

THE CALIFORNIA GROVE



California Walnuts in the UK

WINTER/SPRING 2023

IMPORTS ON THE RISE



An update of the California Walnut Commission trade and consumer activities during Winter2023.

July to December 2023 Activities

CALIFORNIA WALNUTS, BOTH INSHELL AND SHELLED SEE SIGNIFICANT INCREASE IN VOLUME

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

Total shipments from January 2023 through December 2023 saw an increase of 54% (inshell) and a whopping 100% (shelled) against the prior year.

CWC, in collaboration with its representatives at The Garden Marketing and PR, as well as its consumer agency Ceres PR, is running a series of trade and consumer initiatives. These initiatives aim to inspire and encourage the UK food industry, retailers and consumers to use California Walnuts more extensively, in exciting and innovative ways.

For 30 years, California Walnuts has been a leader in scientific investigation about walnuts role in human health and actively promotes the results. According to research, health is a key driver to increased consumption.



Recent highlights include retail promotions with Tesco, Sainsbury's, Costco, Poundland, Holland & Barrett and B&M. These promotions have driven significant volume and sales of California Walnuts in the UK.

One of the main goals of recent consumer communications in the UK have been to promote health research and educate people around the various health benefits of walnuts. Additionally, a comprehensive social media campaign has been running to get people excited about California Walnuts to drive consumption and sales. This campaign involves collaborating with bloggers and influencers to share innovative recipes and highlight unique uses of California Walnuts beyond the traditional methods such as baking and snacking.

July to December 2023 Activities

STANDING OUT from the crowd

During the summer of 2023, California Walnuts launched a digital and print trade ad campaign to promote California Walnuts as a high-quality ingredient or topping.

The primary goal of the campaign was to emphasize the importance of using quality ingredients such as California Walnuts in a variety of products. The campaign aimed to encourage food manufacturers, bakery businesses, food service providers, and retail suppliers to purchase and use California Walnuts, above other countries of origin, in new formulations and recipe development for manufacturers.

RESULTS: 500,000 AVERAGE ONLINE VIEWS A MONTH



500K VIEWS PER MONTH



ONE OF THESE ICE CREAMS USES CALIFORNIA WALNUTS
Brighten up your customers' day - click for more



PUBLICATIONS INCLUDED:

GroceryTrader

WholesaleManager

Kennedy's Confection

The Grocer

FOOD manufacture

BritishBAKER

Ooh..

Restaurant Industry News

Cash & Carry Management
incorporating Delivered Wholesale

July to December 2023 Activities

July to December 2023 Activities



Every CALIFORNIA WALNUT helps

245K
REACH



TESCO OFD IN 780 STORES

CWC branding appeared in **400 larger format UK stores** which included off fixture displays (OFD's) instore, online advertising, banner search modules, and recipe leaflet promotions.

Both Tesco and importer were so delighted with the initial success of the OFD instore promotion that they wanted to repeat the activity. As a result, CWC collaborated with the corporate team at Tesco to manufacture and place OFD's in a **further 380 stores** so the promotion was activated in **780 Tesco stores for a period of nine weeks**. The OFD's consisted of the top two shelves featuring California Walnuts, with the CWC logo prominently displayed on each OFD. The activity delivered a **54% uplift** in volume over the 9 week activation.

54%
INCREASED SALES



TESCO RECIPES FOR SUCCESS

Instore promotional activities in Tesco throughout **200 stores** comprised of a shelf talker and tear-off seasonal winter recipe. The focus was to increase awareness of California Walnuts as a versatile ingredient at a key time of the year. **Over 100,000 customers continued buying walnuts post activity** meaning that over time sales typically continue to show an increase throughout the year, with the promotion providing the catalyst to begin buying and trialling California Walnuts.



100K
CONSUMERS

TESCO ONLINE RSS

CWC launched an additional on-line campaign from August to October 2023. The campaign focused on promoting the private label **200g California Walnut SKU** through Relevant Sponsored Search (RSS).

Using RSS, California Walnuts positioned the 200g walnut SKU at the top of the search results page on Tesco.com. California Walnuts' 200g SKU appeared to consumers who searched for 'nuts' as well as a selected group of search terms, such as 'mixed nuts', 'healthy nuts' etc. The campaign also featured the 200g SKU during consumer browsing in the dried fruit, nuts, and seeds section on Tesco.com. During the first two weeks, the campaign delivered **245,000 impressions** directly from shoppers. **The campaign achieved a return on advertising spend of 485%** (the amount of revenue earned for every pound spent on the campaign).



TESCO BETTER BASKETS INITIATIVE

California Walnuts were selected to be a part of Tesco's 'Better Baskets' campaign. 'Better Baskets' is a comprehensive marketing initiative encouraging Tesco shoppers to make better choices when filling their baskets with great-value products. It is an online campaign that uses Tesco's corporate Better Baskets styling, which is available only for select products with high health and value credentials. California Walnuts are the only nut product to be included in the Better Baskets initiative.

