk

In the coming months CWC will be launching a Health Care Professional (HCP) section of the UK website. The new section will offer useful information and resources relevant for health care professionals. There will also be an HCP news update section and an opportunity to sign-up for relevant newsletter mailings.



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:

CALIFORNIA WALNUT COMMISSION TRADE@CALIFORNIAWALNUTS.CO.UK 01628 535 755 WWW.CALIFORNIAWALNUTS.CO.UK