

# THE CALIFORNIA GROVE



*California Walnuts in the UK*

AUTUMN 2020

## OPPORTUNITIES FOR CALIFORNIA WALNUTS CONTINUE...



**INSTORE  
PROMOTIONS**

**IN  
1,485  
STORES**

\*during September 2020

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



May to September 2020

## OPPORTUNITIES FOR CALIFORNIA WALNUTS CONTINUE...

When Covid-19 first began to engulf Europe, and some rushed to the supermarkets to stockpile, others hit the keyboards. Worldwide Google searches for 'food delivery' and 'local food' reached all-time highs in April. According to the BBC, in the UK, people were six times more likely to look for 'veg boxes' than a year ago. As the initial lockdown extended into July 2020, UK shopping habits shifted to on-line, even in grocery, and some retailers saw as much as **39% of their grocery business being conducted on-line** with home deliveries.



The demand for California Walnuts continues in the UK despite the initial effects of COVID-19 on the UK economy. October was the second month of the new crop and shipments to the 31st October highlighted a year-on-year **increase for 'shelled' California Walnuts of 124.86% to 1,251,718 pound** (versus 556,657 in 2019/20). As of October 2020 the UK is the **4th largest market** for California Walnuts 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. Planning continued throughout Summer 2020 with a number of UK retailers highlighting September as the 'launch month' for retail activities. During the comparatively quiet Summer period retailers were more concerned with logistics and supply issues than promotions, due to the pandemic.

Recent highlights in September include **retail promotions with Sainsbury's and Home Bargains'** which have collectively driven significant volume and sales of California walnuts in the UK. In addition, California Walnuts helped a UK manufacturer of Nut butters with supply of California Walnuts in new NPD work for a major customer. Also, in September, activities with foodservice professionals were being planned as well as food manufacturing professionals using webinars and videos depicting usage and additional applications of California Walnuts.

A key objective behind recent UK consumer communications involves **supporting health research** as well as communicating the numerous health benefits of California Walnuts. Additionally, a broad ranged social media campaign featuring recipe development and product innovation has shown consumers how to use and store California Walnuts outside of the more traditional uses such as baking and snacking.

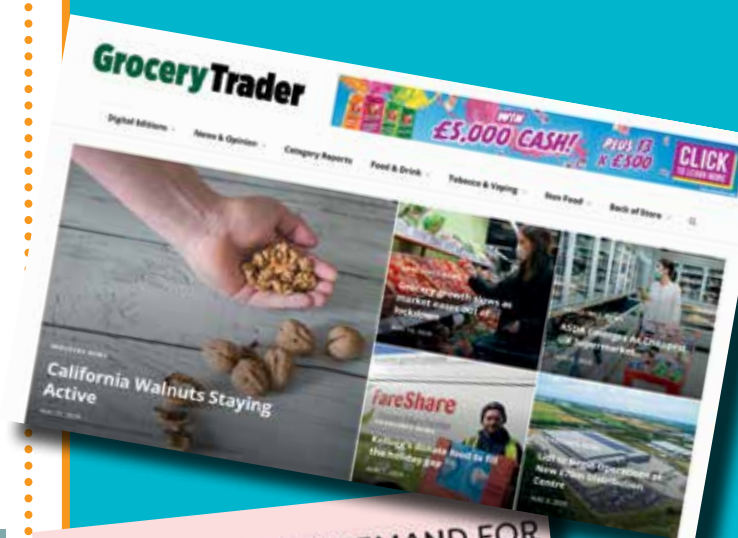
August 2020

## California Walnuts FRONT PAGE NEWS...

The trade advertising and editorial campaign that launched in August appeared in **10 publications** and reached an audience in excess of **309,000** which included key buyers in the Foodservice, Wholesale, Bakery, Confectionery and Retail sectors.

The campaign focused on key messages promoting: Versatility, Quality, Origin, Consistency as well as the 'meat alternative' element. Highlighting that California Walnuts offer a number of attributes over other origins and are of high quality and available all year round. The campaign kept California Walnuts front of mind with the UK trade and helped to encourage loyalty and continued purchases.

