

# THE CALIFORNIA GROVE



*California Walnuts in the UK*

SPRING 2021

## WALNUTS 4U

**IMPORTS OF  
SHELLED WALNUTS**

**UP BY**

**32.20%**

\*June 2021

*An update of the California Walnut Commission trade and consumer activities during Spring 2021.*



January - June 2021

## A LOOK BACK AT THE PAST FEW MONTHS...

The California Walnut Commission (CWC) has been actively promoting its products in the UK since 2016 and so far, during 2021 and despite the pandemic, container supply issues and Brexit, imports to the UK have been encouraging.

**Shipments to the 30th of June highlighted a year-on-year increase for 'shelled' California Walnuts of 32.20% to 10,862,179 pounds (versus 8,216,515 in 2019/20). As of June 2021, the UK remains the 3rd largest market for California Walnuts in Europe behind Germany and Spain.**

In partnership with its representatives at the Garden Marketing and PR, CWC continues to conduct a range 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 Waitrose, Farmfoods, Sainsbury's and Home Bargains' which have collectively driven significant volume and sales of California walnuts in the UK.

A key objective of recent UK consumer communications has involved supporting health research and communicating the numerous health benefits of California Walnuts. Additionally, a broad ranged social media campaign has generated consumer awareness for California walnuts by continually demonstrating via blogger, influencers and innovative recipes, how to use California walnuts outside of the more traditional uses such as baking and snacking.

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

From January 2021

# California WALNUTS 4U

New creative was produced and shared with a number of UK Trade Publications. The banner ads launched across **10 trade publications** websites consisted of: digital banners, MPU's and e-shot banners. The banners incorporated the four key communication pillars of origin, versatility, quality, and consistency. The animated heart around the 4U mimicked a steady heartbeat for both heart health and Valentine's Day. Featured editorial articles were also published:

- One of the World's original plant-based ingredients
- A key ingredient for plant-based diets
- Demand for California walnuts continues to grow

The target audience included decision-makers and trade buyers within Food Service, Bakery, Confectionery, Catering, Manufacturing, Wholesale, and Retail. The campaign reached an **audience of over 785,000**.



# 785K REACH



# May to June 2021

## Only THE BEST from CALIFORNIA

A series of generic ads was produced and distributed to a selection of publications for a digital advertising campaign that ran through May and June. The campaign included bespoke targeted messaging for key sectors to include but not limited to: Bakers, Confectioners and Food Manufacturers.

The digital ads generated over **360,000 impressions** and generated interest with traffic increasing to the trade section of the UK website.

296  
CLICKS

WEBSITE	IMPRESSIONS	CLICKS	CTR
NEWFOODMAGAZINE.COM	119,071	88	0.07%
BETTERWHOESALING.COM	4,877	7	0.14%
BETTERRETAILING.COM	9,389	14	0.15%
BAKERYINFO.CO.UK	28,036	44	0.13 %
THEGROCER.CO.UK	92,023	16	0.02 %
FOODMANUFACTURE.CO.UK	42,734	38	0.09 %
WHOLESALEMANAGER.CO.UK	23,119	47	0.02%
KENNEDYSCONFECTION.COM	26,078	39	0.15%
FOODANDDRINKNETWORK-UK.CO.UK	15,194	3	0.02%
TOTALS	360,521	296	0.08%

360K  
IMPRESSIONS



# April and May 2021

## Farmfoods Mailing achieves 114% Sales uplift

California Walnuts teamed up with retailer Farmfoods during April promoting California Walnuts via a mailing to just **over 4.5m customers**.

California Walnuts are sold under the 'Natural Days' brand and this is the very first time in its history that Farmfoods has offered walnuts to its customers.

Each mailing list was sent out twice during April to over **4.5m existing and potential customers** and features a selection of promotional products. Historically, the mailings typically achieve an **uplift in sales by 40%**;

however, California Walnuts achieved a **114% uplift** over and above the mixed nuts sales YOY.

The Farmfoods e-mail mailing list is subscription-based and continues to grow at 10% per month and has a much further reach than its initial circulation, with products featured being re-advertised through various online forums and other social media platforms.



