

# THE CALIFORNIA GROVE



*California Walnuts in the UK*

SPRING/SUMMER 2022

## DEMAND FOR CALIFORNIA WALNUTS CONTINUES

JUNE 2022

**+19.87%**

COMPARED TO  
JUNE 2021

*The California Walnut Commission trade and consumer activities during Spring/Summer 2022.*



January - June 2022

## ENCOURAGING SIGNS FOR CALIFORNIA WALNUTS

Throughout 2022 and 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 UK consumers to use more California Walnuts, in ever more innovative ways.

Despite some challenges regarding shipping delays throughout 2022, UK demand for California Walnuts remains encouraging. In the CWC Jan-June 22 year to date shipment report, results showed a 207.15% increase for inshell despite a decrease of 18.21% on shelled. However, in June 2022 alone, imports of shelled California Walnuts increased by 19.87% compared to June 2021.

The UK remains the 4th largest market for shelled California Walnuts in Europe behind Germany, Spain, and The Netherlands.

Recent trade focussed highlights in 2022 to help drive demand for California Walnuts included activities in Sainsbury where CWC partnered Sainsbury's loyalty card service 'Nectar' which attracted over 38,000 respondents, and a Christmas promotion with TESCO which yielded some excellent results with over 53% of customers new to the nut category buying walnuts directly as a result of the promotion. Other retail promotions with Costco and Farmfoods also delivered excellent uplifts in overall volume as a direct result of in-store activities. A technical brochure was created and distributed to over 1,500 contacts in the UK chocolate confectionery industry explaining how California Walnuts can play a part in new product development in this important sector.

The UK show scene also restarted after the pandemic and for the first time in 24 months, CWC attended 2 shows, IFE and Food and Drink which both attracted enquiries for over 1,300MT California Walnuts.

A key objective of recent UK consumer communications has involved supporting health research and communicating the numerous health benefits of California Walnuts.

A range of consumer initiatives were conducted during 2022 including cross platform communications on social media which attracted almost 17m impressions. Both directly and via bloggers and influencers, the consumer activities continue to highlight the health benefits and versatility of California Walnuts including how they fit with UK current trends towards leading a healthier lifestyle.

Additional consumer activities featuring recipe development and product innovation in 2022 have helped drive awareness and interest with coverage in over 100 national and regional titles.

Web advertising generated an additional 357,000 impressions and almost 700 clicks through to the recipes on the California Walnuts website.

**Only California Walnuts actively promote the benefits and attributes of these amazing nuts and we look forward to once again helping drive awareness and demand through Christmas 2022 and into 2023.**



# November 2021 to January 2022

## Sainsbury's

### SAINSBURY'S ACTIVITIES YIELD A 24.7% INCREASE IN SALES

From November 2021 to January 2022 CWC conducted several activities. A combination of in-store with on-line, including Sainsbury's Magazine and Websites.

**Pack sales of the Sainsbury's 200g packs increased by 14.7%** during the first month of promotions from November, and perhaps more importantly stayed above pre-promotion sales for the next 2 months **across 350 stores** nationally.

The settle down rate post promotion shows an increase of 15% over pre-promotion pack sales. The Garden will be monitoring the on-going sales

whilst plans are being put in place to conduct more promotional activities with Sainsbury's during 2022.

We also highlighted the connection with Heart UK, the UK cholesterol charity who have approved California Walnuts as a heart-healthy food.

In the January edition of Sainsbury's magazine CWC promoted Heart Health with editorial content. The recipe suggestion was created by the Sainsbury's in-house team to show a different way to use walnuts.



**350**  
STORES

SEE SOME OF THE ACTIVITIES  
ON THE FOLLOWING PAGES....

January to March 2022

## Sainsbury's

Continued



## Over 38,000 Consumers... take part in Sainsbury's In-Store Promotion

CWC partnered with Sainsbury's and its loyalty card service 'NECTAR' and conducted a promotion promoting heart health and the California Walnut connection to the cholesterol charity, Heart UK.

The in-store promotion featured in **350 UK stores nationally** and gave customers the opportunity to win one of 10 Fitbit Smartwatches. To enter, consumers were required to purchase own label California Walnuts and scan their Nectar loyalty card in order to take part.

