

THE CALIFORNIA GROVE



California Walnuts in the UK

AUTUMN/WINTER 2021

COMMITTED TO SUPPORTING THE UK



**DRIVING
CALIFORNIA
WALNUT
SALES
SINCE 2016**

An update of the California Walnut Commission trade and consumer activities during Autumn/Winter 2021

September - December 2021

CONTINUING SUPPORT FOR CALIFORNIA WALNUT MARKETING ACTIVITIES IN THE UK

The California Walnut Commission (CWC) has been actively promoting California Walnuts in the UK since 2016 and continues to educate both consumers and the UK trade about the benefits of purchasing premium quality walnuts from California.

Despite a number of challenges during 2021, Brexit, Covid19, logistics issues etc, UK demand remains strong for California Walnuts and the CWC is committed to continuing its activities to increase that demand.

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 and throughout UK retail to use more California Walnuts, in ever more exciting and innovative ways.

Recent highlights include retail promotions with Sainsbury's, Farmfoods, Costco, Home Bargains and Tesco which combined have 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 continued to generate consumer awareness for California Walnuts via bloggers, influencers and innovative recipes, as well as how to use California Walnuts outside of the more traditional uses such as baking and snacking.

Here are some of the key activities from the last few months.

September 2021

home bargains

ANNUAL CONFERENCE 2021

CWC attended its first external event in 19 months when it partnered with California Walnut Importer **Community Foods** at the Home Bargains Annual conference held on September 3rd in Liverpool. Around **850 Home Bargains employees, store and regional managers** attended. A bespoke booth was created where California Walnuts in 2 SKU's were provided and given away. Over 500 California Walnut bags were given away. In addition, a FREE draw was organised for 3 lucky attendees to win one of 3 I-pads. **The draw attracted 360 entries representing 42% of all attendees at the conference.** Attendees were required to read a short piece of copy about California Walnuts and provide an answer which was written in the copy. The primary objective of this activity was to demonstrate that CWC is committed to **supporting sales of California Walnuts in all 532 Home Bargains stores** and to build relationships with key Home Bargain buyers.



850
ATTENDEES

September 2021

CHRISTMAS TRADE ADVERTISING

55,923
PRINT READERSHIP

SPARKLE and STOCK UP

PRINT

CWC launched its 'Sparkle and Stock-up' Christmas Ad campaign in September. The campaign launched with **printed ads in 8 publications.**

The campaign was aimed at encouraging **buyers in food manufacturing, foodservice and retail** to 'add some Sparkle' to their products using California Walnuts at an important sales opportunity. The messaging also aimed to position California Walnuts as the ingredient of choice during the festive season, and is the only origin to continually communicate with buyers.



DIGITAL

CWC continued to share Christmas messages across **9 trade websites** with various banners and MPU's **reaching an audience in excess of 1,900,000.**



1.9M
DIGITAL REACH



September 2021

CHRISTMAS TRADE ADS AND EDITORIALS SEPTEMBER 2021

TITLE	WEBSITE	POTENTIAL REACH
KENNEDY'S CONFECTION	bakeryproduction.co.uk	29,477
LINKEDIN ADVERTISING	linkedin.com/california-walnuts-uk/	500,000
NEW FOOD MAGAZINE	newfoodmagazine.com	78,098
FOOD AND DRINK NETWORK NETWORK UK MAGAZINE	foodanddrinknetwork-uk.co.uk	55,000
BRITISH BAKER	bakeryinfo.co.uk	4,715
FOOD MANUFACTURE	foodmanufacture.co.uk	110,500
BETTER RETAILING	betterretailing.com	62,000
BETTER WHOLESALING	betterwholesaling.com	5,000
GROCERY TRADER	grocerytrader.co.uk	4,697
WAREHOUSE & LOGISTICS NEWS	warehousenews.co.uk	52,731
SPECIALITY FOOD	specialityfoodmagazine.com	26,692
THE CATERER	thecaterer.com	20,000
FOOD AND DRINK TECHNOLOGY	foodanddrinktechnology.com	6,685
BAKERY BUSINESS	bakerybusiness.com	4,841
OOH	oohmagazine.co.uk	3,769
FRESH PRODUCE JOURNAL	fruitnet.com/fpj	15,000
FOOD & DRINK NEWS	foodanddrinknews.co.uk	25,670
THE GROCER	thegrocer.co.uk	499,000
BIG HOSPITALITY	bighospitality.co.uk	452,940
CASH AND CARRY MANAGEMENT	cashandcarrymanagement.co.uk	12,762
CONFECTIONERY PRODUCTION	confectioneryproduction.com	4,080

TOTAL 1,973,657

August to December 2021



CWC PARTNERS WITH LEADING NUT IMPORTER on Social Media

CWC partnered with R M Curtis and their in-house Social Media team supplying them with relevant information regarding California Walnuts that they can share with their customer base of over **450 companies** in Foodservice, Retail and Food manufacturing. This is now an on-going activity and wherever possible information is being sent by The Garden to the R M Curtis team on a regular basis.

