

THE CALIFORNIA GROVE



California Walnuts in the UK

ISSUE 12

INSTORE PROMOTIONS DRIVE SALES



An update of the California Walnut Commission trade and consumer activities from January to June 2024.

Market/Industry – UPDATE

California is the leader in walnuts sold around the globe providing walnuts to more than 50 countries. The 2024 crop, while estimated smaller than the record-setting crop of 2023, is still a significant volume of walnuts that's similar in crop size to the 2019 harvest. The harvest has started with favourable weather conditions that will support the high quality that defines California walnuts globally. Additionally, the industry acreage profile shows 54% of the orchards are less than 15 years old, ensuring a solid production base for the future.

CALIFORNIA WALNUTS INSTORE PROMOTIONS DRIVE RECORD SALES!

The market share of the leading supermarkets in Great Britain (GB) from January 2017 to April 2024 has remained fairly stable. Tesco and Sainsbury's had the largest share over the period under consideration, holding 42.7 per cent of the market together as of April 2024.

Before the popularity of the discounters, the grocery retail market was dominated by the 'big four' supermarkets: Tesco, Sainsbury's, Asda, and Morrisons. On the back of the post-Brexit uncertainty and growing inflation, consumer behaviour has shifted in favour of cheaper alternatives such as Aldi and Lidl.

In September 2022, Aldi took over fourth place in the grocery store ranking from Morrisons for the first time. In April 2023, Aldi's market share reached double digits for the first time. In October 2023, this figure stood at 9.9 per cent. April 2024 marked the month when Lidl reached eight per cent of the market. (source: Statista 2024)

The in-store promotions showcasing California walnuts are gaining momentum in top supermarkets across the UK. The California Walnut Commission (CWC) has partnered with the vast majority of leading UK supermarkets during the first half of the promotional year. The following pages feature some of the highlights.

TESCO

A TREAT IN STORE! Tesco OFD IN 780+ STORES

Following the success of the previous in-store activations of the OFD in 780 Tesco stores, CWC once again supported 2 further branded Off Fixture Display (OFD) campaigns. The first began in December 2023 and ran until March 2024 and the second from May through July 2024. The CWC OFD was located in prominent positions in the produce sections and very close to the checkouts in many cases.

As before, California walnuts occupy the top 2 tiers of the fixture, and the California walnut logo is featured on the OFD's sides.

Sales momentum is on the rise, with each activation leading to **increased sales** compared to the previous. This indicates that customers are embracing these promotions, and the activations have contributed to driving sales up over the year. The installations have not only driven additional sales, the primary objective, but have also attracted **new consumers, resulting in a significant increase in imports** over the previous year, 2023.

... and ONLINE TESCO online banner advertising

Working with Tesco, CWC launched additional banner advertisement activity on Tesco.com. Active online shoppers were interrupted by advertisements before checkout to encourage adding California walnuts to their shopping basket before purchase.

780+
STORES



Sainsbury's

THE SWEET TASTE OF SUCCESS

California walnuts in-store nectar competition in Sainsbury's

Working with the UK's second-largest grocery retailer, Sainsbury's, CWC launched an in-store California walnuts promotion via a 'fin' located next to California walnut's on-shelf offering **100,000 Nectar Points**.

The promotion was open to all Sainsbury's Nectar customers who purchased California walnuts, The promotion ran in **600 stores**. Although the actual promotion featured the 100g packs containing California walnuts the EPOS data shows **strong uplifts on all 3 California Variant SKU's** including the 200g and 300g packs.



**600
STORES**

Getting to the **HEART** of it

Whitworths

Whitworths – featuring 'Heart Health' on pack

As part of its recent re-brand, leading dried fruit, nuts and seeds importer and re-bagger Whitworths chose to place California walnuts' heart health message on their own branded pack which also calls out 'Californian walnuts' on pack. "The heart health message resonates with our customers and helps underline

our commitment to 'Mission Nutrition' - With the help of nature's nutrient powerhouses nuts, seeds and dried fruit, we want to enhance the diet quality and overall health of the nation," said Phil Gowland, Whitworths Commercial Director.



