

THE CALIFORNIA
GROVE



California Walnuts in the UK

AUTUMN/WINTER 2022

**DEMAND
CONTINUES
TO GROW IN
THE UK FOR
CALIFORNIA
WALNUTS**

An update of the California Walnut Commission trade and consumer activities during Autumn/Winter 2022.

July to December 2022

CALIFORNIA WALNUTS UK SHIPMENTS UP BY 87% YOY

UK demand for California Walnuts remains very encouraging. September to December 2022 shipments have shown an 87% increase to almost 4m shelled pounds despite a decrease of 90% on in-shell pounds.

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

Throughout 2022 and in partnership with its UK representatives, 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.

A whole year of activities throughout 2022 demonstrated CWC's continued commitment to UK Retail and Food Manufacturing once again.

Trade focussed highlights in 2022, to help drive demand for California Walnuts, included activities in Costco, Sainsbury, Tesco and Farmfoods. 2022 ended with a new retailer, Poundland, promoting California Walnuts throughout its **721 Poundland stores nationally.**

Combined, **CWC's activities attracted over 500,000 new consumers** to California Walnuts with all retail partners delivering excellent uplifts in overall volume as a direct result of in-store activities.

The UK show scene also restarted during 2022 and for the first time in 24 months, CWC attended 4 shows, IFE, Food and Drink, Speciality Food and The World Plant Food Expo in London. These shows attracted enquiries for over 2,000MT of California Walnuts from the UK's food manufacturing and retail trade.

A key objective of recent UK consumer communications has involved supporting health research, 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 **120 national and regional titles.**

Web advertising generated an additional **9.3M impressions and increased visits** to the UK 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 2023.

July and September 2022

OVER
888K
REACH

LET'S GET DIGITAL!

In July CWC launched a Summer Digital Trade Ad campaign promoting the healthy attributes of California Walnuts also highlighting versatility, quality and origin.

The main aim of the campaign was to promote the importance of using quality ingredients in a range of products, and to encourage snack buyers to buy and supply California Walnuts over and above other countries of origin.

Title	Potential Reach
The Grocery Trader	27,879
Wholesale Manager	13,384
Kennedy's Confection	4,513
Kennedy's Bakery	4,513
Food & Drink News	74,000
Confectionery Production	14,690
Bakery Business	4,841
OOH Magazine	3,769
The Grocer	512,630
British Baker	47,784
Speciality Foods	60,000
TOTAL	768,003

In September a campaign dedicated to Christmas was launched across 7 publications targeting key decision makers and trade buyers within foodservice, bakery, confectionery, catering and manufacturing, wholesale and retail. The campaign had a **reach of over 120k.**

Title	Potential Reach
Wholesale Manager	13,384
Kennedy's Confection	4,513
Kennedy's Bakery	4,513
Food & Drink News	74,000
Confectionery Production	14,690
Bakery Business	4,841
Cash & Carry Management	4,448
TOTAL	120,389