4.5M  
CUSTOMERS  
REACHED

## Waitrose sees 53% Uplift in 150g and 400g packs

During May 2021, the CWC partnered with leading fruit and nut supplier Besana to support the sales of Waitrose 150g and 400g packs of own brand California Walnuts instore and online. CWC worked with the in-house recipe development team at Waitrose to create "3 Ways with Walnuts" which featured in the Waitrose Weekend online and print magazine.

Recipes featured included: Asparagus and Walnut Potato salad, Steak and chips with a walnut and parsley butter and Giant walnut and oat cookies.

The feature called-out Waitrose walnuts on all 3 recipes, which, before the promotion were guaranteed by the importer and Waitrose as being California Walnuts. The logo also appeared prominently in the recipe promotion.

The Waitrose Weekend Online Magazine has a weekly readership of 450,000.

450K  
READERSHIP





April to May 2021

## HELPING EVERYONE EAT A LITTLE HEALTHIER EVERYDAY in Ocado

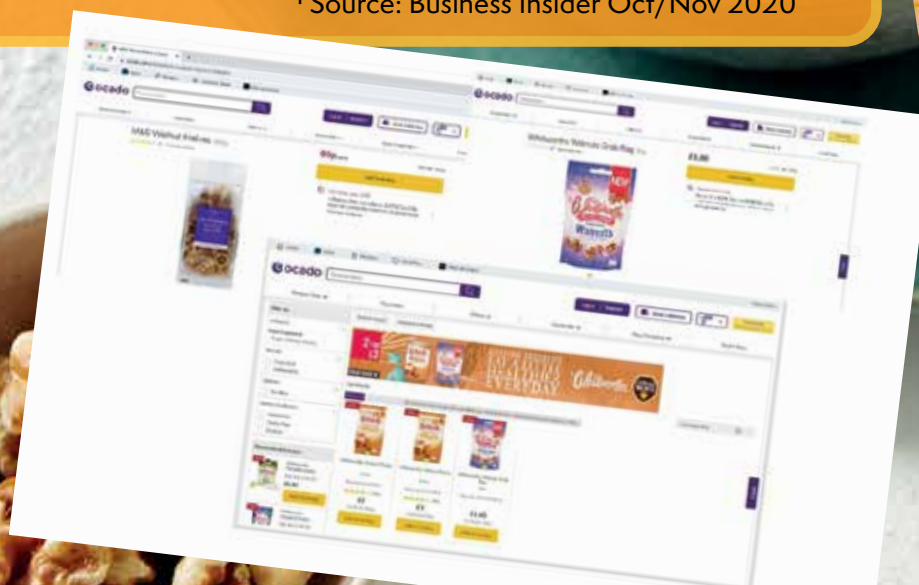
Ocado is the UK's largest on-line grocer and in 2020 grew sales by 52% during the pandemic<sup>1</sup>. As a result, Ocado's stock market value has risen to £21.66 billion (\$27.8 billion). The Ocado website receives 100% of its orders online via its 1.5m registered users.

Ocado invested in 'Citrus' the self-service ad platform that provides the ability to promote products and measure their success in real time, allowing customized data for forward promotional planning.

Working closely with the team at leading dried fruit, nuts and seeds brand Whitworths during April and May, CWC have generated a third banner advertising campaign for 2 of their 'Whitworths' branded California Walnut packs to be advertised via the Ocado website. The 2 Previous banner advertising campaigns conducted in Ocado in 2020 and early 2021, yielded an **average 19% uplift in sales** of California walnuts.

The banner ad coincided with the launch of Whitworths' branded 55g 'grab bag' of California walnuts and coincided with the Marks and Spencer 'half price' promotion of its own 100g convenience pack also clearly marked as 'Californian' on sale in Ocado. Marks & Spencer (M&S) and Ocado Group became the joint owners of Ocado Retail in August 2020, with an equal 50:50 share in the venture.

<sup>1</sup> Source: Business Insider Oct/Nov 2020



March 2021

## Giving the trade THE POWER OF 3

Research has shown 4 out of 5 people on LinkedIn have the power to drive decision-making in their own companies. LinkedIn has twice the buying power of other web audiences and is the number one platform for lead generation rated by marketers worldwide. LinkedIn allows California Walnuts to communicate with a highly targeted audience of professional people working in a wide range of multinational companies. All activities conducted via LinkedIn provided measurable data and feedback. This data allows further enhancement and streamlining of communications where possible.

