

THE CALIFORNIA GROVE



California Walnuts in the UK

SPRING 2020

SHARE THE POWER OF 3

OVER
53 M
CONSUMERS
REACHED

*between Jan-Apr 2020



An overview of California Walnuts' UK trade and consumer activities during 2020.

January to April 2020

WE'VE BEEN BUSY...

Despite the recent challenges presented by **COVID-19**, California Walnut demand continues strongly in the UK. As of April 2020, the latest California Walnut shipment figures for the UK show **6,023,942** shelled pounds imported so far since 1st September 2019 and is the **5th largest market**

in Europe. The California Walnut Commission (CWC) has been actively promoting its products in the UK since 2016 and so far, the results have been encouraging. The California Walnut Commission has been conducting a number of initiatives aimed at inspiring and encouraging the UK food industry to use more California Walnuts, in ever more innovative ways.

Recent highlights include retail promotions with **Costco**, **Whitworths** and **Ocado** which have collectively driven significant volume and sales. A key objective of the consumer communications activities have involved supporting health research and communicating the numerous health benefits of California Walnuts. Additionally, a broad range of social media campaigns featuring **recipe development** and **product innovation** has shown consumers how to use California Walnuts outside of the more traditional uses such as baking and snacking. In February, The California Walnut Commission launched **'The Power of 3'**, to help drive additional volume and awareness across all relevant markets around the world. The initiative aimed to educate consumers how eating walnuts is a simple way to boost overall nutrition. **100 branded taxi's** were operational in London throughout February that took over **71,000 journeys** around key tourist attractions, shopping districts and mainline train stations.

Take a look at some of the key activities conducted so far in 2020.



January 2020

TRADE: EVENTS

Demonstration Day at the London Bakery School 20th January 2020

The California Walnut Commission presented a **one-day demo at the National Bakery School** in London to present an array of classes and lectures where California Walnuts were the focus and their versatility was fully divulged. Established in 1894, the National Bakery School is now the world's oldest bakery school.

After a warm welcome by a representative of the school, key industry personnel joined a handful of students to watch a day of demonstrations from chefs, bakers and pâtissiers who created innovative dishes and products focusing on new trends.

The first of the three classes was led by **Charlotte White, the owner of Restoration Cakes**, a highly skilled baker who specialises in wonderment that is burlesque baking. Charlotte produced a vegan coffee and walnut cake and

was able to utilise California Walnuts in almost every aspect of the cake – from the base, to the praline to the truffles placed on top as decoration.



The 2nd demonstration was by **Chef Mickael Jahan** who produced mini brioche, toasted California Walnut sourdough petit pan and California Walnut & Cheddar

treats. The sourdough is a personal favourite of Mickael, 'there is something about walnuts added to bread that adds its own type of creaminess that no butter is required at all' says Jahan. The cheddar treats were also a delight and again the walnuts added its own type of buttery texture. Mickael's career as a baker started at just 14 years old in France, where he had the choice to work on the family oyster farm or in the warm smelling environment of the village bakery. Since then he has worked at various top Bakery's including 'Paul's Bakery' in London, and now runs his own business providing his expertise and services to the industry.

The final demonstration was led by **Cristiana Solinas** who produced a mouth-watering gnocchi with California Walnut sauce. Cristiana is a lecturer at the National Bakery School where she teaches the bread and baking science module. Native to Savona, Italy, Cristiana knew the proper way of creating gnocchi from scratch. After carefully rolling out the soft potatoes into little balls, she invited each of the audience to try rolling each one out with a fork to create the signature ridged texture that gnocchi typically have. The warm creamy California Walnut sauce was so buttery and smooth, the walnuts provided an indulgent flavour and combined with feather light gnocchi was a delicious flavour.

After a full day of intriguing knowledge, the guest left with a fun packed bag of California Walnut goodies and samples to try when they got home.

Visit www.californiawalnuts.co.uk to try out mouth-watering recipes using California Walnuts!