July and August 2022

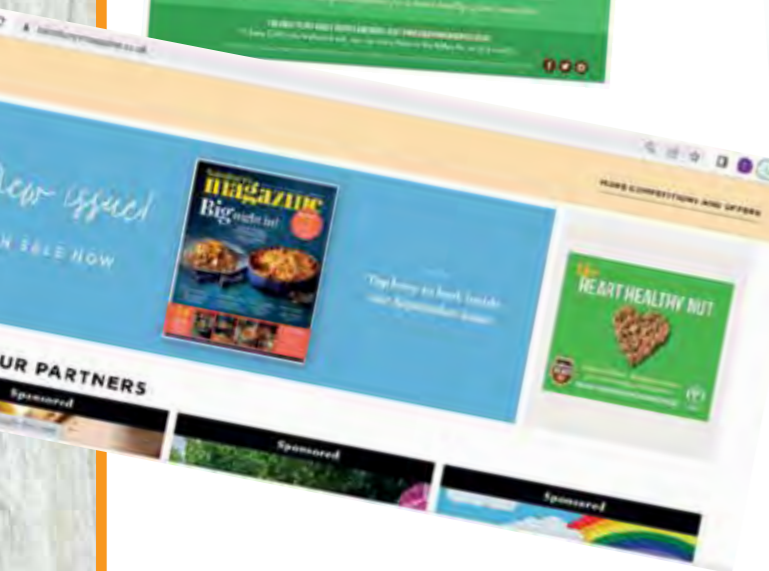
November 2022

Sainsbury's

Sainsbury's Magazine – Print and Online

Sainsbury's Magazine has an average monthly reach of around **1.85 million adults** in the United Kingdom.

As part of the CWC ongoing retail support campaign, in Sainsbury's, a series of ads were secured on the Sainsbury's magazine website. Both the printed magazine, and the website ads feature the heart healthy message and highlight the Heart UK stamp of approval.



1.85M
AUDIENCE

879K
AUDIENCE

Full Page Calendar 2023

CWC secured the month of November 2023 in the 2023 Sainsbury's Calendar with a seasonal recipe. In addition, this was posted on Instagram with a link in the bio taking customers to the recipe on Sainsbury's Magazine website. The magazine has **879,000 average monthly readers**.



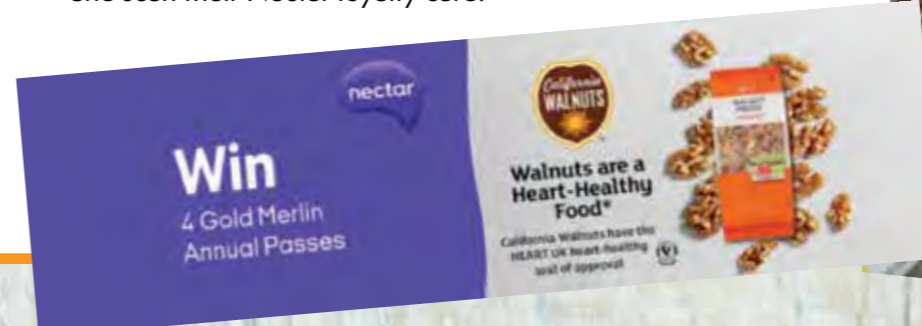
The Magic Of Merlin

Sainsbury's Nectar instore and online competition – Merlin Passes promo

Promoting heart health and the California Walnut connection to the cholesterol charity, Heart UK.

The instore promotion ran for 3 weeks and featured in **600 UK stores** and provided customers the opportunity to win one of 2 prizes of 4 Merlin Gold Annual Passes. A Merlin pass gives people free entry to 100's of attractions and theme parks in Britain. The activity was managed through Nectar, the national loyalty programme and Sainsbury's inhouse marketing team. To enter, consumers had to purchase own label California Walnuts and scan their Nectar loyalty card.

OVER 26K
ENTRIES



July 2022

November 2022

farmfoods



FARMFOODS GO FIRST WITH FSDU FEATURING CALIFORNIA WALNUTS

UK retailer FarmFoods have a dedicated FSDU featuring California Walnuts in 200 stores. The units were in place in mid July, and early results indicate a 100% increase in unit sales.

SALES DOUBLED

FARM FOODS DIGITAL AND PRINT MAILING

CWC partnered with Farm Foods to highlight California Walnuts as the preferred nut of choice on a digital and printed mailing which took place twice a week for over 4 weeks to **4.2 million households across the UK**. Farm Foods are a UK budget retailer with over 300 stores. 'Own brand' Natural Days featuring California Walnuts which were introduced to Farm Foods during 2019.



FARMFOODS DIGITAL AD

Farmfoods created a digital advert that was mailed out to **4.5 million customers** promoting 200g packs of California Walnuts.