450 COMPANIES



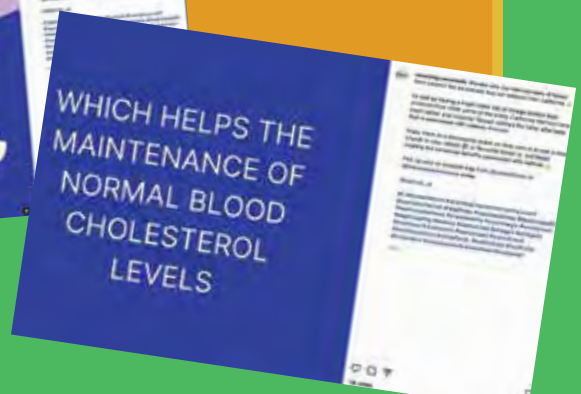
Snacking Essentials is a range of single portion and sharing bags from RM Curtis, available in a wide range of UK outlets.

California Walnuts are included in a number of Snacking Essentials offerings throughout the year.

A range of tweets are sent out informing retailers and consumers about the benefits of California Walnuts, as well as introducing the wider Snacking Essentials range available under the strapline 'Good in So Many Ways'



GOOD IN SO MANY WAYS



December 2021

Christmas TRADE ADVERTISING Digital

PHASE 2

CWC launched the 2nd creative phase of their Christmas messages across **9 trade website publications** based around the dual meaning of 'Stocking up for Christmas?' with various banners and MPU's reaching an **audience in excess of 1.2m**

1.2M
AUDIENCE



CHRISTMAS TRADE AD AND EDITORIALS DECEMBER 2021

TITLE	WEBSITE	POTENTIAL REACH
LINKEDIN ADVERTISING	linkedin.com/ california-walnuts-uk/	500,000
NEW FOOD MAGAZINE	newfoodmagazine.com	78,098
FOOD MANUFACTURE	foodmanufacture.co.uk	110,500
WAREHOUSE & LOGISTICS NEWS	warehousenews.co.uk	52,731
SPECIALITY FOOD	specialityfoodmagazine.com	26,692
BAKERY BUSINESS	bakerybusiness.com	4,841
OOH	oohmagazine.co.uk	3,769
FOOD & DRINK NEWS	foodanddrinknews.co.uk	25,670
BIG HOSPITALITY	bighospitality.co.uk	452,940
CASH AND CARRY MANAGEMENT	cashandcarrymanagement.co.uk	12,762