Poundland

During January 2024, CWC launched a third in-store activity with Poundland, featuring Whitworths own branded 100g packs, which continued into May. The campaign aimed to generate awareness of 'California' as the origin of high-quality walnuts and the heart-health benefits, featuring Omega 3 messaging. The campaign included radio ads and window posters in **500+ stores**, as well as 40ft backlit screens located on the busy interchange of two major motorways in Birmingham, with an expected reach of approximately **3.6-4 million consumers**. In addition, social media posts reached 1 million Poundland customers directly, promoting both products.

Lastly, following the launch of the transactional Poundland website, banner ads were placed online which including a direct link to purchase products.



**SEEN BY
4M
CONSUMERS**





Shop for HEALTH and WELLBEING



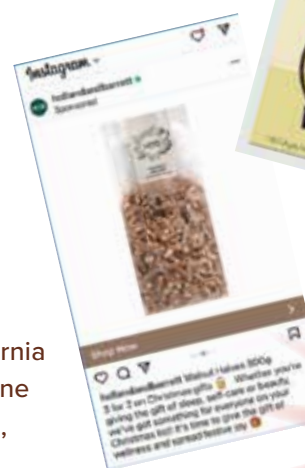
Holland & Barrett
Versatile, nutritious and heart-healthy California walnuts



Holland & Barrett
Versatile, nutritious and heart-healthy California walnuts



Holland & Barrett
Supports heart health



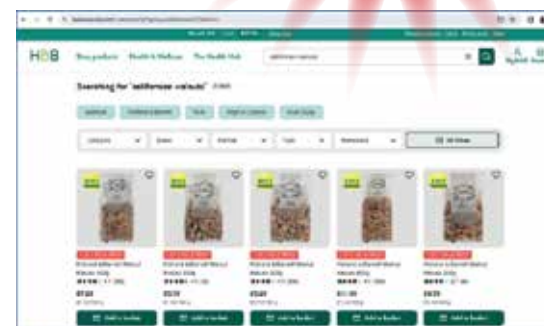
**1,600
STORES**

Holland and Barrett – the UK's largest health and wellbeing retailer see CWC promotion in over 1,600 stores.

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.

In addition, Web banners on Hollandbarrett.com were supported by dedicated emails and social media posts promoting California walnuts to active and registered lapsed H&B shoppers.

Online searches have been updated with the range of H&B walnuts appearing on newly agreed search terms 'Californian walnuts' and 'California walnuts'.



B&M FSDU's ACTIVITY FEATURING CALIFORNIA WALNUTS

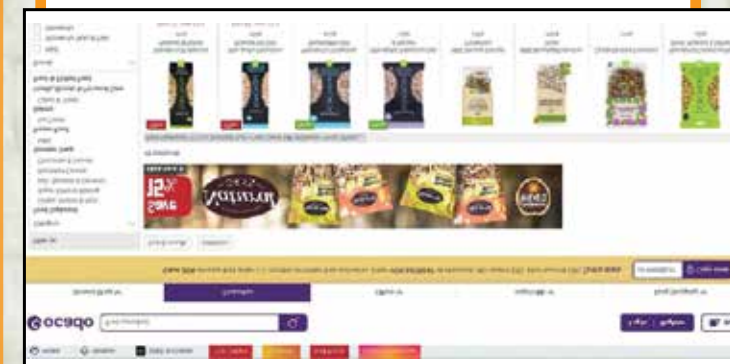
California Walnuts were the featured product on the in-store Free-Standing Display Units (FSDU's) in **500 B&M stores**.

California walnuts occupied the top 2 tiers of the head height units. The FSDU's were launched in December and remained in store through February.

**500
STORES**



OCADO – THE WORLDS 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.