"The creamy taste and soft texture were unlike anything else I had ever tried"

"The smooth consistency of the California Walnuts allows you to crumble each one with ease"

"Just because a cake is labelled vegan, doesn't mean that the taste is compromised"

January 2020

TRADE: IN-STORE



Whitworths launched a new brand called Gloriously Grown in Sainsbury's, which features a range of **5 products** from across the globe. The lead product is 'California Red Walnuts and Sorbet Raisins'.

Sainsbury's has over **2,300 stores in the UK** as well as a fast-growing online presence.

Sainsbury's

AVAILABLE IN
2,300
STORES

Ocado Online Promotion:

CWC partnered with leading dried fruit and nut supplier Whitworths to help support their 100g snack packs in Ocado, a major UK online supermarket that describes itself as 'the world's largest and dedicated online grocery retailer'. CWC supported sales of the CA Walnut SKU via shopper engagement on-line via the homepage and 'favourites' banner.



Whitworths launched a new **55 gram pack of California Walnuts** which was supported by a specific promotion by California Walnuts at time of launch.

March 2020

TRADE: PROMOTIONS



Costco In-store Promotion:

Costco is the world's second largest retailer. In-store promotions took place during March across all **29 Costco depots** nationally. The activity helped to support the sales of the Kirkland Signature California Walnuts in 1.36 kg packs.

We plan on having more promotions in 2020 and the loyalty of Costco to California is appreciated.

RESULTS:

TOTAL MEMBERS SAMPLED:

11,931

UPLIFT IN SALES:

47.6%



47.6%
UPLIFT IN SALES!

CARDIFF: 'Amazing value for the size you get, healthy and high in Omega 3.'

THURROCK: 'Great in salads and yoghurts, fab in a cake or muffin- 'a good for price for a big bag.'

CHESTER: 'Many members said they already buy the product and will continue to do so when they need them.'

February 2020

THE POWER OF 3

GLOBAL MARKETING INITIATIVE LAUNCH!

The California Walnut Commission launched its first ever Global Marketing Initiative in February (The Power of 3) to help drive additional volume and awareness across all relevant markets. The program ran in **nine countries** including the USA, Germany, India, Japan, South Korea, Spain, Turkey, the United Kingdom and the United Arab Emirates. Central to the campaign is a global landing page featuring content that will show how consumers **share the love** of walnuts around the world.

The initiative aimed to educate consumers about how eating walnuts is a simple way to boost overall nutrition.



Why the Power of 3?

Walnuts are the only tree nut to contain a significant amount of **omega-3 ALA**, with 2.7g in every **handful (approx. 30g)**. As our bodies cannot make ALA, it is important we eat foods containing it.

At least **3 handfuls** (one handful equal to approx. 30g) of walnuts a week is a simple way to start improving overall nutrition.

Branded Taxis:

For the month of February, 100 California Walnut branded taxis were operational in London with striking California Walnut branding on the outside and interior tip seats. A photoshoot took place around two iconic London landmarks – Tower Bridge and the Tower of London.

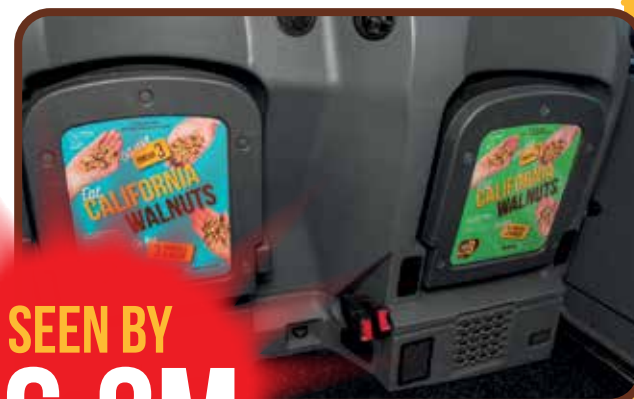
HIGHLIGHTS:

15,357

journeys took place in close proximity to London's top tourist attractions, where footfall is very high.