Results have been announced by NECTAR. Over **38,000 consumers entered the competition** and purchased 100g California walnut halves which equates to an additional volume **increase of 11%**.

In addition, since the promotion finished, average sales are running at an additional sales rate of **+12%** when compared with the last 6 months of 2021.

**12%**  
UPLIFT

## NEW ADVERT FOR SAINSBURY'S

A new creative approach focussing on heart health has been developed for inclusion in Sainsbury's Magazine on-line. The mid-page unit (MPU) appears on the website encouraging shoppers to purchase. **Results are expected during August 2022.**





# January to March 2022

## Sainsbury's Magazine

Working closely with the UK based importer, CWC created a media campaign across all Sainsbury's magazine media channels.

Both in print and on-line, ideas containing California Walnuts were included in editorials, recipes and advertisements.

The campaign focused on heart health and the Heart UK seal of approval, with all recipes featuring healthier options.

Throughout the campaign, consumers were directed to the Sainsbury's website for the opportunity to buy on-line.





# December 2021 to January 2022



## CWC Partners with THE LARGEST UK

Working with Tesco and UK importer Whitworths, CWC branding appeared in **400 larger format UK stores** on both stand-alone FSDUs, and shelf tear-off recipes.

Both POS activities featured in the produce department and drew attention to the California Walnut SKUs available in-store. Both items focussed on the health benefits of California Walnuts along with highlighting California as the source of great quality walnuts.

On-line and In-store promotions yielded **impressive results with over 53% of customers new to the category buying walnuts as a result of the promotion.**

In the in-store promotion featuring a recipe tear-off leaflet, over **12,000 customers continued buying walnuts post purchase** meaning that over time sales would typically continue to show an increase throughout the year, with the promotion providing the catalyst to begin buying as a staple.



# 400

STORES



# December 2021 to February 2022

## GROCERY RETAILER

Other activities included Banner ads across a wide range of search features on Tesco.com.

A wide variety of search terms were selected for this activity including "mixed nuts", "home baking", and "snacking" to name a few.

These terms provided great exposure for the banner to on-line consumers that may not already have walnuts in their regular 'shopping basket'. By clicking the banner ad, viewers were redirected to the transactional area of the main Tesco website. The ad appeared on all media formats including desktop and mobile.

This activity continued through into February 2022 following negotiations with both the importer and the team at Tesco.



**Tesco.com receives 20m visitors a month.**

Following the success of the initial FSDU that California Walnuts took part in during 2021 when sales exceeded 36%, Tesco have asked for 2 further FSDU's for the remainder of the year (2022). Results will be monitored throughout the remainder of the FSDU lifespan (expected 6 months).

*Whitworths*



January 2022

# HEART HEALTHY NEW YEAR TRADE ADVERTISING

CWC launched a new year digital campaign across 7 trade websites reaching an audience in excess of 194k.

The ads focussed on the heart-healthy attributes of California Walnuts at a time where post Christmas habits turn to health and wellness.



## CALIFORNIA WALNUTS NEW YEAR TRADE AD SCHEDULE JANUARY 2022

TITLE	WEBSITE	POTENTIAL REACH	
BETTER RETAILING	www.betterretailing.com	62,000	Digital Banner Ads
BETTER WHOLESALING	www.betterwholesaling.com	6,000	Digital Banner Ads
WAREHOUSE & LOGISTICS NEWS	warehousenews.co.uk	52,731	Digital MPU Banner
SPECIALITY FOOD	www.specialityfoodmagazine.com	52,731	Digital Banner Ad
BAKERY BUSINESS	www.bakerybusiness.com	26,692	Digital MPU Banner
OOH	www.oohmagazine.co.uk	4,841	Digital Homepage Banner and free digital editorial
FOOD & DRINK NEWS	www.foodanddrinknews.co.uk	3,769	Digital Double Button MPU
CASH AND CARRY MANAGEMENT	cashandcarrymanagement.co.uk	25,670	Digital Top Web Banner

**TOTAL** 194,465



**194K+**  
AUDIENCE



# December 2021 to March 2022

## Getting Technical

### CALIFORNIA WALNUTS' CHOCOLATE CONFECTIONERY GUIDE

CWC created a brochure specific to the UK confectionery segment to use as a guide on how walnuts can be used more fully in the chocolate confectionery industry to uplevel nutrition and create new flavour sensations. The brochure is available to download through the UK LinkedIn pages, on the UK website and was on the CWC booth at IFE and Foodex in March and April 2022.



