

# THE CALIFORNIA GROVE



*California Walnuts in the UK*

SPRING/SUMMER 2023

**DEMAND  
REMAINS  
STRONG  
IN THE UK**



*An update of the California Walnut Commission trade and consumer activities during Spring/Summer 2023.*



# January to July 2023

## SHELLED CALIFORNIA WALNUT VOLUME UP 33.8%

The California Walnut Commission (CWC) has been actively promoting California Walnuts in the UK since 2017 and shipments have shown strong growth since then.

Shipments to 30th June 2023 so far delivered 11,950,183 lbs of shelled California Walnuts (versus 8,925,941 lbs in 2021/2022) an increase of 33.8%.

In-shell volumes also increased over the same period by 24.8% (720,905 lbs v 577,275 lbs in 2021/22).

In partnership with its representatives at The Garden Marketing and PR, and its consumer agency Ceres PR, CWC continues to conduct a wide range of trade and consumer initiatives aimed at inspiring and encouraging the UK food industry, UK retail and consumers to use more

California Walnuts, in ever more exciting and innovative ways.

Recent highlights include retail promotions with Tesco, Sainsbury's, Costco, and Iceland 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. In addition, 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.

This newsletter contains some of the key activities conducted so far during 2023.

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 throughout the remainder of 2023.

# January to February 2023

## Whitworths

### WHITWORTHS INFLUENCERS REACHES 2.6 MILLION CONSUMERS

**7.5M**  
IMPRESSIONS

In partnership with leading UK importer and re-packer Whitworths, CWC created an influencer campaign using 2 key UK influencers. The aim was to create engaging content demonstrating how versatile California Walnuts are to a broad, younger health-conscious audience that embraces scratch-cooking with exciting modern recipes. The influencers highlighted their cooking skills and suggested usage ideas for California Walnuts via Instagram stories. The campaign encouraged consumers to buy California Walnuts over and above other origins, and reached a total of **2.6m UK consumers**.

A total of 4 recipes were developed.

**TOTAL IMPRESSIONS 7.5M**

The campaign helped deliver Whitworths' highest ever reel views reaching 42,000 views of the roasted aubergine, walnut & lentil ragu.

Emily  
GOODMOODFOOD UK  
**13.6K**  
FOLLOWERS



Elisa Rossi  
HAPPYSKINKITCHEN  
**335K**  
FOLLOWERS



All the Trimmings Traybake with California Walnut & Rocket Pesto;  
**1.9M**  
IMPRESSIONS

Banana Walnut Breakfast Muffins;  
**1.9M**  
IMPRESSIONS

Roasted Aubergine, California Walnut & Lentil Ragu;  
**1.8M**  
IMPRESSIONS

Gammon Mac & Cheese with a California Walnut crust;  
**1.9M**  
IMPRESSIONS





# March to May 2023

# From February 2023

## OFD IN 780 STORES

Following past successes with Whitworth promotions in Tesco, the CWC launched a further off-fixture display (OFD) in **780 stores**. The OFD's were in-store over a 9-week period during March, April and May 2023. The format of the OFD was bigger than in previous promotions and contained more California Walnuts than previous OFD displays conducted by CWC in Tesco. The instore campaign was also supported by a number of social media posts.

The results for this activity were 10% higher than originally anticipated, with an overall volume **uplift of 36%**.

Walnut sales have increased from 39 packs per store per week to now over **98 packs per store per week** post promotion.