4.5M
CUSTOMERS

August to September 2022

November 2022



OFF FIXTURE DISPLAY LAUNCHED IN 300 STORES

CWC launched an off-fixture display across **300 TESCO Stores** during August. The OFD featured California Walnuts positioned on the top shelf with the CWC logo in a prominent position.

The OFD's were located in the Produce sections in all of the stores which took part.

This activity delivered **+49.1% uplift in volume** during the active period 1st August to 3rd September. In volume terms, the promotion yielded on average 2.7MT additional tonnage per week resulting in an **overall additional total of 10.8MT** across the 4 weeks.



49% UPLIFT

California Walnuts accepted into TESCO'S 'BETTER BASKETS' CAMPAIGN

California Walnuts have been accepted into the upcoming Tesco 'Better Baskets' campaign which is going live in January 2023. 'Better Baskets' is a new all-embracing marketing initiative alongside great value, helping Tesco customers fill their baskets, whilst providing them with the information to make better choices when they shop.



Tesco California Walnuts will now automatically be recommended in Tesco's 'Better Baskets Campaign' from the end of 2022 onwards. 'Better Baskets' aims to make shopping more affordable, healthier, relevant, and inspiring.

Treats Instore

Instore Promotional Activity across **300 stores** comprising of a shelf talker and tear off healthy recipe. The aim was to increase awareness of California Walnuts as a versatile ingredient at a key time of year for health and wellbeing.



13.7M IMPRESSIONS

September 2022

SPECIALITY FINE FOOD FAIR

379MT
OF ENQUIRIES



Representatives of CWC attended the Speciality Fine Food Fair in September giving them the opportunity to promote the unique attributes of California Walnuts including flavoured varieties. Messaging focused on versatility, quality, country of origin and taste. Not withholding the health benefits of regular walnuts when used in products, as a topping or a snack. Peter Meadows and Iain Forbes were able to talk face to face with key industry buyers and encourage them to buy and supply flavoured and regular California Walnuts over and above other countries of origin.



THE FACTS AND FIGURES

WALNUT ENQUIRIES ESTIMATED AT **379MT**
FROM 16 COMPANIES

8,000+
INDUSTRY BUYERS
AND FOOD AND DRINK
MANUFACTURERS

EXHIBITORS
2022
700

TOTAL BOOTH VISITORS **68**

DIRECTORS/OWNERS
78%

FOOD MANUFACTURERS
54%

INDUSTRY BUYERS
13%

October 2022

'Savor the States' LAUNCHES AT US EMBASSY LONDON

The launch of 'Savor the States' was held on 29th September and was attended by Iain Forbes of The Garden and a number of journalists as well as, Matthew Parker, Deputy Chief of Mission, Cynthia Guven, Agricultural Counselor and the evening was addressed by the US Ambassador Jane Hartley.

Following a 3-month period of planning and implementation, FAS London produced a recipe book which is available both online and in print.

Titled: "Savor the States - A Journey Across the World", the book features recipes from around the world using only U.S. ingredients.

Recipes were divided into breakfast, snacks, mains, desserts, and drinks (this includes cocktails, wine suggestions and craft beer).

Where possible each recipe, included positive stories or links about

sustainability and/or other environmentally friendly practices relating to the product being used in the recipe.

'Savor the States' ties in with FAS London Instagram and website also entitled 'Savor the States'. The book can be downloaded on apps such as Kindle and a copy of the hardback version will be available around the world.



The aim of the book is to increase awareness and create a positive image of U.S. food and drink products. The book will have longevity with the e-book being available for use by FAS and Cooperator groups.



Iain Forbes, The Garden, presented at the launch.

5

CALIFORNIA
WALNUT RECIPES



September to December 2022



'The key ingredient to the food industry'®

After a number of discussions involving the importer, BAKO and CWC UK, BAKO Central have now started stocking California Walnuts indefinitely. BAKO central were keen to stock a consistently high-quality product and California Walnuts fit the bill. CWC created an advertisement to be included in the BAKO magazine as well as web banners, e-shots and social media posts. Each ad carries the California Walnuts stocking number for easier references for BAKO customers to help source California Walnuts.

