

THE CALIFORNIA GROVE



California Walnuts in the UK

WINTER 2020

NUT JUST FOR CHRISTMAS

IMPORTS OF
SHELLED WALNUTS

INCREASED BY

40.47%

*December 2020

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

October to December 2020

DEMAND FOR CALIFORNIA WALNUTS CONTINUES...



As we already know COVID-19 created huge hurdles that the world was forced to adjust to. However, despite these ongoing challenges the demand for California Walnuts in the UK continues. As of December 2020, the latest California Walnut shipment figures for the UK show a year-on-year **increase for 'shelled' California Walnuts of 40.47% to 3,374,125 pounds** (versus 2,401,969 in 2019). The California Walnut Commission (CWC) has been actively promoting its products in the UK since 2016 and so far, the results have been encouraging.

Recent highlights include retail promotions with **Costco, Asda and The Food Warehouse by Iceland** which have collectively driven significant volume and sales of California Walnuts in the UK. In addition, a Christmas trade advertising campaign ran with an **audience reach in excess of 345,000 key contacts**, which kept California Walnuts front of mind with the UK trade and helped to encourage loyalty and continued purchases. Negotiations are also underway for new promotional activities and distribution for 2021 with various retailers and outlets... watch this space!

A key objective of recent UK consumer communications has involved sharing inspiring recipe content and communicating the various benefits of California Walnuts. Additionally, a Christmas campaign took place during November and December inspiring people to use California Walnuts throughout the festive period in their Christmas cooking. The campaign **reached over 28 million people** through partnerships with various influencers and a Google Adwords campaign.

Take a look at some of the key activities conducted over the past few months.

From October 2020

NUT JUST FOR CHRISTMAS

California Walnuts launched a Christmas trade advertising campaign in October, which ran for 12 weeks. New festive concepts for both online and print were created which focused on promoting the unique attributes of California Walnuts at Christmas and using California Walnuts as an ingredient of choice 'nut just' during the festive season.

The campaign focused on key messages promoting: **Versatility, Quality, Origin & Consistency**. Highlighting that California Walnuts offer a number of attributes over other origins and are of high quality and available all year round.

Target audience includes key buyers in **Foodservice, Wholesale, Bakery, Confectionery and Retail Sectors**. Appearing in **13 titles** with an **audience reach in excess of 345,000**.

PUBLICATIONS INCLUDED:



345K REACH

November to December 2020



We've been BUSY IN COSTCO

Costco is the world's second largest retailer.

National In-store promotions took place during November and December across **all 29 Costco depots**. The activity supported the sales of Kirkland Signature California Walnuts available in 1.36 kg packs.

Buyers had the opportunity to sample California Walnuts on their own or paired with apples, natural yogurt and a drizzle of maple syrup.

As a result of the promotion, **Costco's sales of California Walnuts doubled from the previous weekend.**

Further promotions will take place during 2021.

SALES DOUBLED



ASDA ONLINE PROMOTION

California Walnuts partnered with Whitworths, one of the UK's leading supplier of dried fruit and nuts, to help support their 100g snack packs in Asda, a major UK online supermarket. Sales were supported via online banners on their online shopping portal as well as Social Media posts.

MORE TO COME IN OUR NEXT ISSUE....



From October 2020

Making an IMPACT in Iceland

the food WAREHOUSE



California Walnuts partnered with 126 'The Food Warehouse' by Iceland stores across the UK in promoting RM Curtis' 'Snacking Essentials' range. Original packs were updated with the CWC branding and logo and featured in branded FSDU's throughout the stores. Following the success and demand from the Iceland buying team, Iceland extended this promotion into Iceland retail stores during November and December.

Alongside the retail promotion, 3 mouth-watering recipes were developed by Rebel Recipes, ran by award winning plant-based food blogger Niki Webster, who addressed her 270k following on the benefits of using California Walnuts in recipes. Niki also directed followers to the instore promotions within Iceland stores during the promotion.

Distribution will increase to over **500 stores** during 2021

BLOGGER NIKI WEBSTER (REBEL RECIPES) AND HER CALIFORNIA WALNUT RECIPES



270K FOLLOWERS



126 STORES

December 2020

Inspirational new ideas for 2021



PETER SIDWELL FOODSERVICE AND RETAIL DEVELOPMENT

Peter Sidwell is a chef, TV presenter and author of 5 cookbooks, who specialises in recipe creation, food photography and video. Peter and his team have teamed up with

California Walnuts to create new ideas and concepts in his 'Test Kitchen' with the aim of expanding opportunities for California Walnuts in foodservice, the growing plant-based category and food manufacturers.