27,534

journeys took place through London's top shopping areas, including Oxford Street, Covent Garden and Sloane Street.



SEEN BY
16.2M

it's about sharing

The Global Video:

A Global video was created to help #ShareThePowerof3, which was shared globally via Social Media and various agencies websites around the world. Inspiring content was produced all over the world and showed how versatile California Walnuts are, as well as how different markets consume California Walnuts.

#sharethepowerof3

VIDEOS
500K
ON SOCIAL MEDIA



Trade Advertising Coverage:

Digital ads and editorials were uploaded to various industry sites and linked to a specific web page that gave people more in-depth information on the Power of 3 launch.

DIGITAL TITLES:

KENNEDY'S

BAKERY BUSINESS

CONFECTIONERY PRODUCTION

FOOD & DRINK TECHNOLOGY

GROCERY TRADER

FRESH PRODUCE JOURNAL

CASH & CARRY MANAGEMENT

RESTAURANT UPDATE

OOH

346K
TOTAL REACH



CLICK TO FIND OUT MORE

#ShareThePowerof3

THE POWER OF 3 LAUNCH! (CONTINUED)

Media Coverage:

Partnerships were made with three consumer titles – Healthy Diet magazine, Health & Wellbeing magazine and digital health and wellness magazine Hip & Healthy – to help share the Power of 3 message!



HEALTHY DIET MAGAZINE

Activity with Healthy Diet included a full-page advert in the February issue (circulation 55,000), supported by a website banner on the homepage for the month of February (44,664 impressions) linking to the California Walnuts UK website.

HEALTH & WELLBEING MAGAZINE

Health & Wellbeing magazine included two solus e-shots, sent to their subscriber database of 40,000, two blog posts, four static Instagram posts as well as an Instagram takeover, to their 7.4k followers.

HIP & HEALTHY

Activity with Hip & Healthy included a sponsored post on their website and an article side banner, together with two mentions on their e-newsletters, as well as an Instagram and Facebook posts, to a combined following of over 86k.

Influencer Partnerships:

Partnerships were conducted with three influencers for the Power of 3 campaign – Tales of Annie Bean, Veggie Desserts and Dr Hazel Wallace, founder of The Food Medic.

