

THE CALIFORNIA GROVE



California Walnuts in the UK

ISSUE 13



Driving Sales across the UK

An update of the California Walnut Commission trade and consumer activities from July to December 2024.

Celebrating Success Across UK Retail



As we continue to drive growth and enthusiasm for California walnuts in the UK, we are excited to share the vibrant activities and initiatives taking place across UK retail supermarkets, including **Tesco, Sainsbury's, Farmfoods, Holland & Barrett, B&M and Iceland.**

In this issue, we'll highlight engaging in-store promotions, creative marketing campaigns, and exciting collaborations that bring California walnuts to the forefront of shoppers' minds.

Whether it's enhancing store displays, promoting health benefits, or engaging consumers through digital campaigns, we are committed to making California walnuts the go-to choice for UK shoppers.

Join us as we explore how California walnuts are making a splash in the UK retail landscape and discover ways you can get involved!

TESCO

3 Store promotions with OFD's, Digital Screens and Shelf Talkers over **1,200 stores**

Sainsbury's

Campaigns included digital screen advertising and aisle fin competition associated with Nectar in **1,000 stores. 18m Nectar members.**

Iceland

New to California walnuts as seen in **720 stores**



OVER
1,200
UK STORES

REACH
170M

Cracking the Media

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

Coverage appeared in **51 articles** with a total reach of **more than 170m**. Media outlets that featured California walnuts included The Daily Express, Delicious Magazine, Top Sante, Lorraine and Stylist magazine to name a few.

delicious.
MAGAZINE

The Telegraph

Lorraine

DAILY EXPRESS

STYLIST

California Dreaming

In October, we took two journalists and one influencer to California for the harvest tour. This included Xanthe Clay, Food Writer for The Telegraph, Jess Meyer, Group Food Editor at Future Plc and chef and influencer, Chris Baber. Every attendee shared on their social media channels reaching **214k followers**.

Woman Magazine (reach: 60,687) has gone on to feature California walnuts recipes across a 4-page feature.



Chris Baber's attendance has gone on to amass extensive media coverage, live event demonstrations and developed key industry connections including:

290k+ OTSH across Chris' paid for recipe content

including campaign key messages

Three interviews with BBC Radio Newcastle

Coverage in Luxe Magazine and Men's Fitness Magazine

Showcased a California Walnut, Salmon & Orzo dish at the Responsible Seafood Summit (Scotland) to **400 attendees**

Co-hosted a nutrition talk for young athletes with Colin Jackson, featuring a California Walnut Overnight Oats recipe

Developed a Chicken Pesto Sandwich with California Walnuts Pesto for the Allinson's bread brand

Hosted a live cooking demo at Good Food Show on the Big Kitchen Stage, showcasing Honey Glazed Pear French Toast with Ricotta & California Walnuts to over **4,000 attendees**.

Trade Awareness

As we continue to enhance the visibility of California walnuts across the UK, our focus on online advertising has become increasingly important. Our campaigns are designed to highlight the unique attributes of California walnuts, emphasising their versatility, quality, and consistency. Through a combination of targeted digital and print advertising initiatives that reach a wide audience across the UK. We are engaging key decision-makers and consumers alike, ensuring that California walnuts remain at the forefront of the UK market.

AUDIENCE REACH
1.2M

The Grocer

WholesaleManager

GroceryTrader

SPECIALITY FOOD
MAGAZINE

Kennedy's Confection

Kennedy's Bakery
Production

FOOD AND DRINK NETWORK

Try and buy!

Our initiatives focus on supporting the entire supply chain, from importers and wholesalers to manufacturers and retailers, ensuring that California walnuts remain the preferred choice for quality and consistency.

3 Costco sampling events were run across 2024 in 29 UK stores, 1 in Iceland and 1 in Sweden

COSTCO
WHOLESALE



Over
45K
members/guests
sampled



SAINSBURY'S MAGAZINE

CWC partnered with Sainsbury's Magazine as part of their Christmas campaign, featuring a range of festive banner ads showcasing recipe and usage ideas. The campaign focused around the 'Classic Christmas nut', Sainsbury's magazine has a reach of **4M**.



4M
READERS



WITH CALIFORNIA WALNUTS



LEADING UK DIETICIAN Helen Bond GOES ON-AIR WITH GBNews with 70,000 Live Viewers.

Many people assume that due to the fat content in nuts, they are bad for you. This is not the case! As Helen states, the fats present in nuts are unsaturated, healthy fats.