**36%**  
UPLIFT

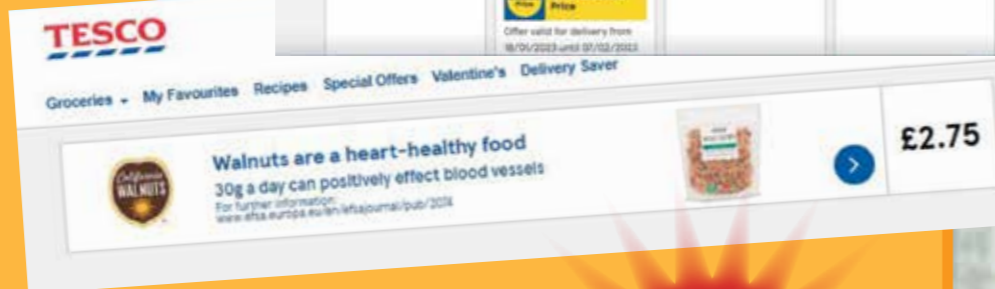
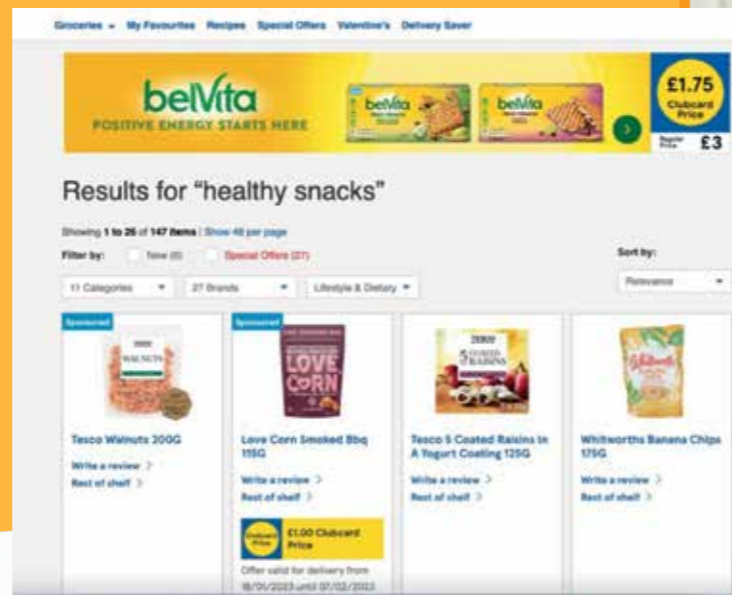
## RSS SEARCH ACHIEVES 55% CLICK TO SALES CONVERSION RATE

Relevant Sponsored Search (RSS) provides access to premium inventory on Tesco.com in order to improve the awareness of California Walnuts and maximise search conversion. The aim was to position California walnuts in the premium number 1 position on Tesco.com when consumers were looking to purchase nuts.

RSS allows CWC to control spend and real time reporting ensuring that CWC always had visibility of campaign performance on a daily basis. Clicks, Impressions, CPC, CPA CTR, units sold, sales value, ROAS are all available to view.

The campaign was designed to test consumer reactions to a range of search terms and how they persuade consumers to purchase. The following terms were used: walnuts, nuts, mixed nuts, healthy snacks, and snacks with walnuts being by far the most successful search term measured by volume sales.

The campaign generated a strong **55% click to sales conversion rate**.



**55%**  
CLICK TO CONVERSION RATE

## PAM GRAVIET 1-to-1 with the UK trade

CWC conducted a 1-to-1 interview and supporting advertorial PR campaign with key UK trade publications. The aim was to update the **UK trade on key industry facts** such as crop, as well as general background on issues facing the California Walnut industry. Pamela Graviet, Senior Marketing Director, International at CWC answered the interview, which was shared with the key trade publications. Read the full interview here; <https://www.californiawalnuts.co.uk/case-studies/activity-pam-graviet-1-to-1/>.



Title	Online Circulation
The Grocery Trader	27,879
Wholesale Manager	13,384
Kennedy's Bakery	4,513
The Grocer	512,630
Food Manufacturer	657,000
Bakery Business	4,841
Ooh Magazine	3,769
Cash & Carry Management	12,762
International Bakery	34,414
<b>TOTAL</b>	<b>1,236,778</b>

## 1-2-1 WITH PAM GRAVIET



**1.2M**  
TRADE AUDIENCE



March 2023

April 2023

# Getting the show(s) *back* on the road...

**25K**  
VISITORS



**International Food & Drink Event**  
20-22 March 2023 | ExCeL London



IFE, International Food and Drink Event, brings together more food and 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's booth was based in the USA pavilion and CWC representatives met with the UK trade to discuss opportunities, provide samples, and share a wide variety of products containing California Walnuts from other countries. Over the 3-day period there were **38 trade buyers** to the CWC booth with **enquiries estimated at approximately 187MT** of product from 12 of the 38 companies who visited the stand.