**312**  
DOWNLOADS

Confectioners have long used walnuts in cakes, cake fillings and many other baked and hand prepared confections but more recently confectioners are beginning to realise the benefits of adding this nutritional ingredient to chocolate confectionery.



This technical guide provides an overview of walnuts' key attributes as well as giving an insight into recent research on the shelf life of dark and milk chocolate confectionery containing walnuts.





March 2022

# IFE London 2022



CWC attended the International Food and Drink Expo (IFE) in London from 21 – 23 March.

IFE, International Food & Drink Event, brings together more food & drink buyers and suppliers than any other UK event. With a legacy of over 40 years, IFE continues to be the largest and most successful product sourcing platform for senior buyers from across the retail, wholesale, distribution, import & export, and foodservice sectors.

CWC representatives met with the UK trade to discuss opportunities, provide samples, and share a wide variety of products that contain California Walnuts from other countries.

Despite the increasing number of constraints facing CA walnut shipments to the UK, in particular regarding logistics, a total of **586MT of enquiries** were received from interested buyers.

When comparing 2022 IFE numbers with the last IFE held in 2019 pre-pandemic, there were a number of items to note regarding attendance and the level of enquiries received. Despite overall attendance being down by 28%, we found that the overall seniority of those attending was generally higher with **35% of attendees at the booth being either directors or owners**.

One of the biggest surprises was the high number of importers and wholesalers attending the booth (39% of all booth visitors), way above the numbers reached in 2019 (3%).

While many UK-based attendees suggested that they still see some risks in attending in-person shows, the UK show scene is continuing to return to pre-pandemic attendance levels.



# 586MT

ESTIMATED SALES



# December 2021 to February 2022

## FLYING HIGH WITH BIRDS OF DERBY

Since 2019, the CWC has been working with Birds of Derby and in October 2021, the popular bakery chain was awarded the prestigious **'Bakery Retailer of the Year 2021' award**. During their centenary year in 2020, Birds original walnut creams, developed in 1919, were relaunched creating enthusiastic response with around **4,000 walnut creams sold per week**.

CWC worked with their development team to create a new Cappuccino flavour and promoted both products, in 63 stores throughout the Midlands, from the run up to Christmas 2021 until February 2022. Sales results have been extremely encouraging and Birds will look to develop more products in the range throughout 2022.



**4K**

**WALNUT CREAMS  
SOLD PER WEEK**



**63  
STORES**



March 2022

# Promoting THE

As part of the global 'Power of 3' campaign, California Walnuts collaborated with three UK ambassadors including Brett Cobley, Vegan Punks and At Dad's Table to create new recipes for their social channels, **reaching over 68k people with 3k engagements**. Each ambassador created three recipes to showcase versatility across breakfast, lunch and dinner occasions – with supporting captions and commentary communicating the core omega-3 message.

California Walnuts also worked with nutritionist Azmina Govindji to create collateral on Nutrient Bridges, which formed the hook for media, digital content and gifting. We gifted ten influencers with individual handfuls of walnuts, recipe cards and a gift card to buy other ingredients, to encourage cooking with California Walnuts and sharing on their Instagram. **Six influencers – who have a combined following of 597k – shared a total of 20 stories featuring their gifts and recipes.**