TOTAL 1,268,003

October to November 2021

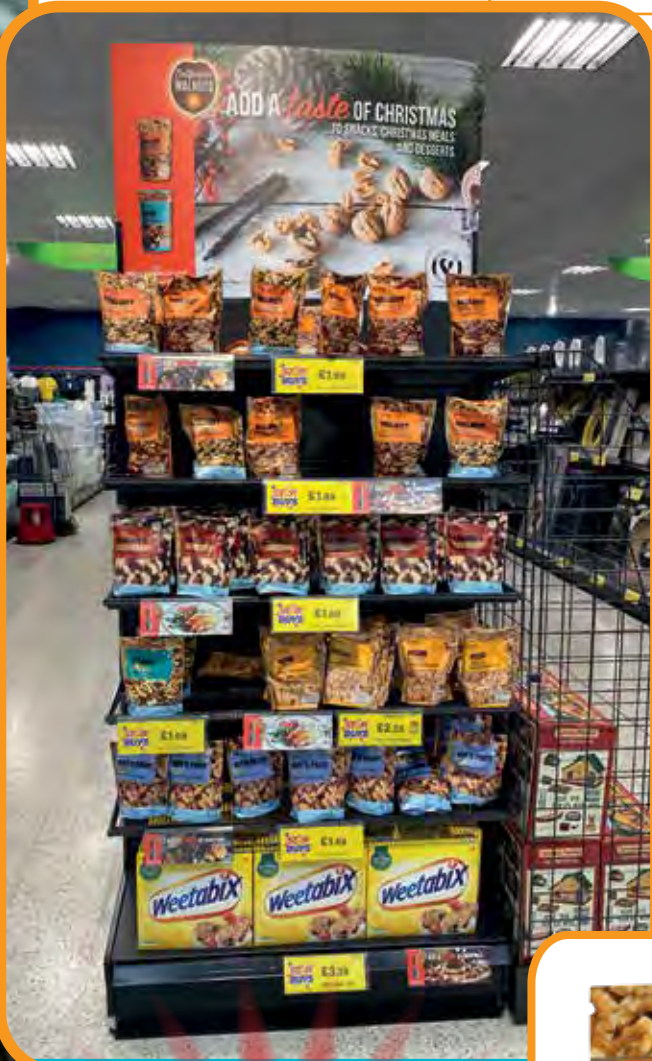
home bargains

INCREASED CALIFORNIA WALNUTS INSTORE

from 155 to 180 stores

As a result of promotional activities, since 2018, California Walnuts remains the top-selling nut SKU in Home Bargains.

The most recent gondola end promotion commenced October 27th – 2nd November. In order to stock up for this promotion Home Bargains ordered a record 4 full trucks of California Walnuts and mixed nuts also containing 40% California Walnuts. Home Bargains increased the number of stores in which this activity takes place by 25 stores to **180 stores nationally**. California Walnut sales are growing as more and more customers trial California Walnuts during and after each promotion. Home Bargains intend to open 2 further depots as they move from 525 to almost **600 stores** within the next 3-5 years.



NOW IN

180

STORES

150MT

SALES



September to December 2021

California Walnuts **ON THE WEB**

The California Walnuts UK website is continually updated with a range of exciting new content across both Trade and Consumer. The Trade section focuses on showcasing relevant trade news and provides a platform for UK Importers. The Consumer section focuses on education by offering inspiring recipe ideas and shares news blogs and health and nutritional information.

19 consumer and trade updates featured online during September to December 2021.

During October activity across the UK website saw a significant increase in page views of **19%**.

KEY STATISTICS (OCTOBER 2021)*:

USERS: 2,324
NEW USERS 2,258
SESSIONS: 2,784
PAGE VIEWS: 9,736

*Google Analytics

KEY STATISTICS (DECEMBER 2021)*:

USERS: 5,691
SESSIONS: 6,537
PAGE VIEWS: 17,243

*Google Analytics

TOP 3 PAGES:

- 1 RECIPE DATABASE
- 2 CALIFORNIA WALNUT CHRISTMAS TARTS
- 3 CHRISTMAS NUT LOAF



+77%
PAGE VIEWS

DURING DECEMBER



During November activity across the website saw a decrease in the bounce rate from **6.43% to 5.75%**. This shows that more visitors to the site have viewed more pages and stayed longer, spending more time on a page and clicking on available links.

Throughout December the website saw an increased number of users and page views with the number of **page views increasing by 77%**.

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

October-November 2021

Whitworths Influencer Campaign

Whitworths

In partnership with a leading UK importer and re-packer Whitworths, CWC created an influencer campaign working with a unique selection of influencers, creating engaging content about Whitworths California Walnuts. All posts highlighted retail availability with retail hashtags and relevant social media accounts also included on all posts. The influencers highlighted their cooking skills and suggested usage ideas for California Walnuts via Instagram stories.

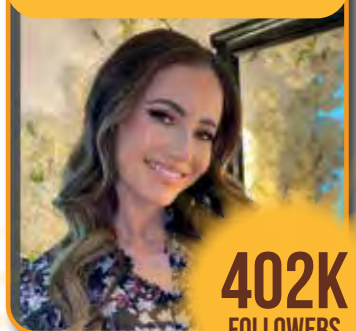
3 further influencers took to Instagram during November reaching 1.9million followers. All posts highlighted retail store availability with retail hashtags and all relevant accounts. The influencers highlighted their cooking skills and ideas for California Walnuts via Instagram stories including facts about California Walnuts. In total 10 influencers took part during October and November and engaged with a total of 4.3million followers.