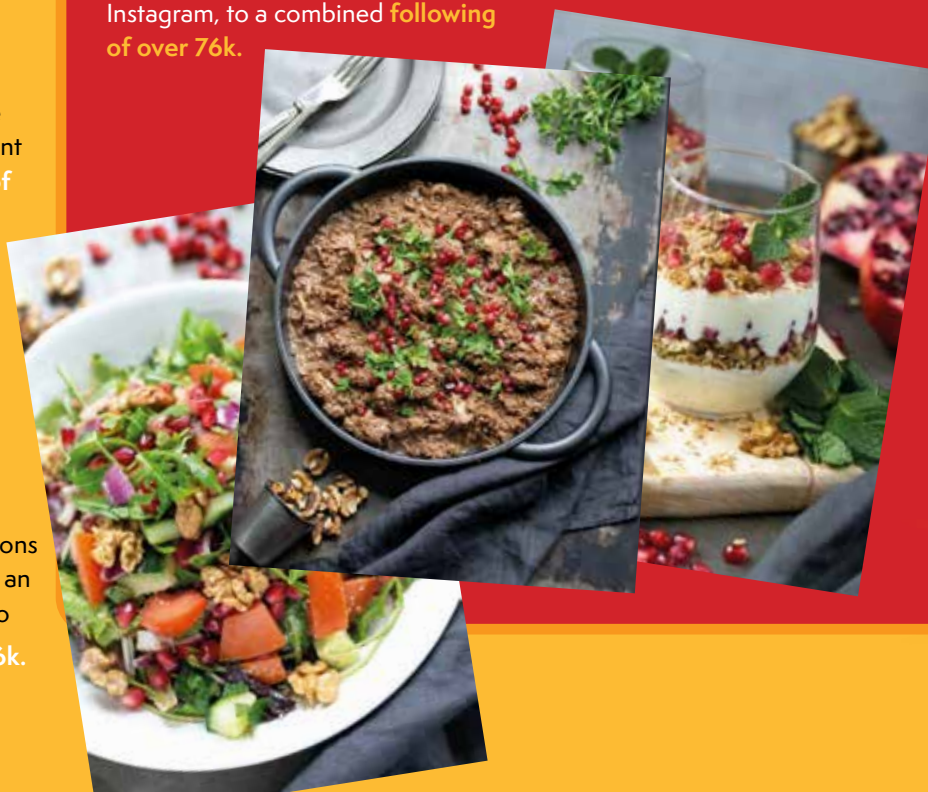
Tales of Annie Bean

Annie Bean produced social posts across Facebook, Twitter and Instagram featuring a Cranberry Walnut Cookie Overnight Oats recipe. Her social channels have a combined following of over 12k.

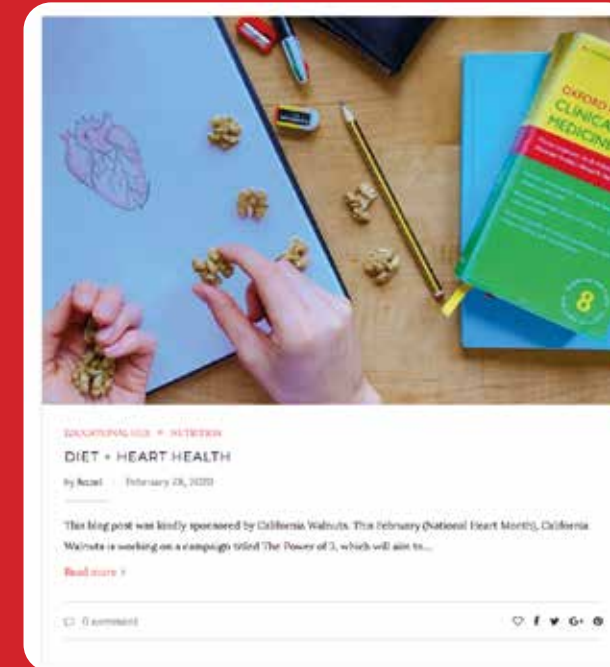


Veggie Desserts

Kate at Veggie Desserts created three recipes – a Persian California walnut stew, a yogurt parfait with California Walnuts granola and a Persian California Walnut salad. The recipes were posted on her blog and shared across Twitter, Facebook and Instagram, to a combined following of over 76k.



The Food Medic



The Food Medic (Hazel Wallace) published a blog post including details on The Power of 3 campaign, walnut heart health claims and a web link.

Dr Hazel's supporting Instagram post has received 2k likes which has resulted in a number of new followers to CW UK social channels, including nutritional therapist and author Madeleine Shaw. Dr Hazel has also posted on Facebook to her 27.5k followers and on Twitter to her 23.5k followers.

TOTAL REACH
374,500



IMPRESSIONS
1M

Advertising and competitions

Facebook and Instagram advertising campaign

1M IMPRESSIONS **13K REACTIONS**
426K REACH **390K VIDEO VIEWS.**
2K LINK CLICKS

Twitter advertising generated

218K IMPRESSIONS, **66K VIDEO VIEWS.**

Two social media competitions took place across Instagram, Twitter and Facebook.