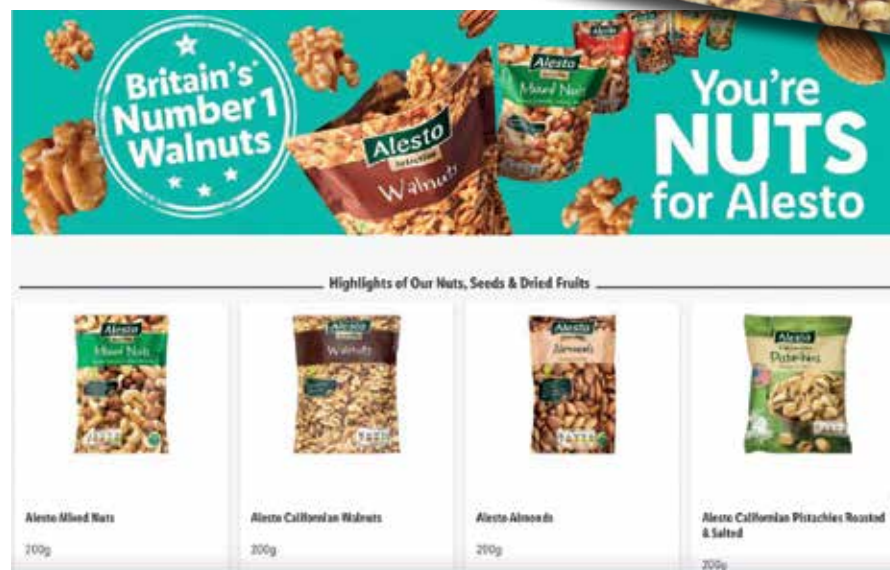
In association with the UK-based importer, CWC secured banner advertising spots for Ocado's own brand California walnut halves. The banners appear during shopper searches for key terms including nuts, dried fruits and baking ingredients search-terms. Activity remained online for approximately 4 weeks.





LIDL's Going (Wal)NUTS for California

LIDL UK is proudly showcasing its 'Britain's Number 1 Walnuts' banners on their website once again. They are featuring their very own 'Alesto Californian Walnuts' right under the banner. It's encouraging to see LIDL's own brand taking the spotlight and emphasising the California country of origin of the walnuts. It's no surprise that 'Britain's Number 1 Walnuts' are Californian! With LIDL now being the 6th largest supermarket in the UK with 960 stores nationally, this is wonderful news.



960
STORES



FREE PUBLICITY SAINSBURY'S MAGAZINE

Sarah Maber, Editor, highlights the positive impact of walnuts.

In the April piece entitled 'Healthy Eating Hacks, tips and Advice' Sainsbury's Magazine senior Editor Sarah Maber suggests the consumption of walnuts for heart and brain health, highlighting the positive impact of walnuts on overall well-being. This free publicity in Sainsbury's Magazine serves as a testament to the positive relationship the California Walnut Commission has fostered with Sainsbury's, offering valuable exposure to the health benefits of walnuts.

Sainsbury's
magazine



1.85M
MONTHLY
REACH



NDFTA AGM and Luncheon

The 2024 National Dried Fruit and Nut AGM and lunch took place on April 26th. 85 members of the association gathered to receive updates on the work of the NDFTA and to network with each other. The event was attended by most of the major UK importers, including nearly all of the major California walnut importers. Copies of the previous issue of this newsletter were placed on all tables, along with a CWC-branded pop-up banner placed next to the UK representative's table.

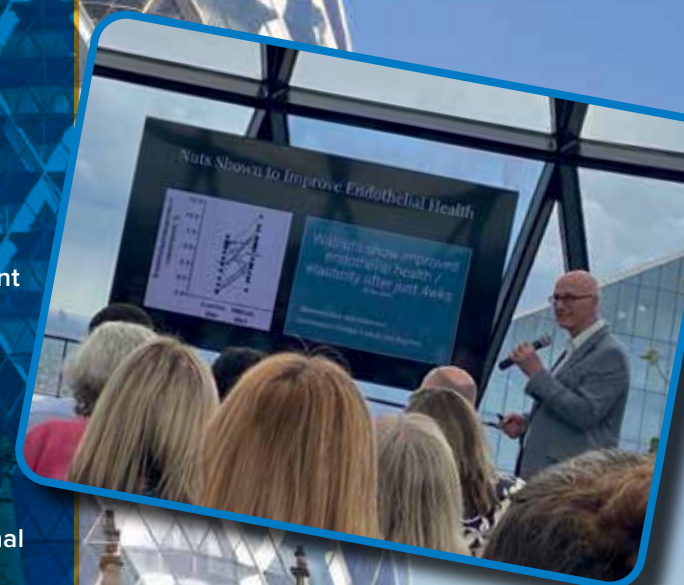
In addition, the CWC logo appeared on all promotional material and menus along with a still digital image on a large format presentation screen within the main dining room.