**27K**  
VISITORS



## FOOD & DRINK EXPO

24-26 APRIL 2023  
NEC BIRMINGHAM



Since the COVID-19 shutdown one of the UK's largest Food Shows, Food and Drink Expo returned for the second time. The Food & Drink Expo at the NEC welcomed **25K visitors** who took the opportunity again to meet face to face with some **1,500 companies** in the UK food industry.

Food & Drink Expo provides the number one route to the UK food and drink market where hundreds of companies showcases their products. The show attracts buyers and decision-makers across the whole food industry from grocery, wholesale and speciality retail to foodservice and manufacturing.

California Walnuts attended with a booth in the main arena and during the 3 days, **27 trade buyers** visited the stand to discuss **enquiries amounting to 34MT**.

CWC displayed various flavoured samples and other California Walnut products from around the world.





# From March 2023

## Getting to the heart of California Walnuts

### Sainsbury's

**1.85M**  
REACH

### COSTCO WHOLESALE

**900K**  
REACH

### BAKO

'The key ingredient to the food industry'®

**1.5K**  
REACH

As part of the ongoing support with instore promotions with both Sainsbury's and Costco, CWC placed digital and printed ads in the Sainsbury's magazine, Costco connection magazine and BAKO In The Mix magazine. The aim of the ads was to create additional awareness of the heart health message and highlight the Heart UK stamp of approval.



OVER  
**4K**  
REACH



# From January 2023

## Iceland

### FSDU'S IN 820 ICELAND STORES

Following the success of the previous FSDU instore promotion in 2021 across 126 Iceland Warehouse stores, Iceland decided to increase the number of stores featuring the FSDU to 820. The promotion utilised similar graphics to the 2021 promotion, once again with the focus on California Walnuts, the lifetime of the promotion is 9-12 months, and the results so far are exceeding expectations with a 41% uplift in sales in the first 3 months since installation.



**41%**  
UPLIFT  
IN 3 MONTHS

### US EMBASSY — LONDON SUPPORTS FOOD DRIVE — CITY FOOD HARVEST

CWC participated in the recent food drive hosted by the US Embassy, London. The United States Department of Agriculture (USDA) team recently visited City Harvest's Acton depot to learn more about the work of the City Harvest team. As a result, the US Embassy decided to make a substantial donation of food to City Harvest as part of The Big Help Out initiative to mark his Majesty's coronation. The range of both speciality and recognised American brands, coupled with valuable store cupboard essentials were graciously received by food banks across 375 London charities. California walnuts donated 4 boxes of premium California walnuts to this charitable cause.



ASSISTING  
**375**  
CHARITIES



January to July 2023

March 2023

# SHARING THE POWER OF 3



To further enhance the trade coverage of THE POWER OF 3 (PO3) Campaign the Global Marketing initiative launched in 2020, CWC conducted an instore sampling demonstration in **29 UK plus 1 Swedish Costco Store.**

California Walnuts were offered in their 'RAW' (i.e. no accompanying ingredient) format for quality sampling purposes. Trade buyers had the opportunity to not only taste California Walnuts, but also take away information leaflets on how to include California walnuts in all types of dishes.

The promotion achieved a **sales uplift of 612%**, one of the highest percentage uplifts ever achieved since CWC took part in Costco's one day product promotions 5 years ago.

The Swedish store sold **400% more walnuts** compared to the previous week.