The first asked people to share a picture of their favourite way to enjoy California Walnuts and include the hashtags #ShareThePowerof3 and #CaliforniaWalnutsUK. People were encouraged to look out for the taxis whilst in London and share any pictures of the taxis they spotted on social media with the campaign hashtag #ShareThePowerof3



January to April 2020

SOCIAL MEDIA

CWC continue to gain new followers across the UK California Walnuts social media channels, with the total number of followers currently at **16,689 (12% increase since January)**



HIGHLIGHTS OF REACH AND ENGAGEMENT ACROSS ALL CHANNELS:



TWITTER

1.1m impressions

132,000 video views



FACEBOOK

2.6m impressions

9,100 engagements

665,200 video views



INSTAGRAM

567,400 impressions

42k engagements

25.4k video views

*Stats from Jan- Apr 2020

12%
INCREASE IN
FOLLOWERS

January to April 2020

WEBSITE

www.californiawalnuts.co.uk

16,519
PAGE VIEWS

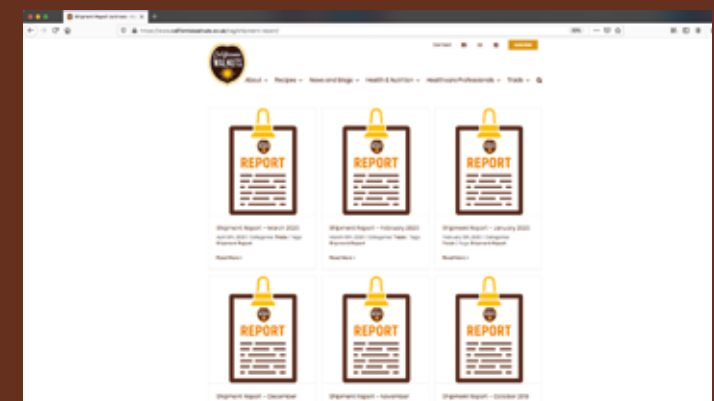
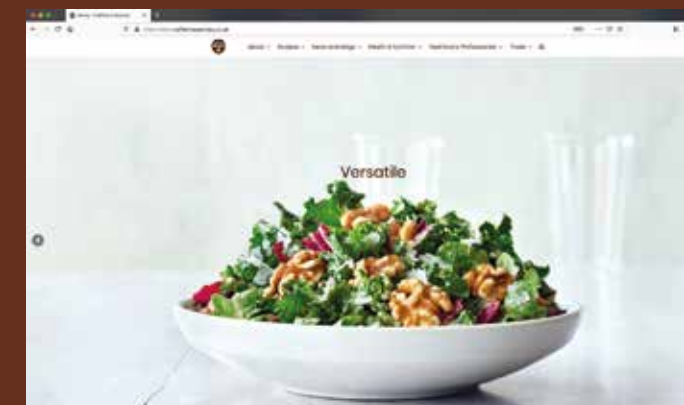
The CWC UK website is updated on a regular basis across Trade and Consumer Activities. The trade section focuses on showcasing the various activities and relevant trade news, and also provides a platform for UK Trade importers to request general information. The Consumer section focuses on educating the consumer by offering inspiring recipe ideas and shares news blogs and health and nutritional information.

16 consumer and trade news updates and blogs featured online during Jan to April.

KEY STATISTICS (JANUARY- APRIL 2020)*:

USERS: **7,415**SESSIONS: **9,326**PAGE VIEWS: **16,519**

*Google Analytics



For the latest trade and consumer news, visit:
californiawalnuts.co.uk/trade-news

CONSUMER: PR ACTIVITIES

REACH OF OVER
11M

Press coverage

Throughout January – April, California Walnuts featured in over **70 articles** across national, consumer and regional print and online titles with a total audience reach of over **11m**. This included features in The Sun, Woman's Own, Health & Wellbeing, Healthy Diet and Sunday Mirror with California Walnut recipes, storage tips, as well as health advice and information featured.