The first digital LinkedIn ad appeared during March. The ad promoting the Po3 messaging which took targeted LinkedIn users to a landing page on the UK website with further information, research, and benefits of California Walnuts.

**212,203 LinkedIn users from 15 companies viewed the ad over a 2-week period.**



Out of the 134 users that clicked through to the website, 53 are in senior positions, 36 in entry level positions, 15 were Managers, 13 work at Director level and 3 are VPs of a company.



OVER  
**212K**  
VIEWS





July 2021

# PUTTING CALIFORNIA WALNUTS TO THE TEST

*Peter Sidwell's Test Kitchen Series*

Peter Sidwell (UK Chef, TV presenter, and author of 5 cookbooks) created new ideas and concepts in his 'Test Kitchen' to expand the opportunities for California Walnuts in foodservice, the growing plant-based category, and food manufacturers, during 2021.

The videos are shared as 'live episodes' on Peter Sidwell's LinkedIn platform for maximum exposure via his 'Test Kitchen' series that airs every Tuesday at 10am. In addition, the episodes are also available to view on the trade section of the UK website and Peter Sidwell's YouTube channel.

The videos look to inspire companies, individuals, and chefs in the foodservice industry. Peter Sidwell has an extensive contact list consisting of companies, individuals, and chefs.



500+

COMPANIES  
INSPIRED

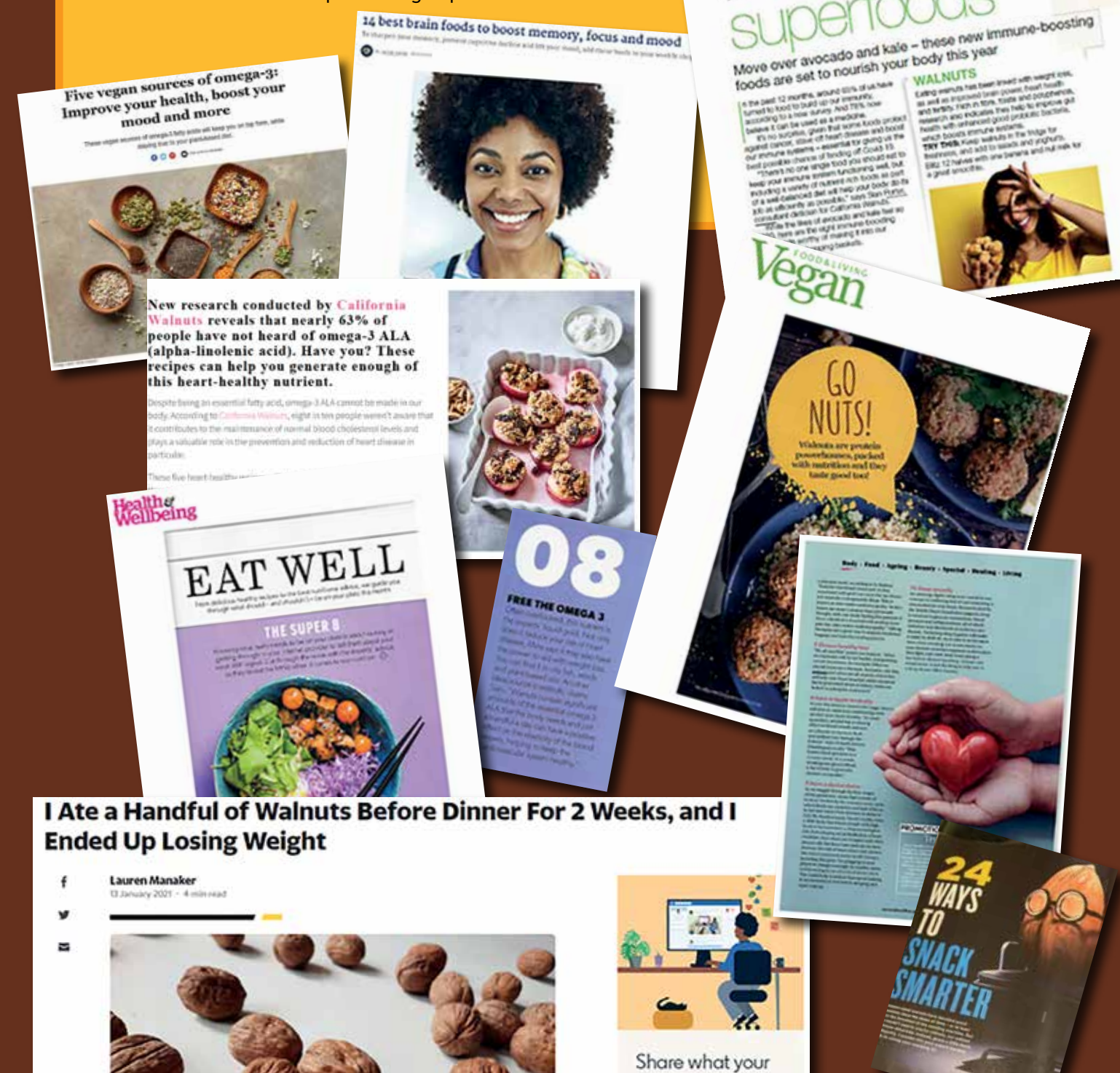
January to June 2021

## Cracking the Press

In the past 6 months, California Walnuts continued to strengthen messaging to consumers via online and printed media, featuring in over **98 articles** across national consumer and regional print and online titles throughout January to June. The estimated media consumption was over **95 million**.

Highlights from this period included features in Woman's Health, Natural Health, Marie Claire online, Veggie online, and The Sun with California Walnut recipes, storage tips, and health advice.

5M  
AUDIENCE





March 2021