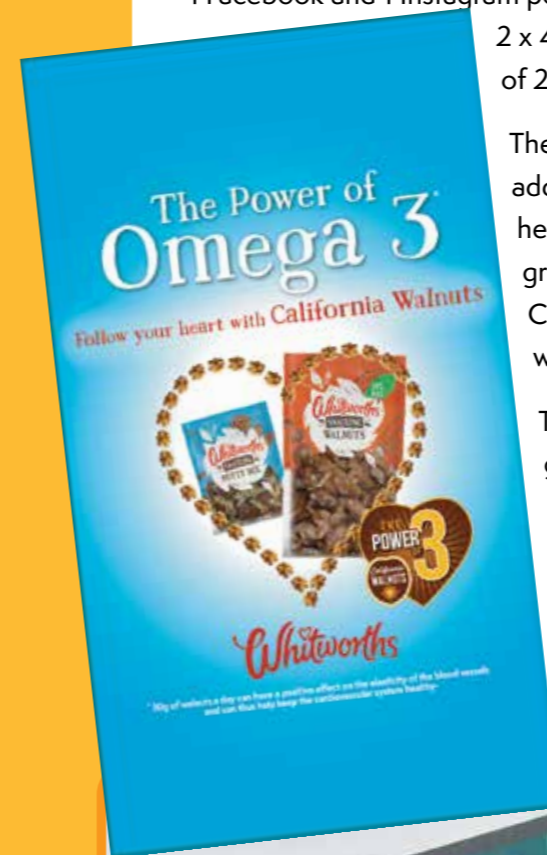
**612%**  
UPLIFT



Further promotions supporting POWER OF 3 once again took place in over 500 Poundland stores. Whitworths featured their own brand 100g packs displaying 'California' on pack. CWC produced a 30 second radio ad for a duration of 3 weeks, 1 Facebook and 1 Instagram post as well as instore window posters. In addition, 2 x 40ft screens were located on the very busy interchange of 2 major motorways in Birmingham, UK.

The aim of the campaign was to generate additional awareness of California Walnuts healthy heart properties as well as gain greater sales and distribution by highlighting California as the origin of high-quality walnuts.

The campaign contributed hugely to the growth of the overall category and the settle down rate post promotion was **15.8% higher than pre-promo levels.** The average daily sales rate rose by **200 units per store** comparing pre-promo to post promo, mostly driven by sales in high street stores.





March 2023

# CALIFORNIA WALNUT COLLABORATION WITH FLORIDA CITRUS COMMISSION



In association with the Florida Citrus Commission CWC teamed up with celebrity chef Peter Sidwell to conduct a LinkedIn campaign featuring Florida grapefruit using content which was also shared on Instagram and Facebook.

Peter produced 2 dishes – one sweet and one savoury, containing both California walnuts and Florida grapefruit.

The two recipes were initially shared as a live broadcast on Peter's own LinkedIn and subsequently CWC LinkedIn channel as well as the UK Instagram and Facebook pages.

CALIFORNIA WALNUT, APPLE, AND GRAPEFRUIT CRUMBLE – **511K**

CALIFORNIA WALNUT, & GRAPEFRUIT CRUSTED HALIBUT – **412K**

**923K**  
ENGAGEMENTS



April 2023



'The key ingredient to the food industry'®

## BAKO PROMOTION ACHIEVES A 350% UPLIFT IN CALIFORNIA WALNUT SALES

A range of activities in partnership with leading national bakery wholesaler BAKO during the lead up to Christmas achieved a **350% increase** in sales during the period. An email campaign to BAKO customers achieved **55,600 impressions** and a **reach of just over 30,000**. To support on-line activities, ads were developed featuring California Walnuts for inclusion in BAKO's 'In the Mix' publication which is sent out monthly to BAKO customers. The ads included order numbers to ensure an easier more direct ordering process. Emails received from BAKO customers totalled 4,102 with 2,218 e-mails having been opened representing an unprecedented 54% of the total emails delivered.