BAKO supply **4,500 customers** across the UK specialising in the wholesale supply of bakery ingredients and finished goods operating a one stop shop for bakery and food service products. Full page advertorials and web banners were produced and ran through September to December.

BAKE IT WITH BAKO



57K
IMPRESSIONS



October 2022

265MT
TRADE ENQUIRIES



London's Plant Based World Expo Europe 2022 took place in the latter part of November, bringing together the food and beverage industry with plant-based suppliers and solution providers. Over 150 plant-based brands and suppliers showed off their latest product innovations alongside a packed program of educational sessions.

Meetings took place with national and international businesses keen to learn more about California Walnuts and how they fit with plant-based diets and products.

California Walnuts exhibited shelled walnuts, and flavoured walnut concepts alongside

UK based hummus manufacturer ChicP.

ChicP have developed a range of California Walnut hummus as part of an ongoing joint activity.

At the show ChicP's CEO, Hannah McCollum was given a bronze Award for Best in Food and Drink.

Positive interaction with both visitors and exhibitors took

place throughout the two-day event, and enquiries were taken for follow up with over 20 companies.

Companies that visited the booth

- Tesco
- Grubby
- Bio & me
- Graze
- Itsu
- GFT Retail



November 2022



California Walnuts addresses NDFTA at US Embassy 15 November 2022

On 15 December, 90 guests from the UK dried fruit and nut industries in the UK attended the US Embassy in London to take part in the 2022 US Nuts and Dried Fruit Conference.

Presentations from delegates representing the following organisations took place by the American Peanut Council, American Pecans, American Pistachios, California Almonds, California Prunes and California Walnuts.

The Garden presented the current UK market position for California Walnuts and CWC activities that have taken place in 2022.

Guests from across the US commodity groups, and UK import community attended including Chelmer Foods, Community Foods, Evolution Foods, Global Grains, Premier Fruit and Nut, Voicevale and Whitworths. During the day, conversations took place with the importers to begin planning for 2023 and beyond.

KEY SPEAKERS

Kath Martino – EU PR Reputation Management, Almond Board of California

Dariela Roffe-Rackind – Director, Europe and Global Public Relations, Almond Board of California

Iain Forbes – Trade Marketing Consultant California Walnut Commission

Richard Owen – President & CEO, American Peanut Council

Julie Jenkins – EU Account Director, California Prune Board (Europe)

Alexander Ott – Executive Director, American Peanut Council

George Smith – European Trade Marketing Consultant, American Pistachio Growers



December 2022

ALL ABOUT THE (Plant) BASED

685K
IMPRESSIONS



Butternut Squash Lasagne



Fennel Garlic & Walnut Mince Pasta



Indian Qeema



Marmite Cheese & Walnut Mince Pasta



Mexican Shepherd's Pie



Stuffed Aubergine



Turkish Flatbreads



Walnut Mince & Ale Pie



Peter Sidwell once again created a range of innovative ideas showing how California Walnuts can be used in plant-based recipes. The recipes highlighted the fact that California Walnuts are a healthy and nutritional ingredient for a wide range of foodservice solutions and concepts. The videos and recipes were shared and boosted on the LinkedIn platform, targeting foodservice and HoReCa audiences.

August and December 2022

August and December 2022



“Walnuts are great value and very versatile, always buy Costco as it is a great pack size. Great for snacking and sharing.”

“We loved the combination of the grape, brie and walnuts! A perfect snack for Christmas.”



CWC conducted individual in-store promotional sampling demo's in all **29 Costco UK** stores during August and December to promote California Walnuts and 'California' as the origin of high-quality walnuts.

The promotions included an opportunity for trade buyers to sample California Walnuts on their own and within a simple pairing of other similar quality products. POS materials were displayed encouraging buyers to take-away leaflets providing information about the health benefits of walnuts, as well as their versatility.