Kori Sampson



847K
FOLLOWERS

Nina Bal



402K
FOLLOWERS

Alex Bowen



1.6M
FOLLOWERS

Madeleine Shaw



269K
FOLLOWERS

Jake Quickenden



963K
FOLLOWERS

Sophie Church



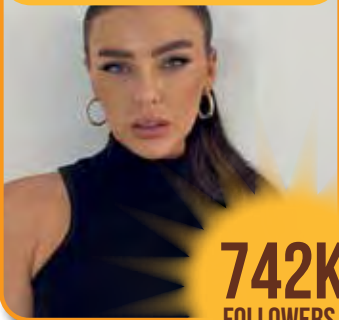
220K
FOLLOWERS



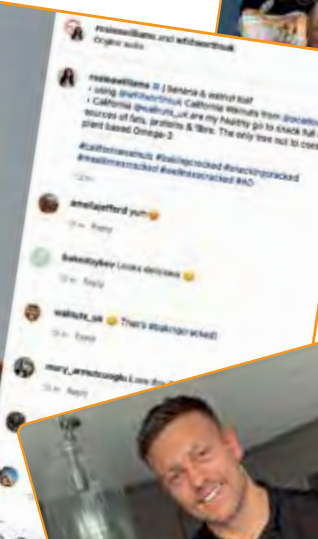
4.3M
AUDIENCE

REACHES 4.3M

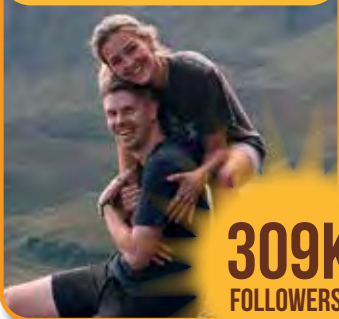
Rosie Anna Williams



742K FOLLOWERS



Charlie And Lauren



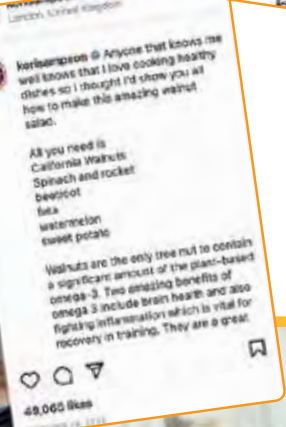
309K FOLLOWERS



Max Wyatt



874K FOLLOWERS



INFLUENCERS AND BLOGGER dinner at Sola Restaurant

CWC attended a dinner at Sola restaurant in Soho, Central London, in partnership with Chef Patron Victor Garvey. The event also included a number of key media personnel and influencer/ bloggers. SOLA Soho celebrates the modern cuisine of America's Pacific West Coast and received a Michelin star in 2021. It was also named one of the **UK's 100 best restaurants** at the National Restaurant Awards.



Victor Garvey/Chef Patron

The evening featured a seven-course tasting menu (with wine pairings for each course), showcasing various ways walnuts can be used in dishes and created by SOLA Soho **Chef Patron Victor Garvey**, exclusively for California Walnuts.

Attended with 2 x trade journalists; Julian Gale Fruit and Nuts Journalist at IHS Markit-formerly Food News, and Charles Smith who until 2018 worked with Grocery Trader directly for 17 years and has since worked with a range of other trade publications as a freelance journalist.

Also present were Cynthia Guven, Counsellor for Agricultural Affairs, and Cathy Yao, Agricultural Attaché from the US Embassy London ATO.



LIDL RECOGNISES THE POWER OF 3 ON PACK

Lidl have changed their packaging to include 'high in Omega 3 Fatty Acids' on the front of the pack. This potentially unlocks a new and important vehicle to both amplify

and connect omega 3 with walnuts to UK consumers via Lidl's **800 stores**.

As far as The Garden is aware, this is the first time that 'Omega 3 Fatty Acids' has been highlighted on a walnut pack in the UK and from a leading pan- European retail chain.

As a comparison, the previous pack is on the left, currently Lidl don't call out 'California' on pack but origin is called out on the shelf.



800
STORES

November - December 2021



Christmas LinkedIn Launched

CWC launched its LinkedIn digital Christmas campaign with two highly visible creative ads. These ads ran throughout November and early December and reached **200,000+ impressions**.

The objective of this campaign is to increase awareness of California Walnuts at a key time of the year.

- Add a little festive sparkle and stock up with premium California Walnuts this Christmas.
- Great tasting, smooth and creamy.
- The only tree nut significantly high in alpha-linolenic acid (ALA), the plant-based Omega 3.