Whitworths Rethink small

CWC, UK representatives attended an event at the iconic 'Gherkin' in London hosted by Whitworths. The event was all about rethinking small changes for big health benefits. Visitors learned about the incredible nutritional value of including a small handful of dried fruit, nuts, and seeds in daily diets. It was eye-opening to hear from experts in education, nutrition, and health, including Henry Dimbleby, author of the UK Government's Food Strategy paper. Dr Max Gowland's presentation hit home, highlighting how the current UK nutritional guidelines are falling short and the alarming 26% obesity rate in the UK. **Over 120 people** were in attendance including healthcare professionals, importers, and government representatives. The presentation shed light on the health benefits of California walnuts, and it was exciting to see Whitworths' new packaging with 'California' prominently displayed. All digital social media and promotional material featured only 'walnut' imagery, including the food menu, pictured below, and business cards. Guests left with a goodie bag consisting of Dr Max Gowland's wonderfully compiled book 'Nuts, Seeds and Dried Fruits', Whitworths newly branded California walnuts snack pack and walnut branded business cards.

The head Chef on the day Omar Foster created the canapes for 'Rethink Small' and included California walnuts in his 'Hearty Loaf' recipe along with a 'Feel Great' Gazpacho main dish featuring toasted California walnuts.



120
ATTENDEES

WE HAVE THE KNOWLEDGE AND QUALITY



California WALNUTS

QUALITY

Knowledge is everything when it comes to growing the world's finest walnuts. Multi-generational knowledge passed down over the years, blending the perfect weather and soils with the know-how and experience to produce beautiful, high quality California Walnuts.

Only in California do all of these distinct components combine with expertise, commitment and dedication to grow the finest quality walnuts.

CALIFORNIA QUALITY, CALIFORNIA WALNUTS.

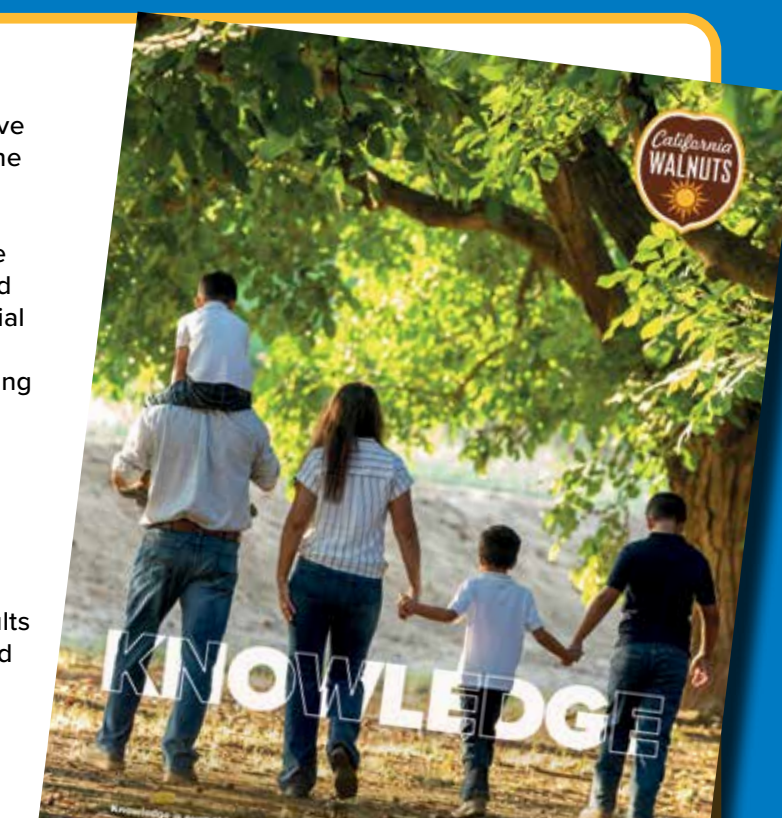
CONTACT: trade@californiawalnuts.co.uk www.californiawalnuts.co.uk

Trade advertising ran alongside in-store activities which provided several benefits to drive consumers in-store. The ads helped to increase the visibility of the California walnut products and the ongoing promotions, creating awareness among retailers and encouraging them to stock up on the promoted items. Additionally, trade advertising led to greater exposure and engagement with potential customers, influencing their decision to visit the stores. This combined approach of trade advertising and in-store activities created a persuasive and consistent message, ultimately driving traffic and sales within the stores.

Having knowledge and quality assurance offers numerous benefits. It ensures that products meet high standards and are produced with the latest information and techniques, which ultimately results in customer satisfaction. Additionally, it helps build trust with the trade for their consumer products.