CWC used advertising spots on Tesco.com to target consumers browsing specific categories reminding them to add the 200g California Walnut SKU to their online basket.

California Walnuts are a heart healthy food
30g a day can positively affect blood vessels



£2.75

Walnuts are a heart-healthy food
30g a day can positively effect blood vessels



£2.75

For further information: www.efsa.europa.eu/en/efsajournal/pub/2074

July to December 2023 Activities

GETTING INTO THE HEART OF POUNDLAND

Poundland

Following the recent acquisition of Poundshop.com, UK high street retailer, Poundland now have a fully functional online presence.

The new website has been rebranded with new products added each week. As a result of the commercial relationship built between Poundland and CWC, California Walnuts were among the first products to be added to the new website.

A promotional highlight spot was also made available to drive traffic through to the online purchase listing California Walnuts.

Further opportunities continued with Poundland and CWC through December and January which included;

Digital Screens, M6 Screen, Homepage Carousel, Social Media – Instagram



Whitworths



July to December 2023 Activities

farmfoods

FARMFOODS FSDU'S featuring CALIFORNIA WALNUTS

CWC partnered with FARMFOODS to highlight California Walnuts as the preferred nut of choice via an instore OFD based campaign. This is the second time, UK retailer Farmfoods has agreed to the distribution and placement instore of a California Walnut branded FSDU. The units were placed in **280 stores** across the UK, adding additional shelf space mid aisle, creating impact for shoppers.

280 STORES

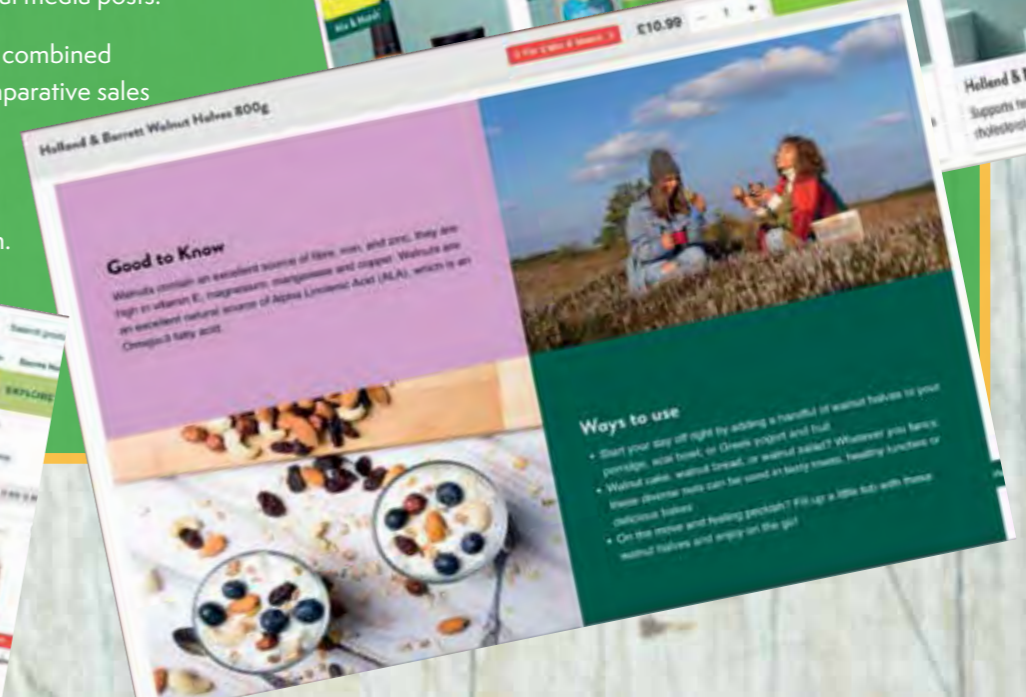
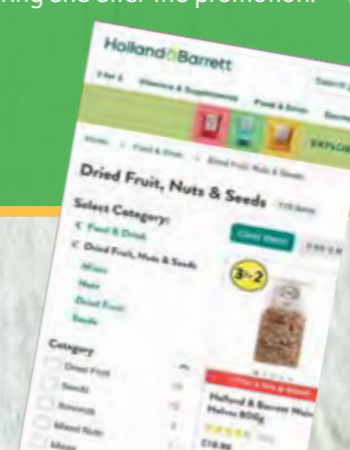
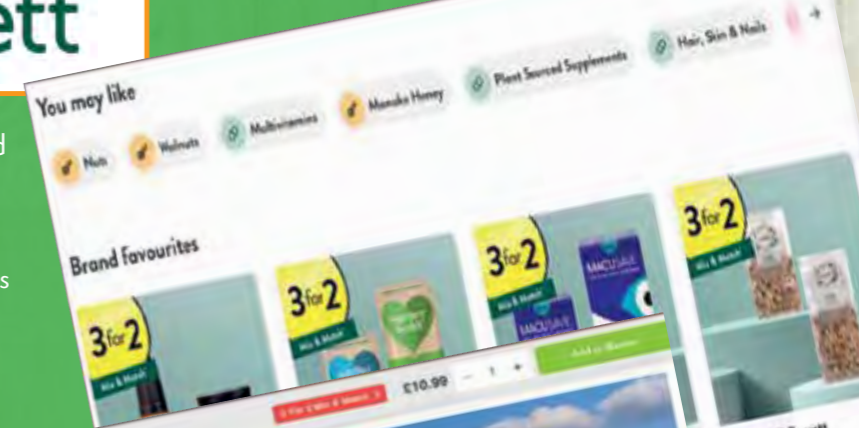