40,051 LinkedIn users viewed the ad over a 2-week period. This included visits from representatives of Morrisons, Sainsburys, Tesco, Aldi, Amazon and Asda.

200K
IMPRESSIONS



40K
VIEWS

VIEWED BY TOP UK COMPANIES INCLUDING:



November 2021

Sainsbury's

HELPING CONSUMERS

Sainsbury's Magazine Advertorial and Click And Buy

California Walnuts placed a full page pre-Christmas advertorial in Sainsbury's consumer magazine. The advertorial included a seasonal California Walnut recipe, pack shot and CWC logo.

Sainsbury's Magazine has an average monthly reach of around 1.85 million adults in the United Kingdom. Reach is higher among women than men, with nearly 1.4 million women reached by the print title or its website.

The advertorial placement is also available on the digital version on sainsburysmagazine.co.uk, the specific UK magazine website. In addition, there was an online click to buy ad placed in the Christmas section on sainsburysmagazine.co.uk. The ad clicks through to the main grocery site, sainsburys.co.uk, allowing consumers to buy the product directly via the magazine web page.

1.85M
REACH



MERS TO EAT WELL

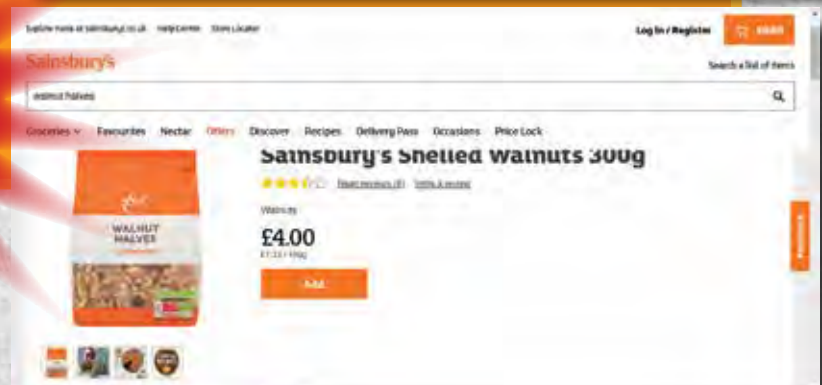
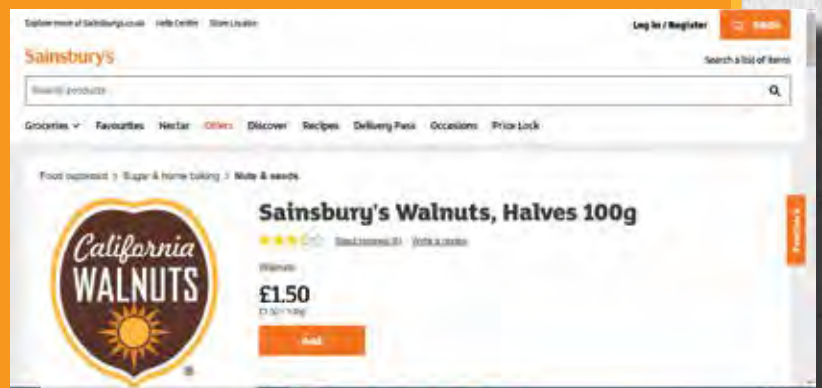
Sainsbury's **Online** Permanent Feature

In late November 2021, CWC managed to include additional images on the online listings of the SKU's on Sainsbury's online that will help to **highlight California as the origin.**

As a first on any Sainsbury's website, we have also included the CWC logo on the product listing pages for the three own label products.

100g halves, 200g pieces and 300g pieces. These images and logo will remain **live online for 12 months.**

This provides an opportunity to highlight origin and versatility on the Sainsbury website which averages **20m visits per month.**



20M
VISITS PER MONTH





Tasting smooth, crunchy

CALIFORNIA WALNUTS AT THE HEART OF THANKSGIVING

CWC conducted an instore promotion with Costco on 25th November the day of Thanksgiving. This pre-Christmas promotion included an instore demonstration alongside an End Cap activity. The demonstration gave trade buyers the opportunity to sample California Walnuts on their own or within a simple combination which included Mature Cheddar Cheese and Caramelised onions. POS materials were also displayed to encourage additional sales instore and a handout leaflet which featured more info on California Walnuts, and other delicious recipes. The objectives of this activity was to highlight California Walnuts as the nut of choice, educate buyers of their versatility, provide insight into the health benefits, and keep California Walnuts front of mind with the UK Trade. The demonstration took place in 29 stores.