During the December promotion sales across all 29 stores saw an **average uplift of 46.56%**.

In addition to the UK activity, the store in Iceland ran with the same campaign, which saw over 300 visitors to the sampling platform.



+46%
INCREASE IN SALES

“A great sized bag, very versatile and tasty. Members enjoyed the combination of products and thought it was a very healthy snack.”



“The leaflets were very informative and had a lot of interesting recipes.”



July to December 2022

Inspiring online conversations

California Walnuts UK social media channels continue to reach, engage and inspire the target audience, with over **9m opportunities** to see and hear about California Walnuts, created cross platform.



HIGHLIGHTS OF REACH AND ENGAGEMENT ACROSS ALL CHANNELS:



FACEBOOK

6.5 m impressions

7.8k engagements

28.5k link clicks

575k video views



INSTAGRAM

2.8m impressions

87k engagements

647 link clicks

534k video views

*Stats from July to December 2022

9.3M
IMPRESSIONS

July to December 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 focuses on educating the consumer by offering inspiring recipe ideas and shares news blogs and health and nutritional information.



KEY FACTS (JULY - DECEMBER 2022) :

21 consumer and trade updates featured in the second half of 2022.

41k people visited the California Walnuts website in the second half of 2022, a **60% increase** on the previous period.

More than 40% of the visits came via social media.

Three in ten visits came via paid for campaigns.

The website received **more visits in 2022** than in any year since launch.

TOP 3 RECIPE PAGES:

- FESTIVE INSPIRED TRIFLE**
- RASPBERRY HONEY WALNUT BAKED OATS**
- COFFEE CALIFORNIA WALNUT MUG CAKE**

60%
INCREASED VISITS

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

July to December 2022

Cracking the Press

California Walnuts UK consumer PR activity has continued to highlight the health benefits and versatility of walnuts in relation to current trends. Coverage in this period has appeared in **100 articles across national**, consumer and regional online and printed media, with a total reach of more than **192m**. Publications that have featured California Walnuts include Vegan Food and Living, Closer, Stylist, Health & Wellbeing, The Sun, The Times, Daily Express and MSN Lifestyle.

Hooks have included calendar moments relating to health, such as Cholesterol Month and Men's Health Week, as well as Baking Week, National Vegan Month and Christmas, to demonstrate the versatility of walnuts.

Results of new science studies by California Walnuts were also shared with the media.

95% of coverage has mentioned California Walnuts specifically. 2/3 of all articles included a recipe and 48% a health message.



100
ARTICLES

July to December 2022

The Potential OF CALIFORNIA WALNUTS



California Walnuts launched a new UK campaign across all its A brand new campaign for 2022, **#BagsOfPotential** showcased all the reasons for consumers to pick up a bag of California Walnuts, including health, versatility, taste and provenance. Over a six week period the campaign created over **15m chances for consumers to see California Walnuts**.