Holland & Barrett

Holland & Barrett is Europe's largest health and wellbeing retailer with over **1,600 stores**.

As part of their relaunch, CWC collaborated with H&B to promote California Walnut halves and pieces both in-store and online through a mix of banners, in-store shelf barkers, and social media posts.

Importer sell-in numbers were combined with Holland and Barrett's comparative sales uplift to measure direct sales. Pre, post, and settle down rates were also considered during and after the promotion.



July to December 2023 Activities

July to December 2023 Activities

TASTE *the* DIFFERENCE

34K
ENTRIES

Sainsbury's

Working closely with the UK based importer supplying California Walnuts to Sainsbury's, CWC initiated an instore and media promotional campaign. Partnering with Sainsbury's the instore promotion featured in **350 larger format UK stores** nationally and gave customers the opportunity to win one of 4 £500 Nectar vouchers. To enter consumers were required to purchase own label California Walnuts and scan their Sainsbury's Nectar loyalty card in order to take part.

Results were calculated by Nectar. **Over 34,000 consumers entered** the competition and purchased 100g California Walnut halves.

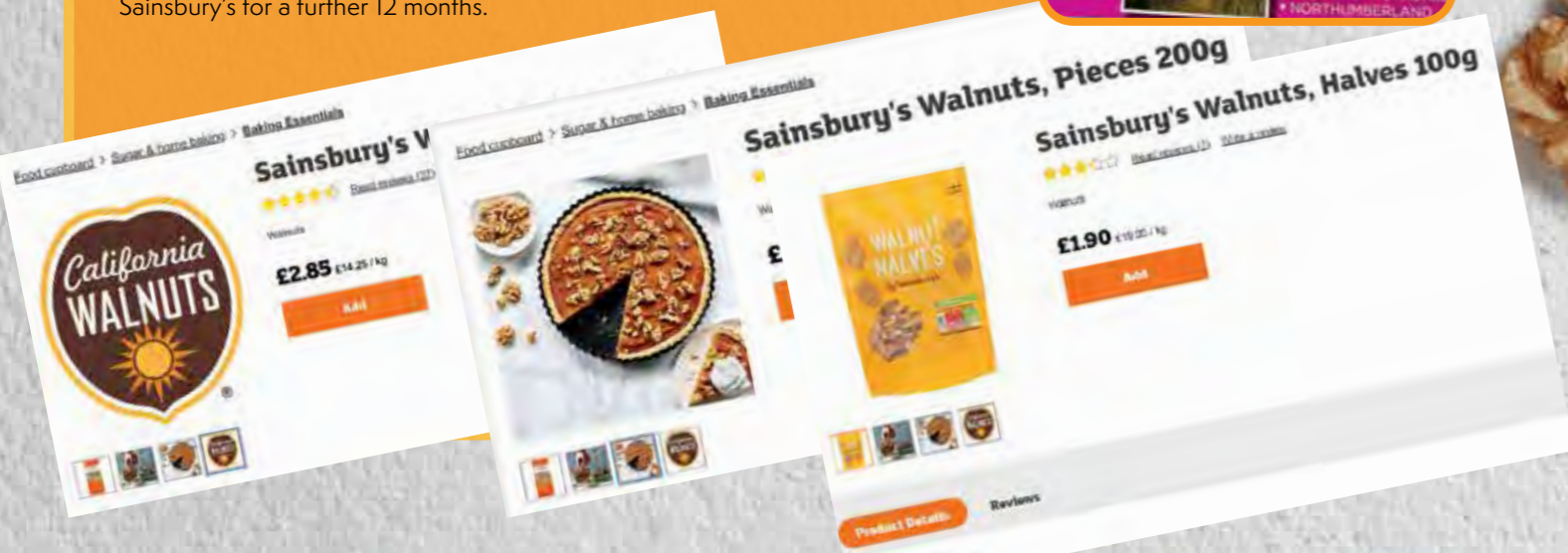
Since the promotion completed average sales are running at an additional sales rate of **8% when compared with the last 6 months of 2023.**

ONLINE AND PRINTED ADVERTISING

In addition to the instore activity CWC created a media campaign across all Sainsbury's media channels, including the magazine in print and on-line. The campaign contained inspiring recipe features and articles. The messaging focused on the health benefits of including California Walnuts in typical daily meals via a range of innovative recipes.