29K SAMPLES



December 2021

and creamy CALIFORNIA WALNUTS

CALIFORNIA WALNUTS THE FESTIVE TREAT

CWC conducted an additional instore pre-Christmas promotion with Costco on 11th December. The promotion featured an instore demonstration combined with a gondola end display. The demonstration gave trade buyers the opportunity to sample a festive treat of California Walnuts, a chocolate brownie, clementine segment and Greek yoghurt. POS materials were displayed to encourage additional sales featuring more info on California Walnuts. The demonstration took place in all 29 UK stores.



SALES UPLIFTS

25/11/2021 saw an uplift in sales of 59%

11/12/2021 saw an uplift in sales of 35%

59% UPLIFT

Over the two days the total number of people that sampled California Walnuts totalled 29k.



Perfect for FESTIVE TREATS

FOR A CRACKING CHRISTMAS
just add California Walnuts

Walnuts traditionally go together with Christmas. They're often enjoyed 'nutcracker fresh' or eaten without their shells or 'shelled' as we call them. But did you know that walnuts can be eaten in a wide variety of ways that complement sweet and savoury festive dishes?

The unique creamy texture of California Walnuts makes them an incredibly versatile ingredient. From their use in warm breads or seasonal starters, soups, stews and risottos! They'll add crunch, sweetness, subtle bitterness and so much more to so many dishes.

For more delicious ideas this Christmas visit www.CaliforniaWalnuts.co.uk or follow us on Facebook, Instagram and Twitter. Comment to give us your ideas for festive recipes like California Walnut Superfood Christmas Cake and California Walnut World Snow. Your favourite walnuts can be added to a whole host of specially festive recipes throughout the whole season.

FOR MORE RECIPES AND IDEAS VISIT
WWW.CALIFORNIAWALNUTS.CO.UK

PLUM, PEAR & CALIFORNIA WALNUTS

Ingredients

- 4 California pear halves
- 100g walnuts (shelled)
- 400g pear halves (cut into 1cm cubes)
- 200g California Walnut Pecan
- 1 tsp ground cinnamon
- 100g dark brown soft sugar
- 100g plain flour
- 75g unrefined butter (chilled)
- 75g oats

Instructions

- Preheat the oven to 200°C.
- Place the pears, plums, 50g walnuts, cinnamon and half the sugar in a large baking dish and toss well. Cover and bake for 10 minutes or until the fruit is just tender, stirring occasionally. Remove to a 2 litre ovenproof serving dish.
- Meanwhile, place the flour in a large bowl and rub in the butter until it resembles coarse breadcrumbs. Roughly chop the remaining walnuts and mix with the flour with the sugar and salt. Sprinkle over the fruit and bake for 20 minutes or until golden and bubbling around the edges.

and much more...

#999987

Celebrating Christmas with THE PRESS

Christmas Trade Advertising

CWC launched a printed Christmas ad and editorial campaign in 4 speciality magazines. The total circulation of these printed magazines reaches an audience in excess of 54k.



CIRCULATION 35,000



CIRCULATION 4,697



54K AUDIENCE

Kennedy's Confection
The award winning business journal for the global confectionery industry
DECEMBER 2021

COVER STORY

CALIFORNIA WALNUTS
EXPLORING THE OPPORTUNITIES

Find out how walnuts can help meet the seeming contradictory demands of today's confectionery consumers.

CIRCULATION 5,694

Meet the California Walnut Confectionery

Opportunities

From M&S to The Confectionery & Ice Cream Association, the California Walnut Confectionery Association has a range of opportunities for you to explore. From product development to marketing, we have a range of opportunities for you to explore. From product development to marketing, we have a range of opportunities for you to explore.

CALIFORNIA WALNUTS
EXPLORING THE OPPORTUNITIES

C

California Walnuts are rapidly increasing to make use of like California ingredients. They offer a balance between health and indulgence for both sweet and savory applications.