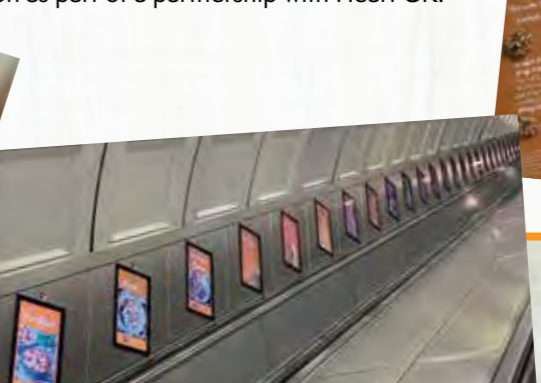
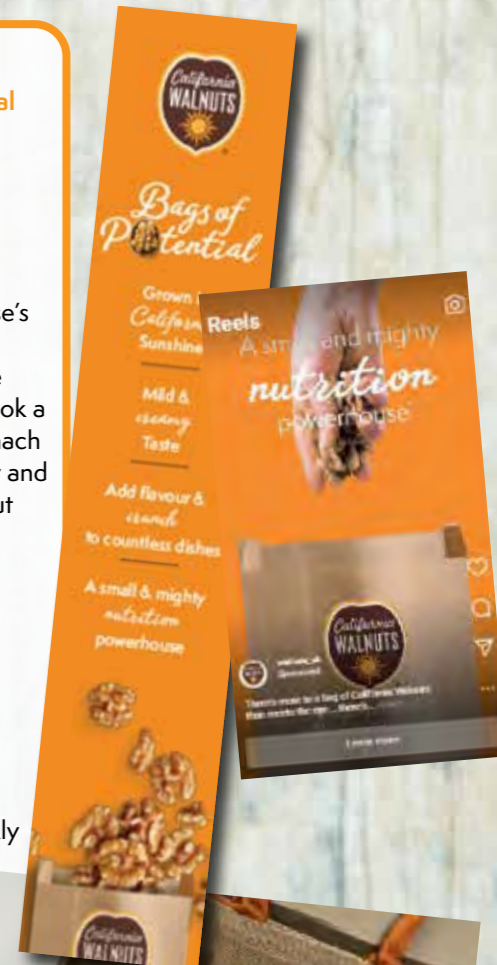
Launching with an interactive cookery event at Waitrose's London Cookery School. Hosted by TV presenter and cook book author Chris Bavin, we welcomed 17 foodie influencers, with a combined following of just over 1m, to cook a California Walnut inspired menu. The menu included: a spinach galette with California Walnut pastry, served with a chicory and California Walnut salad and a parsley and California Walnut pesto, and a banana and California Walnut cake.

In order to amplify the #BagsOfPotential messaging, multi-channel paid for activity took place that put California Walnuts front of mind with our audience.

A digital partnership with the Mail and Metro network delivered more than **3m impressions** across leading news websites, while more than 2k people visited the California Walnuts UK website via the adverts. Meanwhile a #BagsOfPotential print advert ran weekly for 5 weeks in the Metro newspaper, with a **circulation of over 655k**.

In addition, at Liverpool St tube station, **64 digital panels** showcased California Walnut's potential to commuters and tourists for a fortnight. An estimated 500,000 people travelled through the station during this period.

Supporting activity included influencer partnerships which generated **200k impressions**, challenging five leading influencers to each develop three different dishes that showed California Walnuts' versatility, editorial outreach and gifting, and a social media advertising campaign. Bags of California Walnuts were also handed out to runners in the London Marathon as part of a partnership with Heart UK.



December 2022

#ChristmasCracked

#ChristmasCracked showcases the versatility of California Walnuts for the festive season, for both sweet and savoury dishes.

GoodTo online <https://www.goodto.com/> was chosen as a media partner in order to reach a family audience with keen food interests in the run up to Christmas. The partnership included run of site banner advertising, a one week takeover of the food channel, and an advertorial featuring **12 festive recipes** with California Walnuts, alongside health, provenance and storage messaging, and a sponsored Facebook post. The partnership generated more than **925k impressions** and **3.3k visits** to the campaign website.

Multi-channel advertising, centred on festive recipes, took place to ensure that no matter where people were reading or viewing in December they had a chance to see

California Walnuts. Activity across Facebook, Instagram, Pinterest and Website advertising generated nearly 5m chances to see Christmas Cracked content and **12k clicks** to the California Walnuts website. Meanwhile TV advertising, targeted to our core audience via Sky Ad Smart, reached 40k UK households.

New recipes were developed to showcase California Walnuts' versatility in both sweet and savoury dishes at Christmas time. These were shared out to social media alongside existing festive dishes, and four new Instagram recipe reels created for this year's campaign. Recipes were chosen that showed the different ways to use walnuts from a breakfast (croissants), festive main (nut loaf), side dish (sprouts stir fry), and dessert (trifle). **The reels were seen by more than 330k people.**

In total the campaign **generated 20k visits to the website.**

2M+
REACH



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:

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