CWC launched a new digital and print trade ad campaign to promote California walnuts. They created exciting and engaging new creative to run throughout the summer months. The primary goal of the campaign was to emphasize the importance of knowledge in growing the world's finest walnuts. Additionally, the campaign aimed to promote the use of quality ingredients such as California walnuts in various products. Its goal was to encourage food manufacturers, bakery businesses, food service providers, and retail suppliers to choose California walnuts over walnuts from other countries for new formulations and recipe development.

RESULTS: 681,000 AVERAGE ONLINE VIEWS A MONTH



AVERAGE

681K

VIEWS PER MONTH



California WALNUTS

We grow the finest quality walnuts.

CALIFORNIA QUALITY, CALIFORNIA WALNUTS.

CALIFORNIA QUALITY, CALIFORNIA WALNUTS.

PUBLICATIONS INCLUDED:

GroceryTrader

WholesaleManager

Kennedy's Confection

BAKERY

FOOD manufacture

Kennedy's Bakery Production

SPECIALITY FOOD MAGAZINE

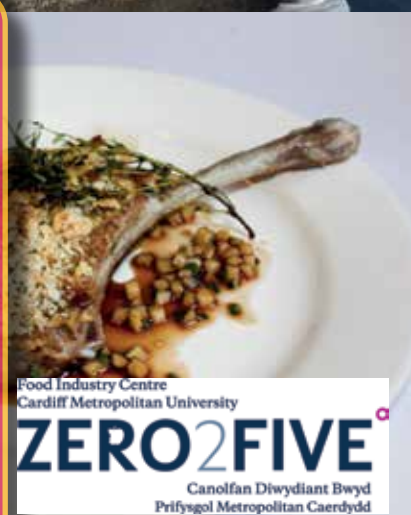
FOOD AND DRINK NETWORK



QSP Update

CWC launched a QSP program (Quality Samples Programme) for the first time in the UK during 2023. The purpose of the QSP program was to increase knowledge of the versatility and quality of California walnuts as a key ingredient in food and beverage products.

135 boxes of California walnuts were distributed to 11 recipients with a collective reach of **over 6,000 companies** and individuals. As a result of the QSP program a number of new products have been developed for commercial sale. Development continues with further updates provided in a future issue of The California Grove.



CAFE ST HONORE



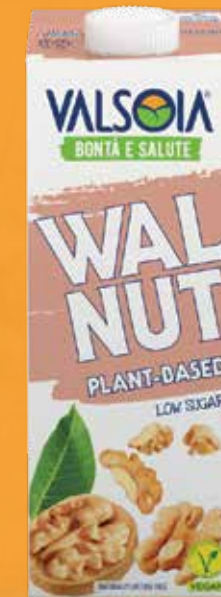
BAKO
"The key ingredient to the food industry"



PRODUCTS

Italian company Valsoia

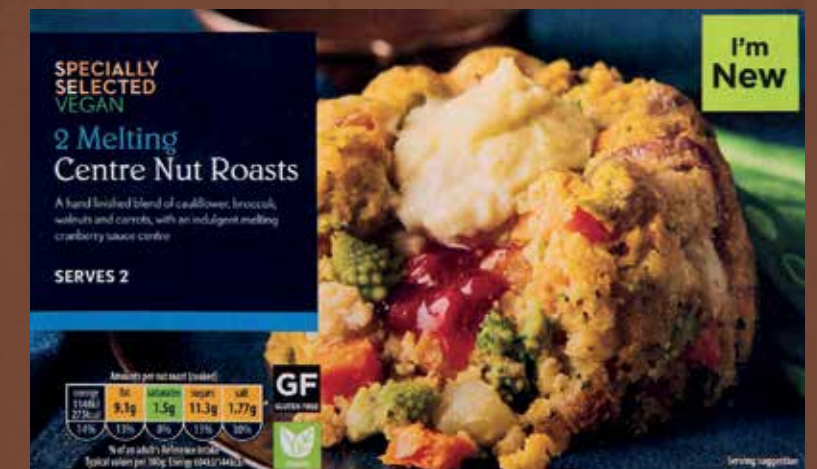
has listed its 1 litre walnut drink in Ocado. The drink uses California walnuts as a paste at 2% volume. As far as we know this is the only walnut drink currently available in any of the household multiple grocery chains in the UK.