**2M+**  
REACH





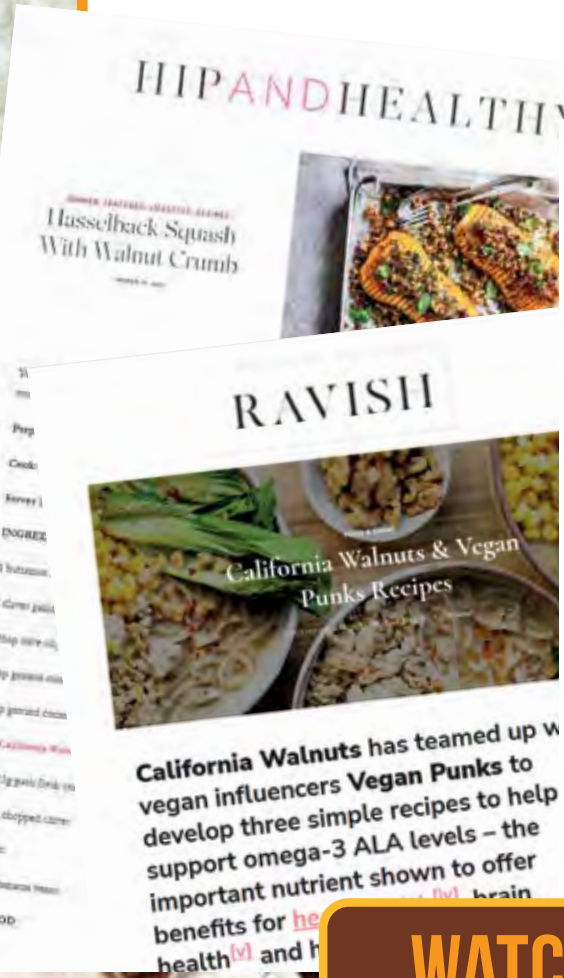
# 'POWER OF 3'

14 pieces of coverage were published featuring either the ambassador recipes or Nutrient Bridges activity, with a reach of over 117k.

To expand the campaign reach, California Walnuts sponsored three podcasts: Dr Rupy's The Doctor's Kitchen, the Simply Vegan podcast and Vegan Life's The History of Vegan Food podcast, which were listened to almost 350k times.

Social media activities highlighted our 'Power of 3' influencer recipes, including those from other countries, 'Power of 3' blogs (including a guest blog from Azmina about Nutrient Bridges) and content focusing on the omega-3 message. Social media activity during March generated over 2.3m impressions in total, 70k engagements and over 238k video views.

Web advertising generated an additional 357k impressions and almost 700 link clicks through to the recipes on the California Walnuts website.



## Simple walnut recipes with a host of benefits for your health

**MATTHEW PANTER**  
 California Walnuts has teamed up with vegan influencers Vegan Punks to develop three simple recipes to help support omega-3 ALA levels – the important nutrient shown to offer benefits for heart health, brain health and healthy aging.

**CALIFORNIA WALNUTS AND CALIFLOWER SOUP**

*Ingredients:*  
 For the soup: 1 large cauliflower – chopped into florets  
 1 onion – peeled & quartered  
 1.5 tsp cinnamon powder  
 1.5 tsp vanilla powder  
 1.5 tsp turmeric powder  
 4 cloves garlic – peeled  
 0.75 cups California walnuts (1-90g)  
 3 cups veg stock  
 1 cup soy milk

*For the crumb:*  
 0.75 cup cauliflower seeds  
 0.25 cup California walnuts  
 3 tsp harissa paste

**CREAMY BAKED WITH HOMEMADE CALIFORNIA WALNUT BUTTER**

*Ingredients:*  
 For the walnut butter:  
 3 cups 200g California walnuts  
 Pinch of salt

*For the crumb: 4 cloves garlic  
 1 tbsp ginger  
 3 cups veg stock  
 3 cups plant milk  
 1 tbsp porcini mushroom powder  
 1 cup nutritional yeast  
 1 tbsp walnut butter  
 2 tsp salt  
 1 tsp soy sauce*