# Sharing THE POWER OF 3 with consumers

## via Influencer Activity

As part of the global Power of 3 campaign, California Walnuts collaborated with plant-based bloggers Ben & Roxy from So Vegan to create an exclusive recipe for a BBQ California Walnut 'Meat' pizza, which was shared on their Instagram page (**388k followers**) as a pre-recorded video which generated **21.7k views**.

Ben and Roxy also cooked the recipe on Instagram Live, and followed this up with a second Instagram Live making the California Walnut and Roasted Tomato Guacamole recipe from USA influencer Lindsey Eats LA. Both Instagram Lives featured strong California Walnuts and Omega-3 messaging.

To further promote the Omega-3 message and heart-healthy benefits of California Walnuts, CWC also 'gifted' key influencers in the 40+ age group with a California Walnuts gift. This included an Emma Bridgewater heart tin filled with California Walnuts, an Omega-3 information card, a selection of recipe cards, along with the ingredients to make the California Walnut Power Balls.



**42M**  
REACH



## Via Media Partnerships

California Walnuts were Health and Wellbeing's Brand of the Month during March. This partnership delivered a constant flow of California Walnuts / Power of 3 content across Health and Wellbeing's print and online platforms including an advert, 4 advertorials, 4 solus e-shots, 4 weekly Instagram takeovers, and 4 videos.

California Walnuts featured within editor Sadie's 'Monthly Most Wanted' feature in Hip & Healthy, which promoted the health benefits and versatility of walnuts, whilst a Top Sante e-shot and Facebook post further promoted the health benefits and versatility of California Walnuts. **The e-shot was sent to 12k people** whilst the social post achieved a **reach of 28k**.



**28K**  
REACH



We're H&W's online brand of the month! See ours and H&W's socials for exclusive content and ideas throughout March





January to June 2021

# Inspiring online conversations

California Walnuts UK social media channels continue to grow, with the total number of followers **increasing by almost 6%** since December. The social media **reached almost 30%** of those most likely to consume walnuts.