DIGITAL HIGHLIGHTS

CWC featured on the Sainsbury's UK grocery website. Additional images and the CWC logo were placed for 12 months. This not only highlights the versatility of California Walnuts, but also ensures that California is the origin of choice for Sainsbury's for a further 12 months.



July to December 2023 Activities



400K
ORDERS PER WEEK



The world's largest dedicated online grocery retailer, Ocado ranks among the leading food and beverage online stores in the UK, competing with long-established supermarket chains like Tesco, Sainsbury's and Asda. Employing nearly 20,000 people they process close to **400,000 orders per week**.

In association with the UK based importer, CWC secured banner advertising spots for Ocado's own brand California Walnut Halves. The banners appear during shopper searches for key terms including nuts, dried-fruits and baking ingredient search-terms. Activity remained online for a period of one month.

SORTED FOOD

Trade Communication

The UK trade were individually emailed the Sorted Food episode, featuring California Walnuts. The importers were all extremely positive regarding the activity and content and have shared with their contacts throughout the industry.



A GLOBAL AUDIENCE OF 2.7M

July to December 2023 Activities



100
TRADE PROFESSIONALS

NDFTA ANNUAL NETWORKING LUNCH

The UK trade association held its Annual Networking meeting in late September. The event was attended by members and guests of the UK Nut and Dried Fruit Trade Association. Over **100 trade professionals** attended the event including importers, wholesalers and retailers. As the CWC is an official member of the NDFTA they secured the opportunity to display a pop-up banner by the top table. Copies of the CWC's 'Grove' newsletter were placed on all tables and the CWC logo appeared on all promotional material and menus on the day.



Formed in 1978 B&M is one of the leading variety and grocery retailers in the UK.

From its first store in Blackpool, Lancashire, B&M has grown to over **700+ stores** and employs over **35,000+ staff**. B&M believes in selling top branded products at sensational prices. **Over 4million customers** visit B&M stores every week.

California Walnuts were the featured product on the in-store **OFD display nuts in 500 B&M stores**. The units were in store in early December and remained until mid-January 2024.



4M
CUSTOMERS PER WEEK

July to December 2023 Activities

July to December 2023 Activities

THE PERFECT PAIRING



As part of the ongoing series of tastings CWC once again partnered with the **world's third largest retailer** COSTCO.

A pre-Christmas instore promotion and sampling took place, which helped to support the sales of the Kirkland Signature California Walnuts in 1.36kg packs.

California Walnuts were offered in a pairing of Walnut Cheese and Chutney as well as a snack on their own. Buyers not only had the opportunity to taste the pairings but they could also take away information leaflets on how to include California Walnuts in appealing traditional Christmas products.

In total **31 depots held the sampling** of Kirkland Brand of California Walnuts.