**SPICED CALIFORNIA WALNUTS AND PEANUT BUTTER**

*Ingredients:*  
 1 banana  
 2 cups non-dairy milk



**WATCH OUT FOR MORE 'POWER OF 3' ACTIVITIES IN 2023 AND BEYOND**



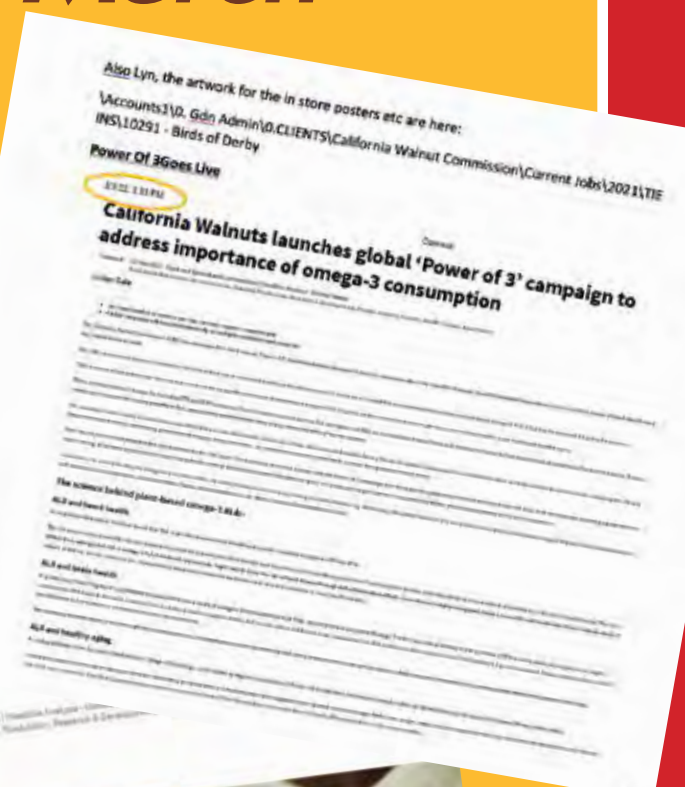


# 'Power of 3' campaign went live at 3.33pm on 3rd March

The global version of the annual 'Power of 3' Campaign launched on the 3rd of March 2022. The campaign went live at precisely 3.33pm, on the 3rd day of the 3rd month. The release was circulated by Agribusiness Intelligence/ IHS Markit Insights to over **3,000 trade contacts**.

The campaign makes it easy for consumers around the globe to include a handful of walnuts in their daily meals and snacks. The global campaign ran simultaneously in multiple continents and featured retail promotions, advertising, plant-forward recipes, videos and more – so consumers could easily create multi-cultural dining experiences right at home.

Walnuts are the only tree nut to contain a significant amount of plant-based omega-3 ALA (2.5g/oz), which research indicates may play a role in heart health, brain health and healthy aging. ALA is an essential plant-based fatty acid that can be found in food sources including walnuts, flax and chia seeds. Research continues to uncover the unique benefits of ALA, separate and apart from the more widely known benefits of marine sources of omega-3.



**3K**  
TRADE  
CONTACTS





March 2022



# COSTCO ADOPTS 'POWER OF 3' PROMOTION

CWC conducted an in-store 'Power of 3' promotion with Costco on the 3rd of March 2022. Shoppers had the opportunity to sample California Walnuts on their own or in combination with yoghurt and apples. POS materials included signage and leaflets to educate consumers about walnuts' versatility, with recipe ideas, as well as proper home storage and health benefit information including the importance of omega-3 in the daily diet. The demonstration took place in all 29 stores across the UK and the Costco store in Iceland.

The promotion achieved a **145% increase in sales throughout the 30 stores** compared to the same period in 2021.

**Over 6,200 Costco members sampled California Walnuts** on the day throughout all 30 stores.



**145%**  
INCREASED SALES

Quote from the demo organising company, WDS:  
**"The feedback was great! Lots of members were very excited to try this demo and many went onto purchase California Walnuts".**



April 2022

**FOOD & DRINK EXPO** 25-27 APRIL 2022 NEC BIRMINGHAM

# Food and Drink Expo Returns to the NEC Birmingham

**42K**  
VISITORS



After a 2-year hiatus, one of the UK's largest Food Shows, Food and Drink Expo, returned to Birmingham NEC as **42,000 visitors** took the opportunity to once again meet face to face with 1,700 companies in the UK food industry.

California Walnuts attended with a booth in the main arena and during the 3 days, **79 trade buyers visited the stand** to discuss trade **enquiries amounting to 772MT**.

Companies included manufacturers, bakery wholesalers, importers and retailers.



California Walnuts featured in the Food and Drink Expo Show Guide and Iain and Peter from the Garden were interviewed by the event organisers allowing additional exposure to around **25,000 delegates regarding the benefits of California Walnuts**.

Original California Walnut recipes were recreated for distribution to showcase how California Walnuts can be used in a variety of confectionery products.

Videos featuring Chef and Product Developer, Peter Sidwell were aired on the booth to demonstrate the versatility of California Walnuts.

The booth featured flavoured walnuts from the US, Korea and Japan generating specific interest from one of the largest flavouring houses in the UK.

21 companies specifically asked for either direct or indirect access to stocks of California Walnuts. 4 required flavoured samples.