One of the most successful emails included a 'checklist' on how to use walnuts, encouraging bakers to consider including walnut applications as well as educating bakers generally regarding California walnuts.

Information also included how to specify California walnuts in a wide range of applications. Halves, Pieces, Medium, Pieces, Small Pieces and Meal. Each application coincided with an order form number from the BAKO catalogue.

The activity runs throughout the year and will continue with a full page in the BAKO catalogue, further e-mail distributions and a final Christmas full page ad. Full annual results will be featured at a later date.





March 2023

# CHALLENGE ACCEPTED!

The California Walnut Innovation Challenge At 'Zero2five' – Cardiff Metropolitan University Food Faculty

Food Industry Centre  
Cardiff Metropolitan University

## ZERO2FIVE

Canolfan Diwydiant Bwyd  
Prifysgol Metropolitan Caerdydd

ZERO2FIVE Food Industry Centre at Cardiff Metropolitan University provides food businesses with technical, operational, and commercial support to enable them to compete more effectively.

ZERO2FIVE employs experienced food and drink technologists, business specialists and senior lecturers and professors. Collectively, this team specialise in all aspects of food and drink processing, manufacturing, operational and technical issues.

ZERO2FIVE is able to draw on expertise within Cardiff Metropolitan University which includes internationally recognised experts in food science, nutrition, dietetics, food legislation, environmental health, trading standards, new product development.

The state-of-the-art-facilities within ZERO2FIVE are available for use by businesses. These include a consumer sensory suite, 4 pilot sized food production plants, a development kitchen, and a consumer research kitchen.



Cardiff  
Metropolitan  
University

Prifysgol  
Metropolitan  
Caerdydd



CWC created a competition with NPD students and staff to develop products in five categories.

BAKERY

MAIN MEALS

DESSERTS

CONFECTIONERY

INNOVATION/FREESTYLE

Following a presentation from each of 5 shortlisted students, which included the reasons why they would add walnuts, 3 finalists were chosen to receive a prize.

The final plan is that each of the 3 winning recipes are promoted externally to California Walnut customers with a view to placing one of the ideas into commercial production.

## THE WINNERS

Mythri Sreepadma and Gaadha Gopika Krishna Kumar for **Walnut Chicken cutlet with walnut hummus**



## RUNNER UP.

Padmakshni Suryanarayanan and Sacitha Sakthivel for **Savoury Walnut Bites**

## HIGHLY COMMENDED

Phoebe Isimoya and Anusree Ramesh for **Banana Bread**



## THE AWARD CEREMONY

The award ceremony included a presentation to the entire Food Tech Team about California Walnuts and

students comprising 75 people. California Walnuts have discussed further plans with ZERO2FIVE for later in 2023. CWC have briefed the NPD/Food Tech Team and students to explore opportunities with California Walnuts in confectionery. Specifically, CWC have requested that the team explore commercially viable ways in which to inhibit the transfer of oil from the walnuts into confectionery products and how shelf life may be positively impacted. CWC asked the technical team to look at how toasting walnuts may positively impact shelf life. Results will be available from the end of 2023.



CALIFORNIA WALNUT  
*Innovation*  
CHALLENGE  
2022/2023



May 2023

May 2023

# INC BACK TO LONDON (AFTER 26 YEARS)



After 26 years the International Nut Congress (INC) was proud to be back in London at the prestigious Grosvenor House Hotel.

The 40th World Nut and Dried Fruit Congress, the flagship event of the International Nut & Dried Fruit Council (INC), took place from May 22-24. With **1,300 attendees** from **65 countries** gathering to share ideas on crops and volumes, market development, the latest findings in health and nut allergy research, and the sustainable growth of the industry.

Throughout the 3-day event, industry experts examined the current state of the market key trends,

and future outlook, giving participants the best industry insights available. The congress program included a set of roundtables for each nut and dried fruit, seminars on nutrition and sustainability, keynote speeches from respected experts, and an exclusive program of social events, allowing attendees to network with industry professionals.