During December, Peter developed hummus, pesto and bread recipes using California Walnuts.



More to come from Peter as we continue to work with him and his team to develop innovative applications for California Walnuts in foodservice and retail products.

October to November 2020

Cracking the Press

5M
AUDIENCE

California Walnuts continued to strengthen messaging to consumers via online and printed media, featured in over **52 articles across** national consumer and regional print and online titles throughout October to November. The estimated **media consumption was over 5 million.**

Highlights from this period included features in the Daily Express, Woman's Own and The Sun with California Walnut recipes, storage tips and health advice.

PUBLICATIONS INCLUDED:

DAILY EXPRESS

THE Sun

Woman's Own

...and many more respected UK Magazines



November 2020

California Walnuts A KEY PART OF THE PLANT BASED MOVEMENT

In response to increased consumer demand for plant-forward eating, the CWC provided inspiration on how to use California Walnuts as a core ingredient for plant-based meat substitutes for home cooking and baking. In November, during World Vegan Month, three influencers shared these delicious dishes.

HEALTHY LIVING JAMES created a Meat-Free California Walnut Mince Lasagne and shared it to his Instagram page (147k followers) as an Instagram Reel.

NADIA'S HEALTHY KITCHEN created three exclusive recipes using California Walnuts as plant-based mince – a California Walnut Keema, a Korean California Walnut Bowl, and California Walnut Zaatar Flat Breads – all shared to her Instagram page and stories (236k followers) and Facebook page (18.5k followers).

SOMI IGBENE created a recipe for California Walnut 'Meatballs' with Mediterranean Couscous and Parsley Dressing and shared to her Instagram page & as a story (104k followers).



OVER
505K
FOLLOWERS

Reach

Reach Plc is the largest digital news publisher in the UK for audience size, with a total network reach of **41,925,000**. It includes national titles such as **The Daily Mirror** and **The Daily Express**, as well as large regional titles such as the **Manchester Evening News**, **Liverpool Echo** and **Wales Online**.

Activity with Reach Plc included a California Walnut digital advertorial hosted on the Mirror Online about how eating California Walnuts is a simple step towards plant-based eating, along with a desktop takeover consisting of a skin, banner and MPU ad units. This ran across the Reach network, targeting both the food sections and a vegan segment audience.

The takeover ran for 7 days in November and achieved **166,667 impressions** and **4,340 clicks**, with an impressive click-through rate of **2.60%**. The advertorial has so far had **6,300 page views**.

42M
REACH



October to December 2020

Staying connected

California Walnuts UK social media channels continue to grow, with the total number of followers currently at **23,333** (13% increase since October).



13%
INCREASE IN
FOLLOWERS



HIGHLIGHTS OF REACH AND ENGAGEMENT ACROSS ALL CHANNELS:



TWITTER

4.2 million impressions

125,200 video views



FACEBOOK

4.2 million impressions

12,400 engagements

420,000 video views



INSTAGRAM

1.2 million impressions

22,500 engagements

274,600 video views

*Stats from October- December 2020

October to December 2020

California Walnuts ON THE WEB

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 and health and nutritional information.

13 consumer and trade updates featured online during October to December 2020.

KEY STATISTICS OCTOBER-DECEMBER 2020*

USERS: 42,649
SESSIONS: 48,066
PAGE VIEWS: 128,267

*Google Analytics

TOP 3 PAGES:

- 1 Recipes
- 2 Plant Based Eating
- 3 Christmas Cracked blog



254%

INCREASE IN WEBSITE USERS
*since July-September

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

November to December 2020

CHRISTMAS CRACKED

28M+

REACH

The #ChristmasCracked campaign encouraged people to use California Walnuts throughout the festive period in their Christmas cooking.