June 2022



# LONDON CALLING

The U.S. Department of Agriculture held a trade mission in London, June 22nd through 24th, connecting UK businesses with US agricultural suppliers.

Throughout the 3 days there were a variety of events, including store visits, market and trade presentations and meetings between UK and US officials.

On Wednesday the 22nd, Dr. Jewel H. Bronaugh, Deputy Secretary of Agriculture and Ms. Marianne McElroy, Managing Director, USDA Foreign Agricultural Service Programs chaired a round table and encouraged open dialogue regarding successes and challenges for US agricultural commodities doing business in the UK.

Ms. Claire Lee, Assistant International Marketing Director for the CWC traveled from California to be in attendance. The CWC addressed the group highlighting the continued success for California Walnuts including a stand-out example where a major retailer, as a result of the CWC's ongoing commitment to the UK market, has secured CA as the single origin supplier for their private label walnut offering. The CWC's promotional activities continue to deliver sales increases at their store locations.

CWC branding appeared on all presentations and signage and attendees received a California Walnut branded tote bag with a sample pack of California Walnuts.

Lyn Padbury, from The Garden, designed the London Agribusiness Trade Mission logo.





May 2022

# TRADE ADVERTORIAL CAMPAIGN

CWC launched a trade advertorial campaign in May with **8 publications** highlighting California walnut consumption along with a Q&A with Ms. Pamela Gravier, CWC Senior Marketing Director, International.

The campaign ran throughout May with a **potential reach of 654,258**.



## CALIFORNIA WALNUTS ADVERTORIAL CAMPAIGN MAY 2022

TITLE	WEBSITE	POTENTIAL REACH
THE GROCERY TRADER	grocerytrader.co.uk	27,879
WHOLESALE MANAGER	wholesalemanager.co.uk	13,384
KENNEDY'S CONFECTION	kennedysconfection.co.uk	5,000
THE GROCER	thegrocer.co.uk	512,630
FOOD & DRINK TECHNOLOGY	foodanddrinktechnology.com	74,000
BAKERY BUSINESS	.bakerybusiness.com	4,841
OOH MAGAZINE	oohmagazine.co.uk	3,769
CASH & CARRY MANAGEMENT	cashandcarrymanagement.co.uk	12,762
<b>TOTAL</b>		<b>654,258</b>



### PUBLICATIONS INCLUDE:

California walnuts performing in the UK... has grown almost five-fold in the UK and is... health benefits, quality, and verat... a more plant-forw...



July 2022



**farmfoods**

# FARMFOODS GO FIRST WITH FSDU FEATURING CALIFORNIA WALNUTS

In July, following weeks of negotiations, the first ever nut-based free standing display unit (FSDU) display in UK retailer, Farmfoods, went live in **200 stores**. California Walnuts are featured in the top 2 tiers and the FSDU's will remain in-store for the rest of the year. The Garden will be monitoring sales uplift during the year however the initial order required to fill all 200 FSDU's and also including pipe fill has reached **+80%**.

**+80%**

**INCREASE  
IN SALES**

year alone, the CWC saw  
a rise in deserts, breads, snacks,  
a way of eating



January to June 2022

# Inspiring on-line conversations

# 16.8M

IMPRESSIONS

California Walnuts UK social media channels continue to reach, engage and inspire the target audience, with almost **10m opportunities** to see and hear about California Walnuts.