CWC UK representatives, together with Pamela Gravier and Robert Verloop attended the event throughout the 3 days.

## BOXING CLEVER

With the run up to the INC, CWC REPS were delighted to meet with Dick Wolf, Sr.V.P. Int'l/Ingr. & Foodservice from Diamond Foods. During Dick's visit CWC introduced him to a local store which permanently display boxes of Diamond in-shell walnuts and he discussed with Dave Schul the store owner why only California can meet the standards demanded by his customers.



**1,300**  
ATTENDEES



# THE BEST OF THE U.S.

## WHITWORTHS UK SUPPLIER CONFERENCE

Whilst visiting the UK Pamela Gravier, Senior Marketing Director, International together with the CWC UK trade reps, attended the second annual Whitworths UK supplier conference. To coincide with the 2023 INC, Whitworths scheduled the 2023 event, hosted this time in person at their facility in England. Pam addressed the audience and discussed the ongoing relationship between the UK industry and the California Walnut Industry and reinforced CWC's support for the UK. **100 attendees** from across the Whitworths supply chain attended the event including representatives from California Almonds, American Pecans and American Peanuts.



**100**  
ATTENDEES





January to June 2023

January to June 2023

# Inspiring online conversations

4M REACH

California Walnuts UK social media channels continue to reach, engage and inspire our audiences, with over **13m opportunities** to see and hear about California Walnuts between January and June 2023, created cross platform, reaching more than 4m people.

## HIGHLIGHTS OF REACH AND ENGAGEMENT ACROSS ALL CHANNELS:



### FACEBOOK

10.5m impressions

11k engagements  
(reactions, comments, shares)

30k link clicks  
to the California Walnuts UK website

700k video views



### INSTAGRAM

2.6m impressions

60k engagements  
(reactions, comments, shares)

1.5k link clicks  
to the California Walnuts UK website

442k video view

Stats from January – June 2023

Activity includes targeted advertising and a calendar of promoted content across key pillars of versatility, health, provenance and storage.



# 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, news, blogs and health and nutritional information.



## KEY FACTS (JANUARY TO JUNE 2023) :

23 consumer and trade updates featured online during January to June 2023.

34k people visited the California Walnuts website in the first six months of 2023, a 40% increase on the previous period.

More than 60% of the visits came via social media.

15% of the visits came via organic search.

29 new recipes were added to the website.

## TOP 3 RECIPE PAGES:

- 1 CHICKEN, WALNUT AND OLIVE TAGINE
- 2 QUICK WALNUT TRIFLE CUPS
- 3 RASPBERRY AND HONEY WALNUT BAKED OATS



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

34K VISITS



# January to June 2023

## 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 over **50 articles** across national, consumer and regional online and printed media, with a total **reach of more than 40m**. Publications that have featured California Walnuts include Daily Express, Sky News, Mirror, ok!, I, My Weekly, Vegan Food & Living, Love it!, Chat, Woman's Weekly, HomeStyle, and The People.

Results of new science studies by California Walnuts were also shared with the media and featured in 20% of the coverage. 92% of coverage mentioned California Walnuts specifically. 3/4 of all articles included a recipe and 45% a health message.

**DAILY EXPRESS**

**Nuts about barbecues**

**sky news**

**Adding just a Small Handful of Walnuts to Diet Can Have Important Benefits**



According to new modeling research, incorporating just one ounce of walnuts into the typical American diet can bring a multitude of nutritional benefits for people at all life stages.

According to a recent study conducted by the Indiana University School of Public Health-Bloomington, incorporating just one ounce (or a handful) of walnuts into the diets of individuals who don't typically consume nuts can improve their dietary quality and increase their intake of crucial nutrients that are often lacking in the average diet.

There is a wealth of consistent evidence indicating that incorporating Americans as part of a healthy dietary pattern, consumers are often not eating enough alongside whole grains, fruit, and vegetables," says Dr. Thiagarajah, lead researcher on the study and Senior Lecturer of Nutrition at Indiana University School of Public Health-Bloomington.