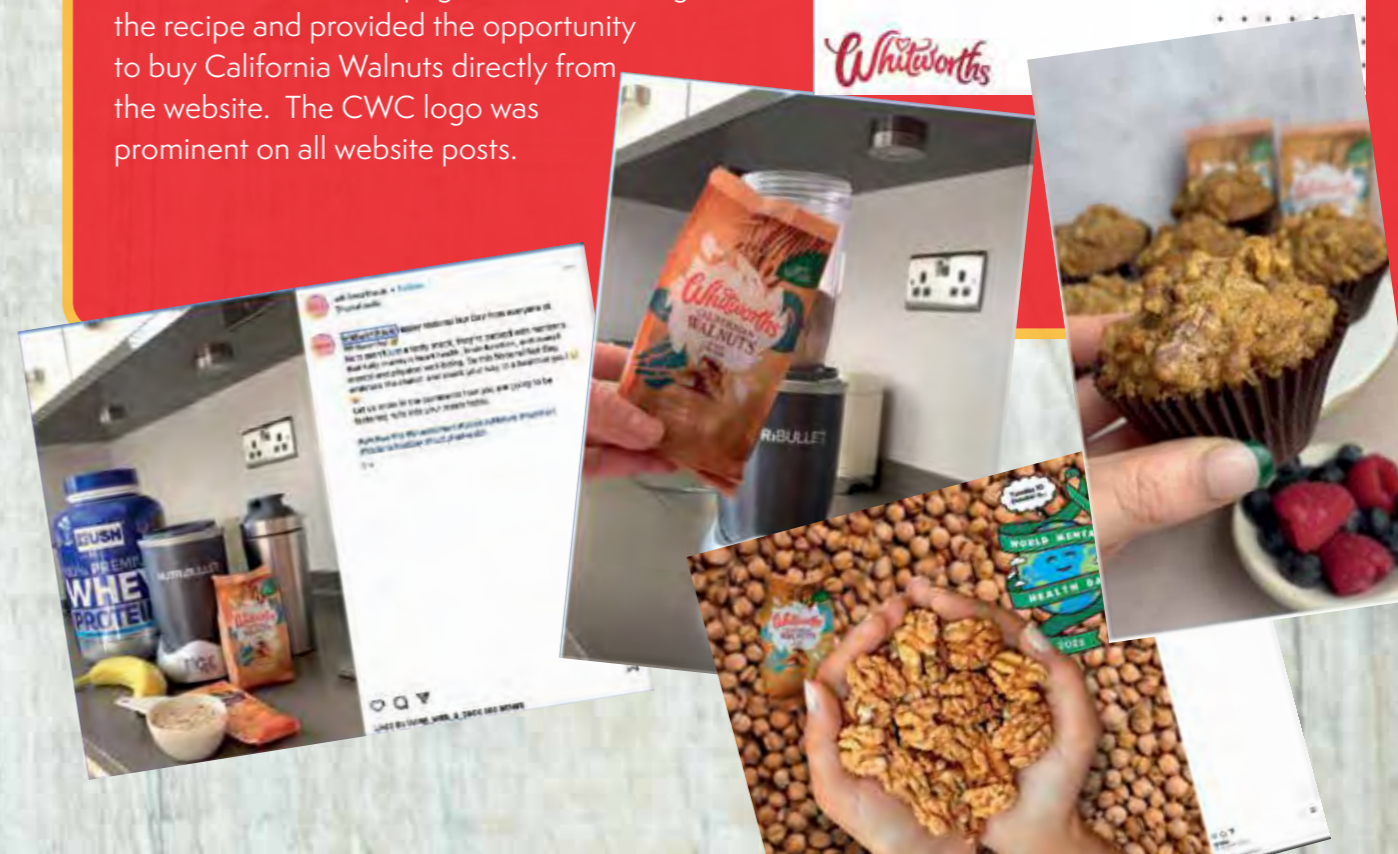
Continuous promotional activity with Costco helps keep sales up as well as introducing more people to walnuts when each promotion takes place.

Whitworths

SOCIALLY AWARE WITH WHITWORTHS

California Walnut recipes featured on UK importer and rebagger Whitworths UK social media platforms. California Walnut packs featured across social media posts for **'National Nut Day'**. Walnuts were the only nut Whitworths chose to feature. Whitworths posted a feature across their social media feeds providing top line information on their **'Favourite Snacks'**, walnuts were included with California Walnut pack shots highlighted.

Whitworths also featured recipes on their consumer focused website highlighting California Walnuts in two recipes. Both recipes featured on the Whitworths home page with links through to the recipe and provided the opportunity to buy California Walnuts directly from the website. The CWC logo was prominent on all website posts.



NEW PRODUCTS

NEW PRODUCTS



PRODUCTS

Holland & Barrett

Launched a new vegan range to include Everfresh Banana & Walnut Cake.



TOOTY FRUITY 150g Clam Shell

Country of Origin: USA

Tooty Fruity, a brand found in retail outlets across the UK, including forecourts and minute mart format stores. Tooty Fruity have reintroduced California Walnuts to their range.



FEELGOOD-SALE

Online retailer 'Feelgood-Sale' based in Selby, Yorkshire, North UK sell through their own website and Amazon.



A long-established family run company based in North London, UK specialising in nuts, snacks, seeds, confectionery, dried fruits and cereals. They offer in-house roasting, manufacturing, and distribution of high-quality products around the UK and Europe.

They have recently introduced an online retail shop where customers can buy direct from in 1kg pouches. Sunburst has a wholesale online shop for grocery stockists, distributors and bulk order customers.

The company sells 4 new walnut-based products – all 4 are California origin.



home bargains

Gondola End Promotion and New Packaging

Retailer Home Bargains created a gondola end in 225XL stores featuring the Bradbury range of dried fruit, nuts and seeds during July featuring new packaging for the entire range.