### THE FOLLOWING TRADE EDITORIALS CIRCULATED DURING THE CAMPAIGN:



### SPONSORED: UK DEMAND FOR CALIFORNIA WALNUTS CONTINUES STRONGLY

#### BAKERY

Aug 18, 2020

Despite the recent challenges presented by COVID-19, California Walnuts continue to show strong demand in the UK. As of March 2020, the latest California Walnut Commission report shows 1,303,001 shelled pounds imported to the UK since 1st Sep.

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California Walnuts in Retail

### Kennedy's Confection

Aug 18, 2020

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California Walnuts in Retail



309K  
REACH





September 2020

## INSTORE PROMOTIONS

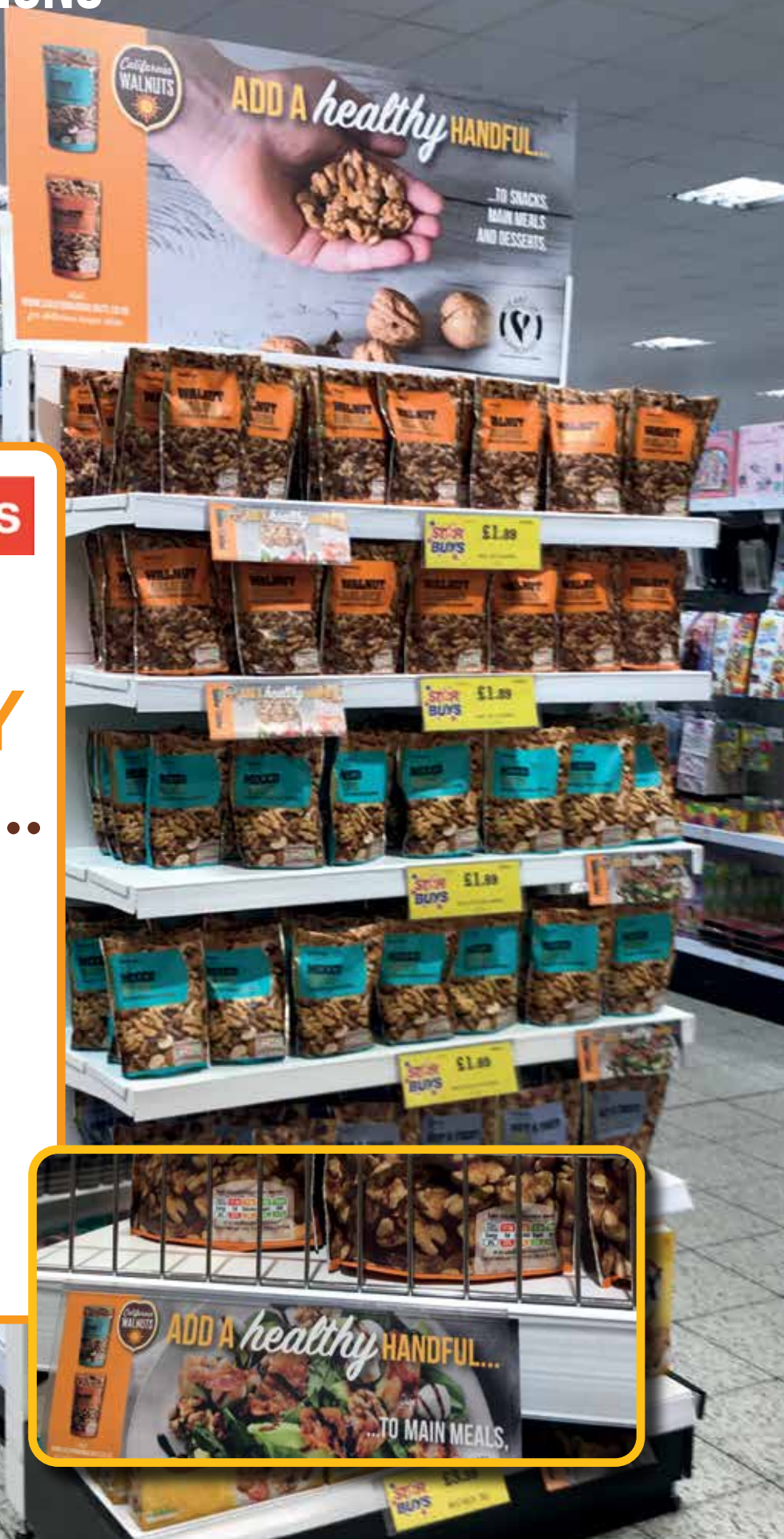
100  
STORES ADDED

home bargains

A  
HEALTHY  
RETURN...

