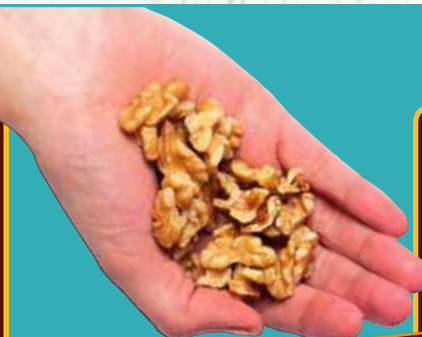




# LOOK OUT FOR THE FIRST EVER GLOBAL ACTIVITY FROM CALIFORNIA WALNUTS – FEBRUARY 2020

## The Power of 3

**FIRST EVER GLOBAL CAMPAIGN**



**INCREASE:**  
Awareness  
Engagement  
Consumption/**sales**

**WHO ARE WE TALKING TO?**

People looking for **healthy eating alternatives**

People who want foods that improve **heart health** or **general well being**.

Healthy **snackers**

People who want **fast** yet healthy foods

**3 SIMPLE MESSAGES**

**1** Eat **3 handfuls of California Walnuts** per week

**2** The **ONLY tree nut** containing significant amounts of **Omega-3 ALA\***

**3** **Share** the good news about walnuts plant-based Omega-3 and walnuts role in heart health with at **least 3 other people**

\*Food Standards Agency (2002), McCance & Widdowson's The Composition of Foods, Seventh summary edition. Cambridge: Royal Society of Chemistry

**SOCIAL MEDIA**

Look out for online **CONSUMER COMPETITIONS**

**#ShareThePowerof3**

Share the hashtag

**WEB PAGES**

**PUBLICATIONS**

**TRADE AND CONSUMER Ad Campaign**

IN PUBLICATIONS SUCH AS  
Healthy Diet  
Hip & Healthy  
Health & Wellbeing

**CONSUMER PR**

**INFLUENCERS**

**Videos and Blogs**

from influencers including The Food Medic - Dr Hazel Wallace, Veggie Desserts and Tales of Annie Bean.

**PLUS MUCH MORE**

In London?

Look out for one of the **110** **BRANDED TAXIS**



**MEDIA VISITS**

February is UK National Heart Month