SPECIALITY FOOD
PREPARING FOR CHRISTMAS

OXFORD BLUE

CIRCULATION 8,692

Available direct from
THE OXFORD BLUE CHEESE COMPANY LTD
01444 338955 | www.oxfordblue.com

Also from:
Chestnut Cheese 01202 220811, Smoked Cheddar 01747 811000, Valley Ash 01608 201000
European Cheese Sales 01862 448346, Stone Baked Dairy 01447 221000, Silver Fox Foods 01753 700000

CATHERINE EBBELLY
RICHARD HARRISON

Add some real SPARKLE this Christmas

California WALNUTS

Add a little festive sparkle and cheer up with delicious California walnut this Christmas. Great baking, smooth and creamy, California Walnuts offer a range of health benefits. They're the only nut so significantly high in alpha-tocopherol and (ALA) the plant-based omega-3, so they can also help ease the nutritional gaps of a range of products. California Walnuts are so widely versatile with so many uses during the festive period. From sprucing the Bread Pudding with Walnut & Caramel to sprinkling desserts like Walnut & Cherry Tiramisu, add and sparkle to your parties and don't do this Christmas with California Walnuts!

CONTACT: info@californiawalnuts.com 01442 320 000 www.californiawalnuts.co.uk

September to December 2021

Inspiring online conversations

5M OPPORTUNITIES

California Walnuts UK social media channels continue to reach and engage the target audience, with **5M opportunities** to see and hear about California Walnuts.

HIGHLIGHTS OF REACH AND ENGAGEMENT ACROSS ALL CHANNELS:



TWITTER

1.1 million impressions

1.8k link clicks

63k video views



FACEBOOK

3 million impressions

7k engagements

11k link clicks

379k video views



INSTAGRAM

1m impressions

61k engagements

1.7k link clicks

95k video views

*Stats from July -December 2021



July to December 2021

Cracking the Press

In the past 6 months, California Walnuts continued to share key walnut messaging, that also meets the needs of the consumer, connected to nutrition, versatility and provenance. Coverage appeared in 80 articles across national, consumer and regional online and printed media from July - December. The total reach of the coverage was 361,913,731. Coverage was published in titles including Express online, the i newspaper, Telegraph online, Choice, Bella and Baking Heaven.

80
ARTICLES

PUBLICATIONS INCLUDED:

baking
heaven

Bella
Cooking • Eat • Drink • Live

Choice

EXPRESS 

i

platinum

The Telegraph

VeganLife

...and many more respected UK Magazines



Vegan Month

During Vegan Month (November) California Walnuts spread the word about how walnuts are the only nut to contain significant amounts of the plant-based essential omega-3 fatty acid ALA (2.7g per 30g*).

A press release sharing seven California Walnut vegan recipe ideas was issued to media, securing 15 pieces of coverage, 6 of which included health messaging, with a total reach of **700k**. Coverage appeared in titles including the i newspaper, Vegan Life and Platinum online.

Social media advertising focused specifically on plant-based eating. A traffic advert run via Facebook reached more than **35k people** and generated **0.5k visits** to the campaign website. Meanwhile an engagement advert on Instagram generated nearly **10k reactions**, from the **30k people reached**.

Throughout the year nutritionist Eva Humphries had been demonstrating a recipe with California Walnuts at consumer shows across the country, which culminated in November with an appearance at the winter BBC Good Food Show in Birmingham.

*Approx. a handful, <https://fdc.nal.usda.gov/fdc-app.html#/food-details/1100553/nutrients>



765K+
REACH

November to December 2021

CHRISTMAS CRACKED

2M+

REACH

After the restrictions of 2020, everyone was looking forward to making the most of Christmas and getting together with friends and family. Food and drink are central to Christmas celebrations in any year, but perhaps more than ever in 2021.

The **#ChristmasCracked** campaign ensured that California Walnuts were part of this narrative – showcasing their versatility and how they can be used in so many different festive dishes.

To spread the message about the great taste and versatility of walnuts over the festive season, an advert was produced which aired across the Sky TV network, and achieved **1.3m impressions**, reaching nearly ½m households.

An advertising partnership with Telegraph.co.uk achieved **540k impressions**, while a media partnership with Plant Based shared festive inspiration amongst a plant-based audience.

Partnerships with four leading foodie influencers, **Rebel Recipes**, **Lottie Bedlow**, **Dishes by Daisy** and **Nadia's Healthy Kitchen** generated over **225k video views** and **13k likes**, on Instagram and Tik Tok.

Four new recipes for 'last minute' festive showstoppers and existing Christmas recipes were shared with media and consumers. In total, 16 pieces of Christmas coverage were published, with a total reach of **more than 1m**.



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 exciting activities in the coming months...

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