Following the success of the promotion held in 2019, CWC once again supported Home Bargains' 200g snack pack SKU. Which was promoted using gondola ends for 2-weeks in September across **325 Home Bargains' stores UK wide (100 more than in 2019).**

As a result of the promotion **sales of California Walnuts quadrupled.**



September 2020

Sainsbury's

1,160  
STORES  
with California  
Walnut  
promotions

California Walnuts are among the top selling nut SKU's in Sainsbury's, CWC supported Sainsbury's 200g pieces SKU during August and September. The SKU's consisted of recipe barkers showing a popular consumer recipe, a Lemon and Californian walnut drizzle cake.

The promotion took place in **1,160 Sainsbury's stores** and over **13 million consumers** shopped in-store during the promotional period.

13M  
CUSTOMERS



# June to September 2020

## Spotted in the Press

California Walnuts continue to strengthen messaging to consumers via online and printed media, featuring in over **50 articles** across national consumer and regional print and online titles throughout June to September. The estimated media consumption was **6.8m**.

Highlights from this period included features in **Baking Heaven**, **Woman's Own**, **Health & Wellbeing**, **Express** and **The Sun** with California Walnut recipes, storage tips and health advice featured.



## Sainsbury's magazine

A brand new partnership with Sainsbury's magazine launched in August, supporting retail listings of California Walnuts. Which included a full-page advertorial in the September issue of the magazine, featuring a recipe developed by Sainsbury's. A branded online takeover also launched on the Sainsbury's website, in the form of banner adverts and MPU's, as well as an online competition. Adverts drove consumers to both the California Walnuts UK website and to the products on the grocery site.

MAGAZINE CIRCULATION: **130,295**

MONTHLY WEBSITE VIEWS: **10 MILLION**



**10M**  
VIEWS

# September 2020

## We've #GotItCracked

The California Walnut #GotItCracked campaign launched in June which saw **30 different ideas** for enjoying California Walnuts shared across Social Media.

The first phase of the campaign saw:

**625K** opportunities to see California Walnuts content  
**OVER 55K** reactions, comments, saves and shares  
**5K** video views

CWC also partnered with three ambassadors: Nic's Nutrition, Healthy Living James and What Luce Eats during the campaign which generated over **185k impressions**.

A free downloadable guide was produced and uploaded to the UK website to support the campaign; targeted social media advertising was carried out to encourage downloads of the #GotItCracked guide. The advertising **reached nearly 800k** female food and health enthusiasts and resulted in **6k new visitors** to the website. Recipe videos were also shared and **reached more than 120k people**, resulting in over **64k views**.

**800K**  
REACH





June to September 2020

## SOCIAL MEDIA

## A GROWING AUDIENCE

California Walnuts UK social media channels continue to grow day by day, the number of followers have increased by **13% since June**.

## HIGHLIGHTS OF REACH AND ENGAGEMENT ACROSS ALL CHANNELS:



## TWITTER

2.6 million impressions  
52,900 video views



## FACEBOOK

4.3 million impressions  
8,700 engagements  
216,600 video views



## INSTAGRAM

1.1 million impressions  
55,100 engagements  
84,400 video views

**13%**  
INCREASE IN  
FOLLOWERS

June to September 2020

## WEBSITE

[www.californiawalnuts.co.uk](http://www.californiawalnuts.co.uk)