AN EXAMPLE OF THE INCREASING NUMBER OF WALNUT PRODUCTS OFFERED ONLINE

REAL FOOD SOURCE

www.realfoodsource.com/product-category/nuts/walnut

Country of Origin: USA/India/Moldova/Chile



WALNUT TREE

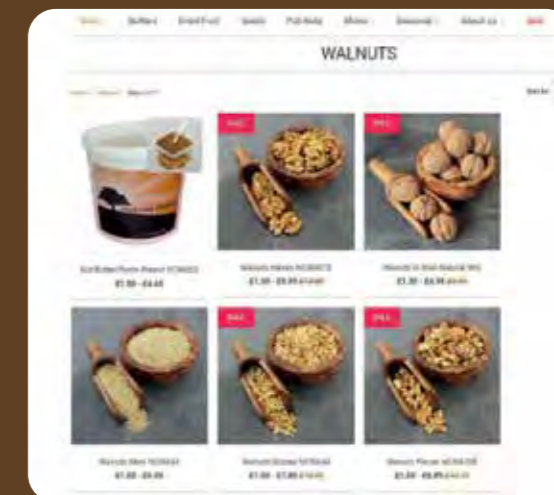
www.walnut.gifts/product/walnut-halves/

Country of Origin: USA



NATURAL CHOICE

www.naturalchoice.co.uk/collections/walnuts



NEW PRODUCTS

NEW PRODUCTS
(Continued)

TESCO

350g Retail Pack - inshell

Country of Origin: USA

Seasonal packaging available in the produce aisle on stand alone FSDU



co op

150g Retail Pack

Country of Origin: USA

Notice 'High in Fibre' as front of pack messaging



Ocado Walnut Halves 200g



ocado

200g Retail Pack

Country of Origin: USA

Included in the ongoing CWC marketing and promotion campaign.

REIDS OF CAITHNESS

Vanilla and Walnut Shortbread

Available across the UK rail network as an onboard snack



Sainsbury's

Christmas Line – 225g Pack

Country of Origin: USA

Seasonal packaging available in the produce aisle during the festive season.



July to December 2023 Activities

Cracking the Press

122M
REACH

California Walnuts UK consumer PR activity continued to highlight the health benefits and versatility of walnuts in relation to current trends via an always on press office and through peak campaigns.

Coverage in this period appeared in **69 articles** across national, consumer and regional online and printed media, with a **total reach of more than 122m**. Publications that have featured California Walnuts include The Sun, Yahoo! News, The Telegraph, Sainsbury's Magazine, MSN, The Express, Love it!, My Weekly, Stylist to name a few and multiple regional publications such as The Scotsman, Times of Bristol and The Scottish Sun.

93% OF COVERAGE MENTIONED CALIFORNIA WALNUTS SPECIFICALLY

29% OF ALL ARTICLES INCLUDED A RECIPE

71% INCLUDED A HEALTH MESSAGE



July to December 2023 Activities

Autumn activity saw PR and digital activity highlighting California Walnuts' health benefits, with a focus on the 5 ways eating California Walnuts can support immunity – antioxidants, protein, fibre, brain boosting, good for the gut.

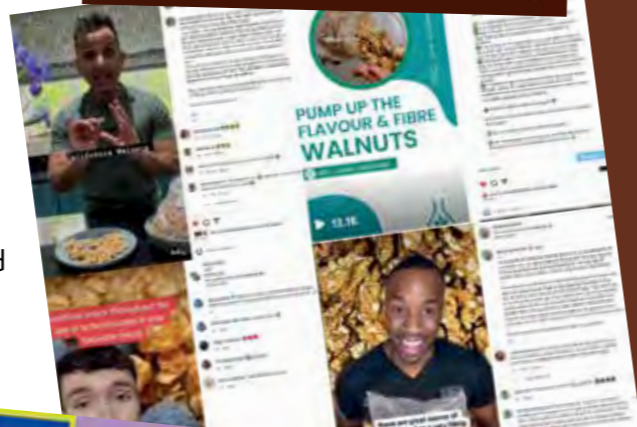
Multichannel activity included ambassador partnerships, audio advertising via Spotify and Podcast, news generation, and media outreach.

A panel of digital experts included Dr Amir Khan, Dr Ethan, Dr Amos Ogunkoya, Dr Emeka Okorochoa, Dr Jenna Machciochi, and Nics Nutrition.

Each expert posted reels focusing on at least one of the key reasons to eat walnuts, which to date have been viewed ½M times.

Presenter-led podcast adverts ran for four weeks across Run Pod, The Food Medic, The Therapy Edit, and Outspoken Beauty. The four podcasts were chosen for synergy with consumer interests on food, health and lifestyle. The ads were heard more than 225k times throughout the month of October.

To help amplify the message of health, a news generation style survey was conducted to learn more about health concerns consumers had heading into winter. The results were developed into a story which was supported by comments from Dr Amir and issued to national and regional news desks. The news generated 32 pieces of coverage with 100% of articles containing California Walnuts, 144m online readership and 300k print circulation. It had an estimate of 571k views. The story featured in the likes of the Daily Mirror and on The Sun, The Mirror and the Daily Star.