Health & Wellbeing

SUNDAY
Mirror

THE
Sun

Woman's Own

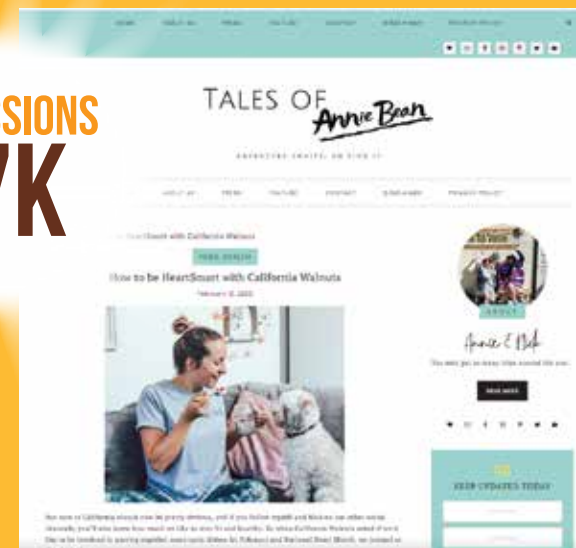
Healthy
Diet



CONSUMER: MEDIA INFLUENCERS

California Walnuts worked with leading UK influencers over the past few months, including **Annie Bean** (Tale of Annie Bean), her blog which she runs with her husband covers a broad range of topics including food and wellbeing. Annie produced a blog post about the heart health benefits of California Walnuts, along with a recipe for California Walnut Overnight Oats. An Instagram story Annie posted connected to this activity generated **47k impressions**.

IMPRESSIONS
47K



2019 Great British Bake-Off finalist **Alice Fevronia** created two bake-along recipe videos on Instagram stories – California Walnuts, Goats Cheese & Leek Tart and Carrot Cake Pancakes with California Walnuts. The stories achieved combined **impressions of 46k**.

IMPRESSIONS
46K



A Facebook live was also conducted with **Emily Leary (43k followers on Facebook)**, where she baked chocolate muffins using California Walnuts.

43K
FOLLOWERS



In addition, **Luce Hosier** created three flourless recipes using California Walnuts – Walnut & Cinnamon Puff Pastry Buns, Chocolate Orange Walnut Flapjacks, and a Walnut & Banana Breakfast Traybake. Due to the recent shortage of flour in UK stores these recipes inspired consumers to try out alternative ways of baking.



April 2020

MEDIA PARTNERSHIPS

BBC
goodfood

BBC

To promote the versatility of California Walnuts and encourage people to use California Walnuts in their cooking and baking during lockdown, a partnership with consumer food title BBC Good Food was launched using the themes 'Meal Times Cracked' and 'Baking Cracked'. The activity included digital adverts across the BBC Good Food website, inclusion in 2x e-newsletters and social posts across their sister titles Delicious and Olive.

BBC GOOD FOOD
WEBSITE REACH
16M
PER MONTH



February to March 2020

California Walnuts are a rich source of Omega-3 ALA and important for heart health. #ShareThePowerof3

Test your knowledge about cholesterol, with our friends from California Walnuts. Answer as many of the questions as you can and get entered into a prize draw at the end!

Cholesterol Quiz - HEART UK in partnership with California Walnuts

Are you checked-up about cholesterol? TAKE OUR QUIZ!

33K REACH

Getting to the **heart** of the **facts**

In partnership with the heart-healthy charity HEART UK, a California Walnut online quiz was prepared which sat on their website for one month, from mid-February to mid-March. It was shared across HEART UK's social channels and was included in their monthly e-newsletter to their **14,000 subscribers** list. The quiz also featured on the California Walnut's UK social feeds which has had a reach of 33k.

HEART UK
THE CHOLESTEROL CHARITY
APPROVED
Charity No. 1003904

Where is the best place to store walnuts, in order to retain their freshness?

Where is the best place to store walnuts, in order to retain their freshness?

How many walnut halves are in an average handful (approx. 30g / one portion)?

How many walnut halves are in an average handful (approx. 30g / one portion)?

At what age can you get high cholesterol?

At what age can you get high cholesterol?

Where does cholesterol come from?

Where does cholesterol come from?

As well as benefiting heart health, which other health areas does eating a handful of walnuts a day benefit?

As well as benefiting heart health, which other health areas does eating a handful of walnuts a day benefit?

Which nut is the only tree nut to contain significant amounts of Omega-3 ALA?

Which nut is the only tree nut to contain significant amounts of Omega-3 ALA?

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:

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