While nut consumption is already promoted in the Dietary Guidelines for Americans as part of a healthy dietary pattern, consumers are often not eating enough alongside whole grains, fruit, and vegetables," says Dr. Thiagarajah, lead researcher on the study and Senior Lecturer of Nutrition at Indiana University School of Public Health-Bloomington.

**Express & Star**

**Walnut mince is the perfect choice to spice up Veganuary**

HEATHER LAIRGE  
If you're looking to embrace Veganuary this year, but also looking to keep your meals interesting, walnut mince is the perfect choice to spice up your plant-based dishes.

**new!**

**NUITS ABOUT BARBECUES**



**The People's Friend**



**Creamy Ramen with Home-made California Walnut Butter**

**40M REACH**

## January 2023

# BEING PLANT FORWARD in a #HealthyHandful



January is a key time to promote California Walnuts' plant-based credentials to a UK audience, as it ties in with the annual Veganuary initiative.

We therefore implemented a multi-channel campaign that reached consumers via partnerships with influencers, media titles and digital advertising.

To ensure the campaign hit the mass market, a partnership with Metro website and newspaper generated **6.95m impressions** where it showcased a plant forward meal with a California Walnut Chilli Mince

A series of plant forward recipe reels for Instagram were developed and seen by more than 315k people in January alone, as well as being featured in **9 pieces of media coverage** with a **reach of 58k**.

Campaign reach was extended through influencer partnerships with three leading plant-based content creators – **Amy Tasty, Sepps Eats, and Vegan Girl Boss** - generating **over 1/2 m video views** of exclusive video content featuring California Walnut recipes.

To amplify California Walnuts' Veganuary content and messaging, multi-channel advertising and promotion of posts took place across Facebook and Instagram, generating more than **2m impressions**, and **reaching over 871k** people.

Enjoy a handful of California Walnuts in all your plant-based dishes this Veganuary. **#HealthyHandful**

**6.95M IMPRESSIONS**



January to June

# HEALTHY HEART IN A #HEALTHYHANDFUL

Ongoing activity puts the heart health message at the centre, reminding consumers of the omega-3 content of California Walnuts, and the corresponding heart health benefits of eating a healthy handful of California Walnuts a day.

A series of recipes were developed, that not only used California Walnuts, but adhered to all other heart healthy credentials in relation to low salt and sugar. These recipes included sweet dishes such as scones and trifles as well as savoury stews and tagines

To date, the recipes have been visited nearly 10k times on the UK website, and supporting reels have had nearly 1/2m views.

Omega-3 and heart health was the focus of March's annual Power of 3 campaign, where we teamed up with ITV's popular broadcast show This Morning's chefs Clodagh McKenna and Juliet Sear, as well as as family nutritionist Nichola Ludlam-Raine. Clodagh and Juliet created and shared recipes to their followers with over 90k reel views, while the recipes were also picked up by national media titles including the Daily Mirror and the i.

Print advertising with consumer magazines Natural Health, Platinum, Top Santé and The Great Outdoors, reached a combined readership of nearly 390k, featured Omega 3 / heart health messaging, while supporting digital advertising, directing people to the website, created an additional 305k opportunities to see the campaign messages.



90K VIEWS

**Snack Smart**  
with a healthy handful of California Walnuts

**We all need omega-3.**

Walnuts are the only nut to contain significant amounts of the plant-based essential omega-3 ALA (2.7g per 30g), which helps maintain normal blood cholesterol levels. Banned blood cholesterol levels are a risk factor for cardiovascular disease such as heart attacks and strokes.

A handful of walnuts (30g) can have a positive effect on the elasticity of the blood vessels, helping to look after your cardiovascular system.

One portion of walnuts (30g) also contains 1.4g of fibre and 4.4g of protein and walnuts are naturally low in salt, making them a heart healthy choice.

California Walnuts have the heart healthy HEART UK logo.