Chocolate specialist 'Chocolate Lodge' has developed their own version of the famous 'Walnut Whip' calling their version a 'Walnut Peak' – the product uses California walnuts and is available either direct or via a range of outlets. A box of 6 retails for £6.



Walnut Bach Flower Remedy – Accept that life is full of change and don't be held back or sidetracked. The positive potential of Walnut is the ability to adapt and move forward, making changes in one's life with a sense of constancy. Available from Ganesha Wholefoods online.



Aldi are stocking their Specially Selected, Two Melting Centre Nut Roasts, hand finished with a vegan melt and cranberry sauce centre with walnuts.

Cardiff University ZERO2FIVE – NPD Development

THE FUTURE IS WALNUTS

CALIFORNIA WALNUTS ON THE CURRICULUM

We are delighted to share that California walnuts is now a recognised curriculum subject at Cardiff University's Food Industry Centre NPD leadership program!

This is a fantastic addition to the program, and we can't wait to see the impact it will have.

ZERO2FIVE is able to draw on expertise in food science, nutrition, dietetics, food legislation, environmental health, trading standards, new product development and biomedical sciences.

The team of internationally recognised food industry experts are available to assist its clients across a variety of food disciplines including baking, dairy and meat technologies, hygiene management, packaging design, technical management systems and 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 plants, a development kitchen and a consumer research kitchen.

California walnuts created a curriculum focus with NPD students and staff to develop products using California walnuts in two categories: Savoury Products and Sauces. A minimum of 30% formulation weight of shelled California walnuts had to be used as part of each recipe.

We're delighted that California Walnuts are officially recognised at ZERO2FIVE's Food Tech facility as part of an ongoing programme to show students and industry how California walnuts can be used in a wide variety of ways. The ingenuity and enthusiasm shown by the 3 teams of students was excellent and the products all of a very high standard.

The plan is that each of the 3 recipes will be promoted externally via ZERO2FIVE industry contacts as well as to California walnuts customers with a view to placing one of the ideas into potential commercial production.

Each entry featured nutritional information as well as future development ideas, in some cases price points and packaging ideas were also offered by the students.



Cardiff
Metropolitan
University

Prifysgol
Metropolitan
Caerdydd

Food Industry Centre
Cardiff Metropolitan University

ZERO2FIVE

Canolfan Diwydiant Bwyd
Prifysgol Metropolitan Caerdydd



California Walnuts Collaboration with Florida Grapefruit

CWC partnered with Florida Citrus and Peter Sidwell,

TV chef and author to create a fabulous summer recipe for broadcast on Peter's online cookery school. Peter's cookery school has over **7.1K subscribers on YouTube, 139K Facebook followers, and over 6K followers on LinkedIn** and reaches around **500K industry professionals.**



500K
INDUSTRY
PROFESSIONALS
REACHED

CWC Presents UK Programme

CWC attended a full day of meetings hosted by FAS London for cooperators to meet with Daniel Whitley, Administrator of the U.S. Department of Agriculture's Foreign Agricultural Service at the US Embassy in London.

During the meeting, discussions were held regarding activities in the UK and ongoing policy reviews and updates from the team at DC.

Later the same day, presentations and Q&As were held with senior representatives from the Food Standards Agency and the City of London Port Authority.



Inspiring online conversations

4.5M REACH

California Walnuts UK social media channels continue to reach, engage and inspire our audiences, across multiple platforms, including, **new for 2024, TikTok**. TikTok has been introduced as a platform to help reach a younger audience and engage them with walnuts.

The core theme for 2024 is Walnut Wellness, with health the lead pillar, supporting by content on versatility, storage and provenance.

Nearly 4.5m people have seen a post or advert from California walnuts on social media between January and June 2024 – up 7% YOY.

HIGHLIGHTS OF REACH AND ENGAGEMENT ACROSS ALL CHANNELS:

12m impressions

1.7m video views

115k reactions, comments, shares and saves

50k link clicks

Stats from January to July.

January to June 2024

California walnuts ON THE WEB



The California Walnuts UK website is regularly updated with a range of engaging 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.



Cinnamon and Sesame Maple California walnuts
Part of our Air Fryer walnuts series.

KEY FACTS (JANUARY TO JUNE 2024) :

Website traffic has increased by 25% now reaching 8% of UK consumers.