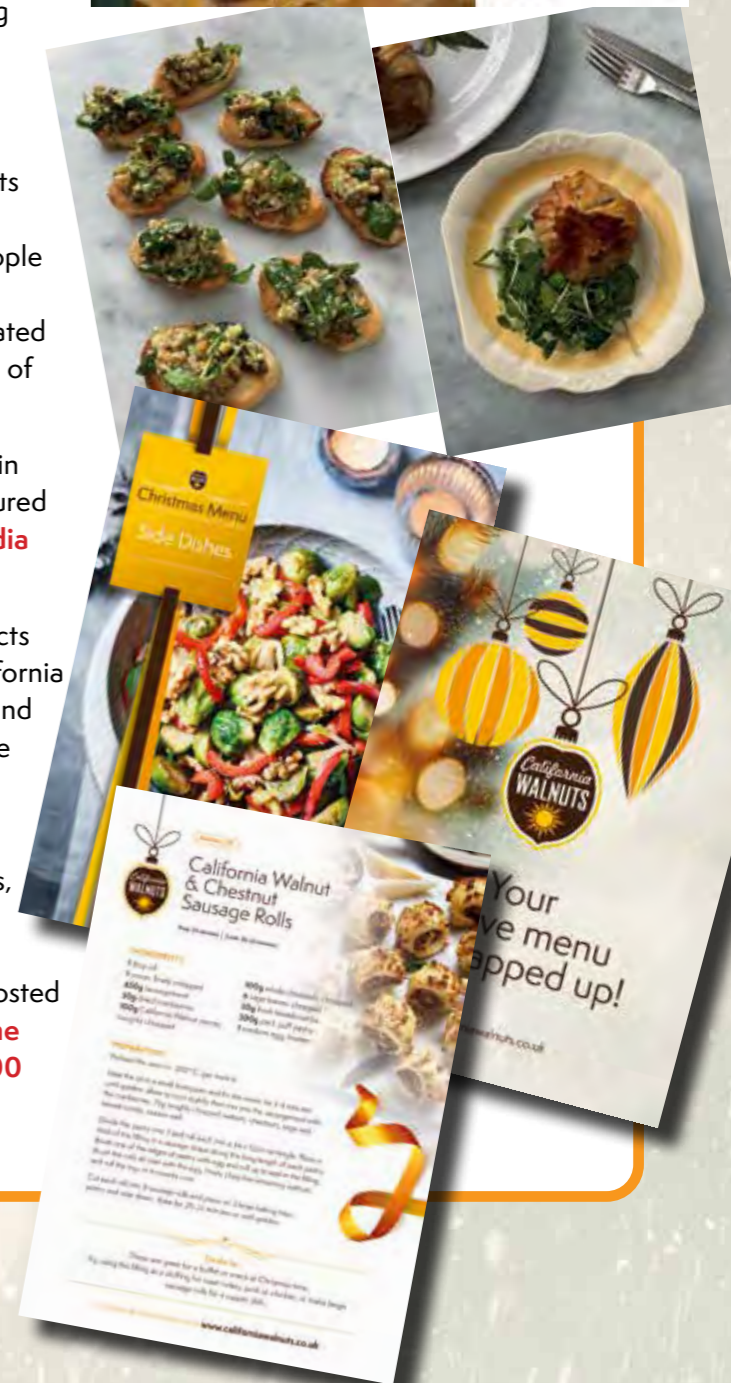
CWC partnered with celebrity chef and presenter, **Lisa Faulkner**, to create three exclusive festive recipes using California Walnuts: Filo Parcels filled with Butternut Squash, Sage, Onion and California Walnuts; Bruschetta with California Walnuts and Stilton Pesto; and a California Walnut and Mincemeat Frangipane Cake. These were shared to Lisa's **285k Instagram followers**, achieving **129k impressions** and reaching over **115k people**. An IGTV post of Lisa making the Frangipane Cake had over **13k views**.

Lisa's recipes, along with eight existing California Walnut recipes, were included in a California Walnuts Festive Menu, created as a digital PDF and added to the California Walnuts UK website, available for people to download. Promoted across social media, which combined with a Google Adwords campaign generated more than **10k page views** to the Christmas Section of the website.

The recipes were also used for media outreach and in December 12 pieces of editorial coverage were secured with a total **reach of 327,085** and an estimated **media consumption of 64,817**.

In addition, baking influencers and key media contacts were 'gifted' a California Walnut cake tin full of California Walnuts, along with a personalised Christmas card and festive recipe cards for inspiration, and to encourage them to bake with California Walnuts.

One of the influencers targeted for the #ChristmasCracked gifting campaign was Julie Jones, a chef, baker, writer, food stylist and author. Following our outreach, we partnered with Julie to create a California Walnuts Carrot Cake. This was posted on her Instagram page to her **164k followers** and the post achieved over **4,100 likes**, generated over **100 comments** and reached more than **40k people**.



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:

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