**The Power of 3 (omega-3!)**

What is alpha-linolenic acid (ALA)?

ALA is a healthy branched fat found in plant foods such as walnuts which has been shown to help look after heart health, brain health and healthy ageing as part of a varied balanced diet and healthy lifestyle.

What foods should we be eating to get omega-3 ALA?

Adding the right food choices to your age-appropriate diet can help reduce your risk of heart disease. Walnuts are a particularly good source of omega-3 ALA. The good news is that simple, everyday foods can have a big impact on your heart health. For example, your omega-3 ALA intake can be increased by eating walnuts, certain plant based oils, certain plant based proteins such as rapeseed, sunflower and soyabean.

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California Walnuts have the heart healthy HEART UK logo.

**Did you know?**

For great tasting walnuts of the best quality, look for the HEART UK logo on the pack. It's a sign that you're getting the best quality walnuts from California.

You can check if your walnuts are from California in the UK by looking for the HEART UK logo on the pack.

**EXPRESS**

**A handful of walnuts could bust your cholesterol levels in 'weeks', dietitian says**

The nutritional profile of walnuts could keep your cholesterol levels at bay while also reducing your risk of heart disease, according to a dietitian.

By DIANA BUNATONIA  
07.05.2023, 10:30 AM

There are a few different mechanisms that can pave the way to lower cholesterol levels. Fortunately, walnuts seem to have the edge on various fronts, a dietitian has explained. What's more, they can also reduce your levels of the fatty...

**My Weekly**

**Clodagh McKenna's California Walnut Crusted Vegan Bread**

By California Walnuts

**Ingredients**

- 250g whole Califonia walnuts
- 250g wholemeal flour
- 150g plain flour
- 1 tsp baking powder
- 100g dried yeast
- 200ml dairy alternative milk, such as oat milk
- 100g cold-pressed rapeseed oil

© Clodagh McKenna

**Top Extra Magazine with California Walnuts UK**

Trying a handful (30g) of California Walnuts each day is a great way to increase your omega-3 ALA intake. Our bodies can't make omega-3 fatty acids and ALA, a healthy fat that's essential for brain health and healthy ageing, is part of a varied balanced diet and healthy lifestyle. So it's important that we have a regular supply of our best from garden foods. And that's where California Walnuts step in!

Walnuts are the only nut to contain significant amounts of the plant-based omega-3 ALA (2.7g per 30g), which helps maintain normal blood cholesterol levels. For their Power of 3 campaign, @california\_walnuts\_uk are calling on everyone to enjoy a #HealthyHandful of California Walnuts every day as part of your favourite meals.

Visit [www.california-walnuts.co.uk](https://www.california-walnuts.co.uk) for more info and recipe inspiration.

California Walnuts UK Sponsored

California Walnuts are a #HealthyHandful. Each handful offers 2.7g plant-based omega-3 ALA, 4.4g protein & 1.4g of fibre. [...see more](#)

**THE HEART HEALTHY NUT**

california-walnuts.co.uk  
A Healthy Handful Choose California Walnuts [Learn more](#)

California Walnuts UK Sponsored

Show your heart some love. [Just because you're eating...](#) [...see more](#)

California Walnuts UK [LEARN MORE](#)

California Walnuts UK Sponsored

We've developed five delicious new recipes that meet heart-healthy criteria, and help you make the most of California Walnuts' nutritional credentials and enjoy the #powerofomega3.

Which of these are you trying first? [👉](#)

**Chicken & Walnut Tagine** [Learn more](#)

**Mediterranean Fish Cr** [Learn more](#)

California Walnuts UK Sponsored

We've created five new heart-healthy recipes using California Walnuts. First up these Quick California Walnut Trifle Cups [👉](#)

**California Walnut Trifle Cups** [Learn more](#)

walnuts\_uk Sponsored

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[Learn more](#)

walnuts\_uk Omega3 ALA - California Walnuts are full of it! (which is good as our bodies can't make this...) [... more](#)

390K READERS



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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