More than 66% of the visits to the site came via social media

The most visited page on the website was the **Wellness page**, in line with the core campaign focus for 2024. This page has been viewed **16k times** in 2024 to date

15 new recipes were uploaded to the website, including recipes from partnerships with Sorted Food and Florida Grapefruit UK, as well as air-fryer walnut recipes.

THE FIVE MOST POPULAR RECIPES VISITED IN THIS PERIOD WERE:

- 1 CHICKPEA AND CALIFORNIA WALNUT POTATO TRAYBAKE
- 2 WALNUT VEGETABLE PASTA BAKE
- 3 FRUITY CARIBBEAN CHICKEN CURRY
- 4 CINNAMON AND SESAME MAPLE CALIFORNIA WALNUTS
- 5 CALIFORNIA WALNUT CHOCOLATE EASTER NESTS.

25% INCREASE IN WEB TRAFFIC

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

Cracking the Press

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 **72 articles** across national, consumer and regional online and printed media – **up 44%** vs the same time in 2023, with a total reach of more than 72m – an increase of **80% YOY**. Publications that have featured California walnuts include The Express, Psychologies, Love it! My Weekly, the i, HomeStyle, the Independent, Men's Health to name a few and multiple regional publications such as Wales Online, South London Press, Shropshire Star and Nottingham Post.

99% of coverage has mentioned California walnuts specifically.
93% of all articles have included a recipe and 30% a health message.



INDEPENDENT
Three wallet-friendly, healthy recipes for that bag of walnuts at the back of the cupboard

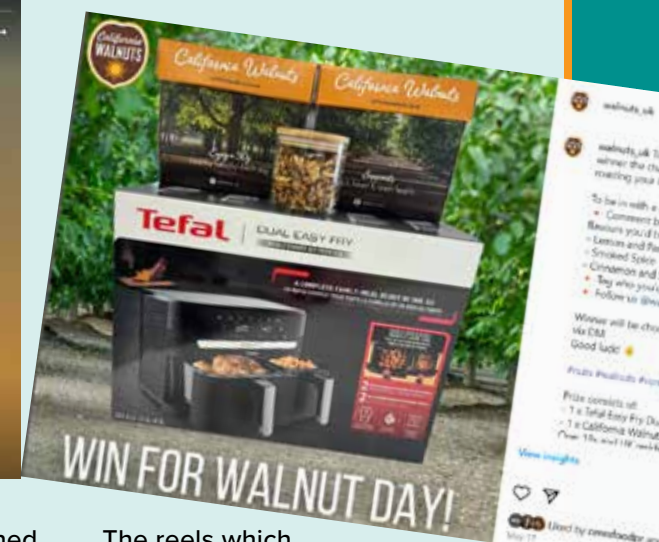
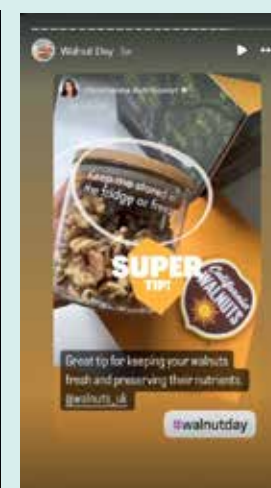
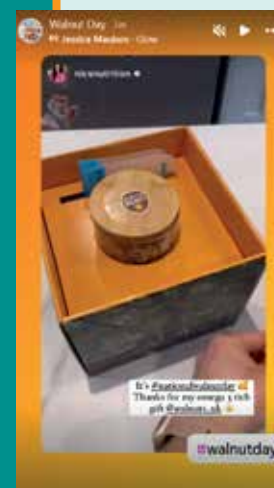
EXPRESS
'Melted' cheese and walnut toast recipe can be made in 10 minutes using just 5 ingredients



72M REACH

May 2024

Celebrating Walnut Day



Each year on the 17th May, the world celebrates the walnut. This year we wanted to ensure that when people thought about walnuts, they were thinking of California walnuts.

In the UK, a multi-channel campaign took place that included influencer collaborations and gifting, media activity, and enhanced social media advertising.

A series of collaborations took place with influencers that allowed us to communicate messages of provenance, versatility, health and storage with content released at regular intervals throughout Walnut Day across Instagram and TikTok.

