



GLOBAL PROMOTIONAL ACTIVITY MARCH 2021

The Power of 3

California Walnuts launched its Global Marketing Initiative on March 3 with Coordinated "Power of 3" Events across the Globe.



The second annual international campaign educates consumers about walnuts' unique nutrient composition and how a handful can improve overall wellness.

California walnuts are nutrient-dense, rich in vitamins and minerals, and are the only tree nut offering an excellent source of alpha-linolenic acid (ALA), the plant-based omega-3 essential fatty acid.

One of the best plant sources of omega-3s, 30g of walnuts provides 2.7g of ALA, 4g of protein and 2g of fibre.

FOCUSED ON INCREASING:

Awareness
Engagement
Consumption

WEB PAGES

WHO ARE WE TALKING TO?

Consumers looking for healthy eating alternatives.

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

Healthy snackers.

Consumers who want fast yet healthy foods.

The news story draws on data from the latest National Diet and Nutrition Survey (NDNS), as well as results from a survey of 2,000 UK residents. Key stats include:

1

Nearly 2 in 3 people (63%) have not heard of omega-3 ALA

(alpha-linolenic acid) – an essential fatty acid which cannot be made in our body and a vital nutrient to maintain a healthy diet

2

8 in 10 people are not aware of the heart health benefits of omega-3 ALA, including

supporting normal blood cholesterol levels and helping to prevent heart disease

3

Over half of those surveyed do not know what foods contain omega-3 ALA

RECIPES

SOCIAL MEDIA AND LINKEDIN ADVERTISING

Sharing the Power of 3



MEDIA PARTNERSHIP

Health and Wellbeing

BRAND of the Month

Throughout March, California Walnuts are centre stage for all Health And Wellbeing readers, with ads, advertorials, instagram takeovers, videos and eshots.



INFLUENCERS

Videos and Blogs

Ben and Roxy AKA So Vegan developed an exclusive new BBQ California Walnut Meat pizza recipe.



40k views in the first 24 hours

CONSUMER PR

PROMO VIDEO

GLOBAL VIDEO

A Global video was created to help #ShareThePowerof3, which was shared globally via Social Media 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



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