## HIGHLIGHTS OF REACH AND ENGAGEMENT ACROSS ALL CHANNELS:



### FACEBOOK

6.9m impressions

6.7k engagements

27k link clicks

467k video views



### INSTAGRAM

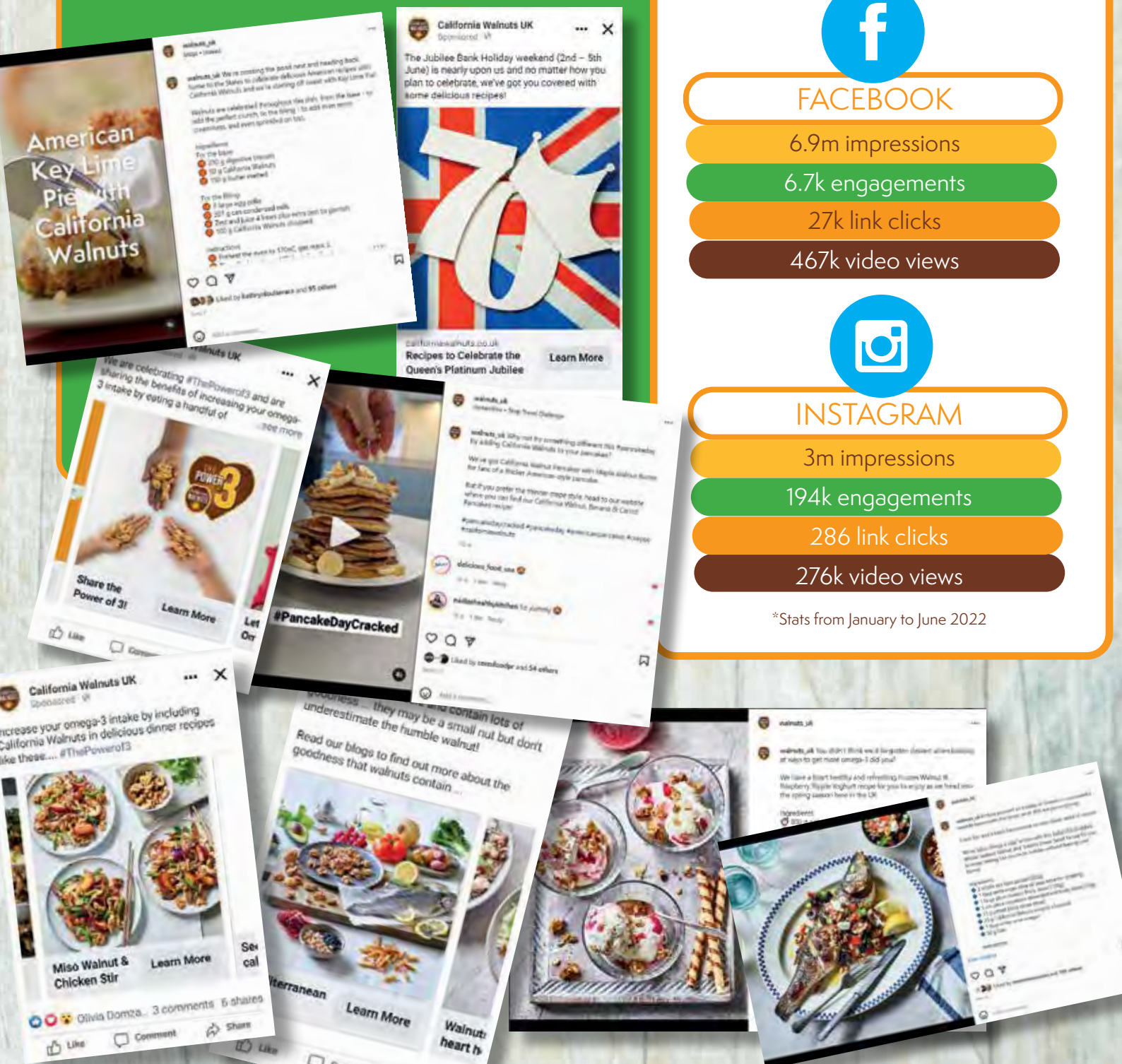
3m impressions

194k engagements

286 link clicks

276k video views

\*Stats from January to June 2022





# January to June 2022

## California Walnuts ON THE WEB

The California Walnuts UK website is regularly 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 trade importers to request general information. The consumer section offers inspiration through a wide variety of recipes including how to use walnuts as a satisfying and delicious replacement for meat, nutrition and health study education, information about what sets the California origin apart, a glimpse at the harvest process, information on how to properly store walnuts at home, as well as cooking and baking with walnuts tips and tricks.