TWITTER

@Walnuts\_UK



FACEBOOK

@Walnuts.UK



INSTAGRAM

walnuts\_uk

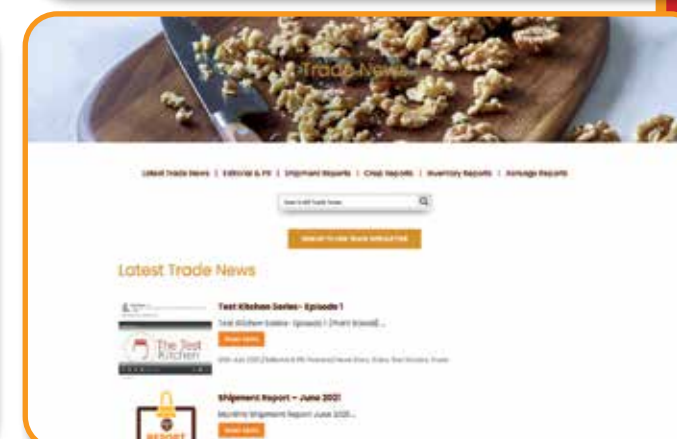
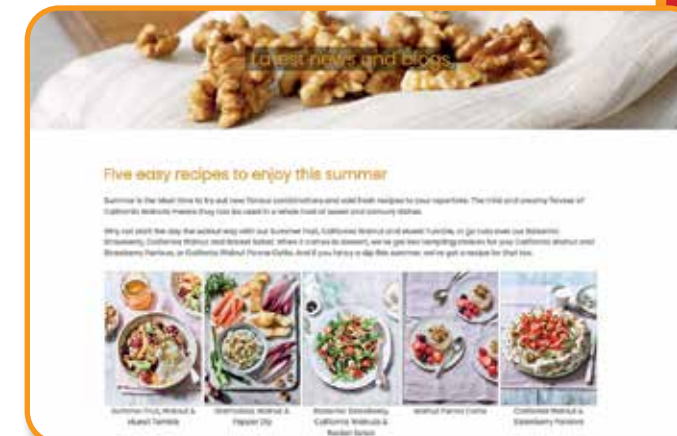


January to June 2021

## California Walnuts ON THE WEB

The California Walnuts UK website is updated with a range of exciting new content regularly across both Trade and Consumer. The Trade section focuses on showcasing relevant trade news and 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.

**15 consumer and trade updates** featured online during January to June 2021.



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

TOP 3 PAGES:

1 RECIPES

2 TRADE

3 NUTRITION



# From May 2021

## Promoting versatility via a new '7 ways with' campaign

The '7 ways with' campaign began in May to promote the versatility of California Walnuts via the web, social media and with the release and promotion of new 14 new recipe creations, across different meal occasions, with mouth watering photography. The '7 ways with' campaign ran through to the end of July 2021, and included influencer activity across Instagram and TikTok.

In addition to versatility, the '7 ways with' campaign promoted the health benefits of enjoying California Walnuts – from heart health, gut health to cognitive health. A video showcasing '7 reasons to enjoy California Walnuts' helped drive the campaign objective. To further increase exposure traffic adverts promoting the video had been set up on Facebook and Instagram.

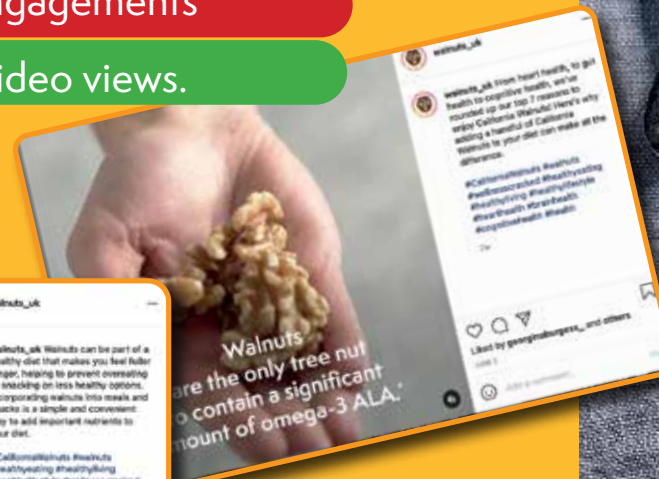
### SOCIAL MEDIA ACTIVITY GENERATED

1m impressions

14k engagements

63k video views.

1M  
IMPRESSIONS





The California Walnut Commission is here to support the UK trade and educate consumers on the benefits and unique attributes of California Walnuts. Look out for more exciting promotions in the coming months...

Both trade and consumer marketing campaigns are designed to increase awareness and consumption of California Walnuts.



FOR MORE INFORMATION CONTACT:

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