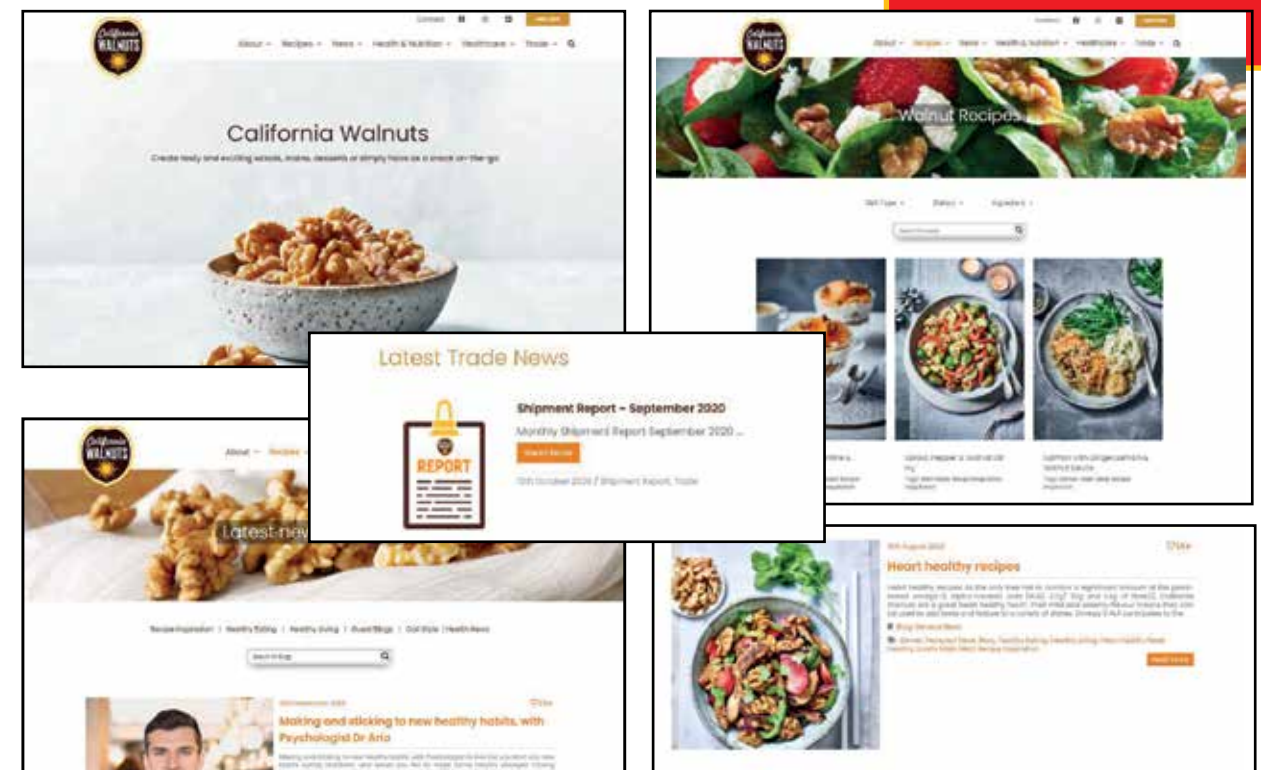
OVER  
**12K**  
USERS

The California Walnuts UK website is updated with a range of exciting new content on a regular basis across both Trade and Consumer. The trade section focuses on showcasing the 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, news blogs and health and nutritional information.

**10 consumer and trade updates** featured online from June to September.

KEY STATISTICS  
(JUNE - SEPTEMBER 2020)\*:USERS: **12,041**SESSIONS: **14,268**PAGE VIEWS: **33,703**

\*Google Analytics



## TOP 3 PAGES:

- 1 Got It Cracked Guide
- 2 Lemon & California Walnut Drizzle Cake recipe
- 3 Heart healthy recipes blog September

For the latest trade and consumer news,  
visit: [californiawalnuts.co.uk](http://californiawalnuts.co.uk)



September 2020

## HEALTHY HABITS WITH CALIFORNIA WALNUTS



September 2020 saw the start of the Healthy Habits campaign, which encouraged consumers to make a handful of California Walnuts a new daily habit. The campaign launched on **World Heart Day** (29th September), and consumer research was conducted into the habits people started during lockdown. Psychologist Dr Aria commented on the research findings and shared advice on how people can create a habit and stick to it. Alongside all this a day of radio interviews took place which resulted in **coverage across 59 individual radio stations**, with a **total reach of 28,094,000** and a news release was issued to key print and online titles.

Dr Aria shared an Instagram post and story to his **13.9k followers** about the campaign which reached more than **1.6k people** and generated **2k impressions**.

**28M+**  
REACH

In addition, an infographic was also developed showing the top line results from the research, which accompanied a blog post that was published on the UK website.





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  
awareness and consumption of  
California Walnuts.



FOR MORE INFORMATION CONTACT:

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