July to December 2023 Activities

Inspiring ONLINE CONVERSATIONS

4M

REACH FROM JULY TO DECEMBER

California Walnuts UK social media channels continue to reach, engage and inspire our consumers, with over 12.5m opportunities created cross platform to see and hear about California Walnuts between July and December 2023, reaching more than 4m people.

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

HIGHLIGHTS OF REACH AND ENGAGEMENT ACROSS ALL CHANNELS:



FACEBOOK

9m impressions

28k engagements
(reactions, comments, shares, saves)

38k link clicks
to the California Walnuts UK website

220k video views



INSTAGRAM

3.6m impressions

70k engagements
(likes, comments, saves)

2.7k link clicks
to the California Walnuts UK website

753k video views

*Stats from July to December 2023



July to December 2023 Activities

July to December 2023 Activities

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.

THE THREE MOST POPULAR RECIPES VISITED IN THIS PERIOD WERE:

- 1 Festive Inspired Trifle
- 2 Hasselback Potatoes with California Walnuts and Cheese
- 3 Mexican Shepherd's Pie

67%

INCREASE IN WEBSITE USERS
*since January to June

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

GOING GLOBAL

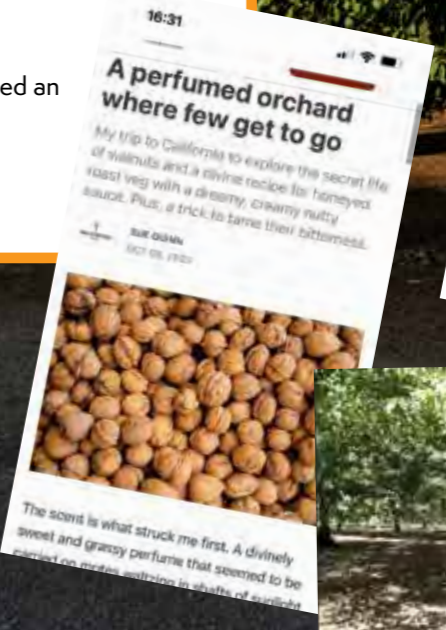
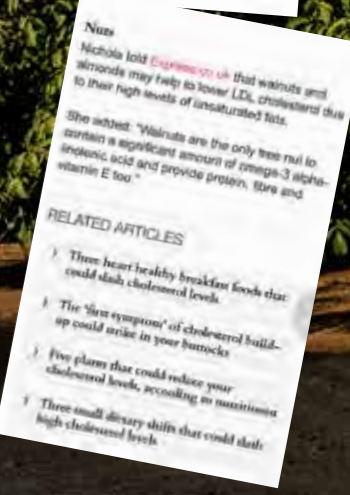
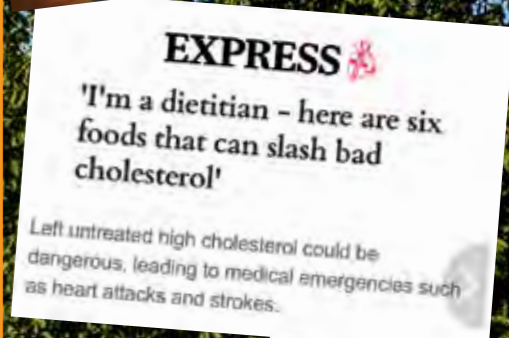
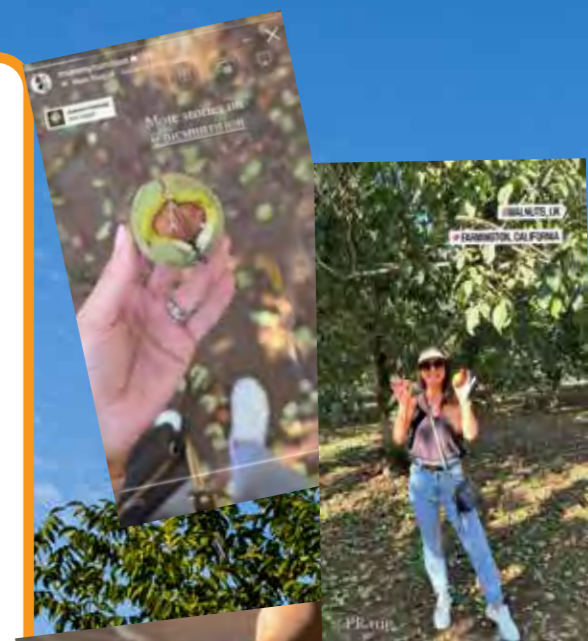
At the beginning of October, three influencers and a journalist joined invitees from six other countries to experience a walnut harvest in California first-hand. This included **Sue Quinn** (10k followers) (award-winning food writer for The Guardian, The Telegraph, The Times, Delicious magazine and more), **Nics Nutrition** (47.3k followers), **Sepps** (531k followers) and **Kitchen with Cumbers** (21.5k followers). Every attendee shared on their social media channels numerous times tagging in California Walnuts reaching just **over half a million followers**.