### KEY FACTS (JANUARY – JUNE 2022) :

**61 consumer and trade updates** featured on-line during January 2022 through to June 2022.

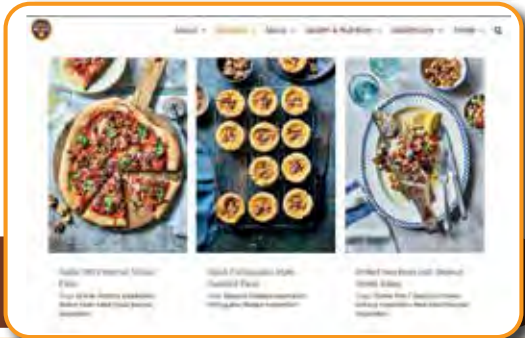
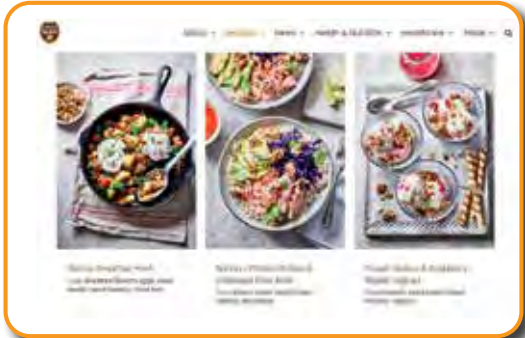
**25k people visited the California Walnuts website** in the first six months of 2022, a **47% increase** on the previous period.

**More than 50%** of the visits came **via social media**.

Nearly **750 people** visited the site on the **30th June alone**, the largest number of daily visitors since December 2020.

### TOP 3 PAGES:

- 1 THE SUNSHINE BREAKFAST FRUIT SALAD
- 2 CREAMY RAMEN WITH HOMEMADE CALIFORNIA WALNUT BUTTER
- 3 CHICKEN AND FIG TAGINE WITH CARAMELISED CALIFORNIA WALNUTS.



**25K**  
VISITS TO CWC  
WEBSITE

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



# January to June 2022

## Cracking the Press

100  
ARTICLES

California Walnuts UK consumer PR activity continues to highlight the health benefits and versatility of walnuts. Coverage so far has appeared in nearly 100 articles across national, consumer and regional on-line and printed media, with a total reach of more than 179m. Publications that have featured California Walnuts include Express on-line, the i, The Times, Natural Health, Health & Wellbeing, The Sun and BBC Good Food to name a few.

Calendar moments relating to health, such as Heart Month, Stroke Awareness Month, Diabetes Awareness Week, as well as Veganuary continue to offer opportunities to talk about the CWC health research programme. Pancake Day, Easter, the Platinum Jubilee and trends such as Alfresco dining and plant-based eating provide moments to demonstrate the versatility of walnuts.

89% OF COVERAGE MENTIONED CALIFORNIA WALNUTS

89% INCLUDED A RECIPE

30% A HEALTH MESSAGE.



THE TIMES

The People's Friend online

The People's Friend

My Weekly

HIP AND HEALTHY





# May 2022

## #SIMPLYCRACKED

In May, California Walnuts launched a new #SimplyCracked campaign across its UK channels that reflected on the nation's desire for holidays, great escapes and trips abroad – showcasing the versatility of California Walnuts across global cuisines.

Eight new recipes were developed, including mouthwatering photos and videos that embodied the top ranked holiday destinations from the UK including Spain, France, Greece, Portugal, Italy, Turkey, the USA and Thailand. The recipes included an American inspired Key Lime Pie, Italian inspired BBQ "Meat" Pizza, Thai-Style Papaya Salad with Walnuts, and a Spanish inspired Vegetable and Walnut Paella.

Nine pieces of recipe coverage have been secured to date, reaching nearly 500,000 target consumers, in titles including Top Santé, Woman's Own and My Weekly. Further coverage is expected over the remainder of the year.

Meanwhile a calendar of content was shared across Facebook and Instagram that included a range of recipes from, and facts about, each country. One country was focused on per week per channel. Social media activity in May and June generated over **2m impressions** with **77k engagements** and almost **100k video views**.

The campaign reach was extended via media and influencer partnerships. Food and Travel Magazine included a double page spread advertorial and two new recipes in their publication and social media support, with activity reach of **more than 205k**. Food blogger Georgina Hayden created a new Greek inspired recipe "Crispy Chicken in a Creamy California Walnut and Coriander Sauce", Bari The Dietitian shared a new American inspired recipe based on the popular Jennifer Anniston Salad, and The Petite Cook created an Italian inspired Chocolate Semifreddo, with a combined **reach of nearly 60k**.



**2M**  
IMPRESSIONS





The California Walnut Commission is here to support the UK trade and educate consumers on the benefits and unique attributes of California Walnuts.



FOR MORE INFORMATION CONTACT:

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