Collaborators with a combined following of nearly 1.4m included:

Nutritionists Gopi Chandratheva and Kristen Stavridis

TV personality, 'freezer geek & food waste expert' Kate Hall

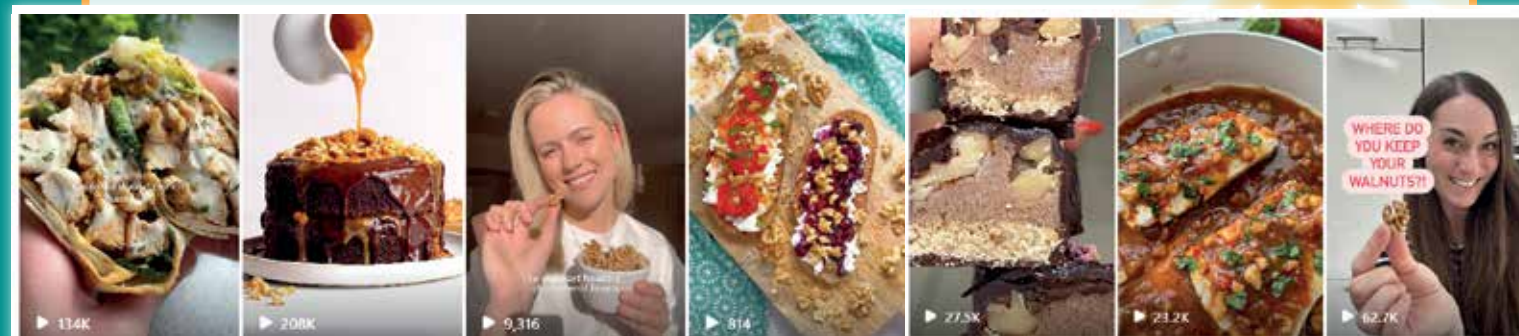
Foodies The Curry Countess, Em's Foodie Fix, Very Hungry Greek, and That Health Junkie.

Recipes created included California Walnuts Cottage Cheese Toasts for breakfast, California Walnut Crunch Wraps for lunch, Sweet Chill and California Walnut Cod for dinner, and California Walnut Caramel Bars and Turtle Cake for celebratory treats.

The reels which remain live have been watched more than 1/2m times to date.

A series of lunch recipes with walnuts was shared to media, the campaign website, and via social media, alongside 5 reasons to choose California walnuts, with nutritional information on Walnut Wellness, supported by nutritionist Claire Baseley. **Over 300k people saw an advert with California walnut content and recipes on the day itself.**

300K VIEWS



Helping consumers maximise the fresh TASTE of walnuts

Key to enjoying California walnuts at their best is where they are kept – but many consumers are unaware that the correct places to keep them are the fridge and the freezer once the bag has been opened.

Research commissioned by California walnuts showed that three quarters of Brits store walnuts in the wrong place, 71% think they belong in the cupboard and a further 56% don't think walnuts are fresh produce.

To help change this we teamed up with TV personality and fresh produce expert Chris Bavin who shared his top tips on how to keep walnuts fresh. Tips were shared with media and featured on the Express website (reach: 7,339,450) and across social media.

Chris Bavin's Tips for How to Correctly Store Walnuts:

Keep them cold – store them in the fridge (or freezer)

Keeping them cold also protects the healthy oils they contain, they are in fact the only tree nut to be a significant source of plant-based omega 3, which comes from these oils

When storing walnuts in the fridge, keep them away from foods with strong odours (e.g. fish, cabbage, onions). Walnuts can absorb the flavours of other foods

And wait to chop or shell them until you're ready to use them. The same applies for ground walnuts; don't grind walnuts until you're ready to add the walnut meal to your recipe. This will keep them fresh and help maintain great flavour.

Tips on storage also featured regularly on California Walnuts' social media channels, including in a series of videos that have been viewed more than 1/4m times in 2024 to date.

**7.33M
REACH**



Keep walnuts for up to 'six months' with easy storage method that 'maintains flavour'

Not only are they great for brain function, gut function and a source of protein, but there are plenty of other benefits to walnuts too.

By CHLOE DOWNSON, Lifestyle Reporter

13.13 Mon, Jun 17, 2024 | UPDATED: 13.36 Mon, Jun 17, 2024

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Listen to this article

Audio player controls: play, pause, stop, previous, next, volume, and other standard audio controls.



The nut is great for brain function and gut health (Express, Daily)



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