The tour was also featured on Sue Quinn's substack titled 'A perfumed orchard where few get to go' and comments by Nic's Nutrition on walnuts have since been featured on **The Express** (reach: 7,339,450).

After also attending the Harvest Tour, Sorted Food produced content on California Walnuts which went live on its renowned YouTube channel. The channel has **2.76M subscribers** and since going live, the video has had **338k views globally**. The average watch-time of each of these views is 10mins and 38 seconds.

In the last 6 months the shopping affinity for Sorted Food's audience is nearly 16 times higher than the average YouTube audience for Walnuts on platforms like Amazon. That means that somebody who has watched a Sorted Food video in the last 6 months is **16x more likely to buy walnuts on Amazon** than the average YouTube viewer. Plus, 1.37% of all customers of walnuts on Amazon, globally, have watched a Sorted Food video in the last 6 months.

In addition, the launch reel they shared has been viewed **28.1k times with almost 1k likes**. The video also generated an increase in searches online for walnut lasagne.



July to December 2023 Activities

July to December 2023 Activities

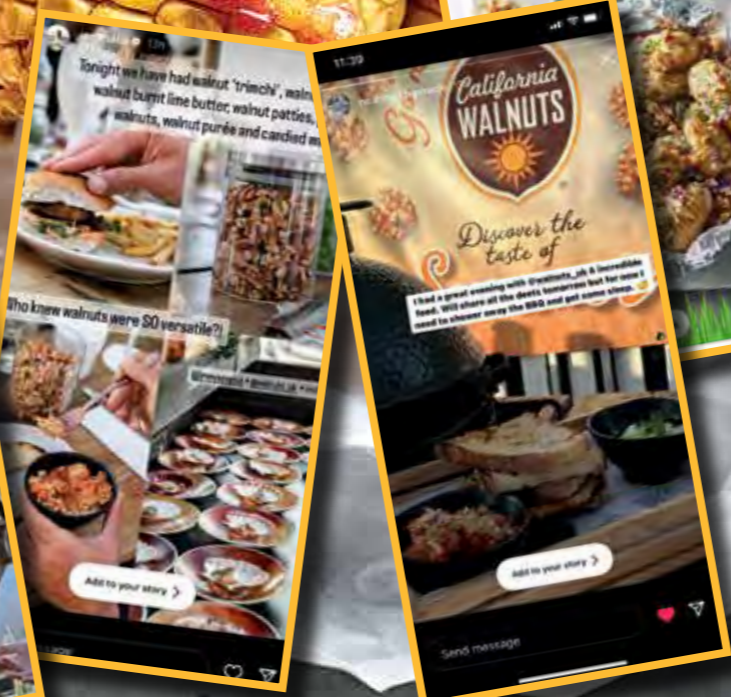
THE *taste* OF Summer



Summer activity saw implementation of a multi-channel campaign that positioned California Walnuts as the essential summer ingredient via partnerships with influencers, as well as digital and audio advertising.

The campaign highlight was an influencer event held in central London at the popular pop-up Jimmy's BBQ Club on the Southbank - side of the River Thames.

Guests were inspired by an exclusive 7-course California Walnut centric menu, sharing more than 130 pieces of content on their social channels that evening and during the days that followed.



Three leading influencers shared exclusive California Walnut summer recipes. The recipes, posted across Instagram and TikTok showed different ways to use walnuts and tapped into consumer trends on budget eating, airfryer usage, and vegetarian eating.

Alex's Kitchen Bangers, developed and shared an Air Fryer Honey Chicken, Mimi at Beat the Budget produced a Date night under a tenner featuring Whipped Feta with Spicy Chilli Oil Walnuts, Sundried Tomato & Walnut Penne, and Lemon & Walnut Ice Cream, while Hey Renu created a Walnut Burrata Crumb. The recipes were viewed more than 1.2m times.

Amplification of the message also came via advertising on Spotify, Pinterest, Facebook and Instagram. Spotify ads, with audio ads, focused on key areas of consumer interest including health, how to keep walnuts fresh longer, new and budget-friendly ways to use walnuts in unexpected delicious ways, and the California provenance with over 1m impressions driving 5k consumers to visit the campaign website to find out more.

Pinterest ads focused on nine new recipes developed for the campaigns generating 900k impressions and 2.3k link clicks. The summer recipes showcased the versatility of walnuts, with dishes ranging from plantbased burgers, through to hot dogs with California Walnut relish, as well as sides, salads and desserts.

Across Facebook and Instagram posts and adverts featuring summer recipes and images reached over 915k people in July.

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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