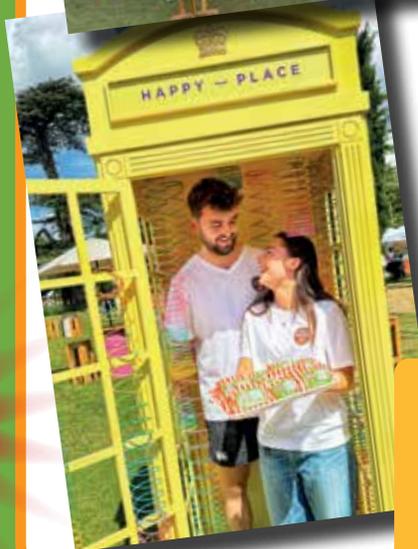
See the full interview on Instagram: www.instagram.com/p/DB3fyWEuthb/



VIEWERS:
70K

Taking CALIFORNIA WALNUT WELLNESS on Tour

From July through to November, the consumer team took the California Walnut Wellness on tour to three separate events with its California Walnut Wellness Café. This included The Happy Place Festival (London and Manchester) and Stylist Live (London).



Campaign Impact:

Consumers reached **17,500**

Views **892.4K**

Engagements **6.2K**

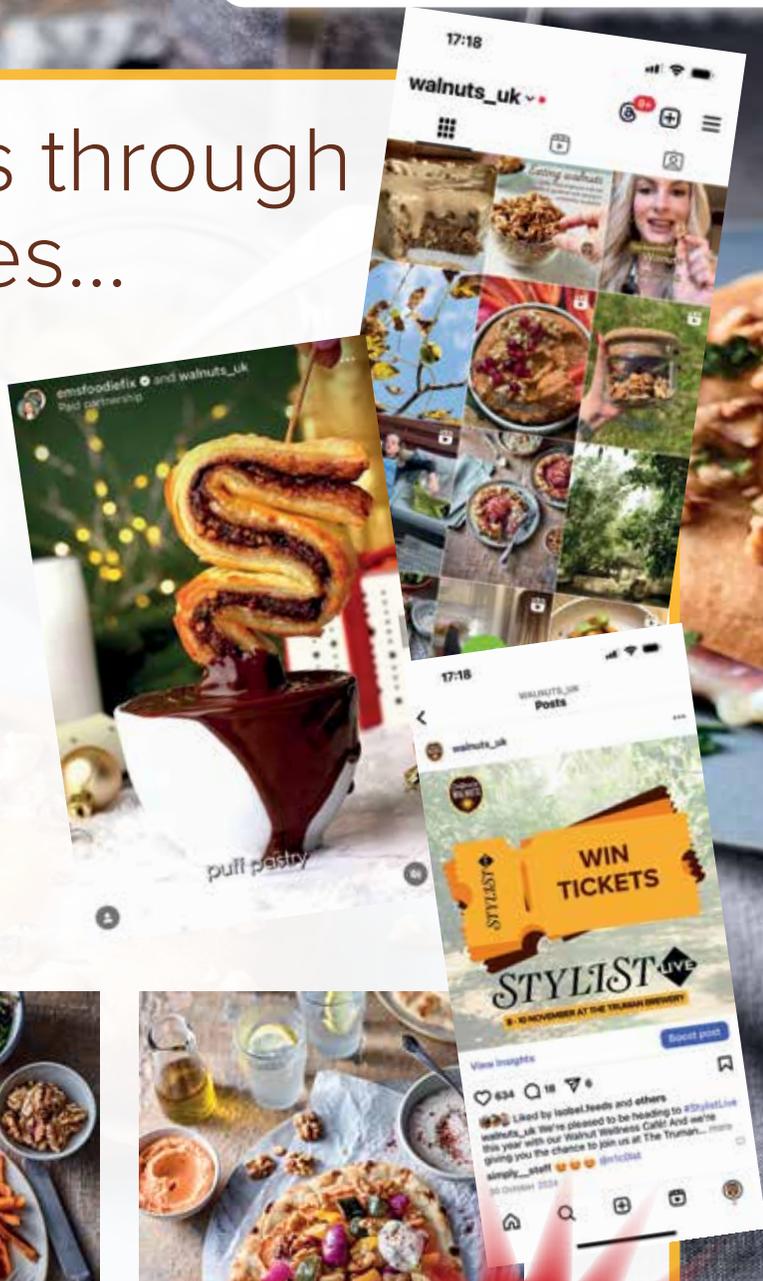
Both Fearnie Cotton and Happy Place Festival shared Instagram reels, which had a combined total of **7,500 samples handed out** and **180kg of California walnuts distributed**.

Reaching millions through influencer activities...

CONTENT: New content, including recipe reels and new Christmas recipe photography, was created for social media to drive stronger reach and engagement on the channels. This resulted in reaching **8m+** people across Meta and TikTok, with **956k** engagements.

INFLUENCERS: We worked with 8 influencers with a total following of **2.49m**. Their content has been viewed 697k times across Instagram and TikTok.

CHRISTMAS: We ran a daily competition for the 12 days of Christmas to engage our loyal followers and to grow our audience. This reached **118.5k** people and over **9,000 entries** across Instagram. The giveaway also generated **1,119 followers** in December.



8M+
REACH ACROSS
TIKTOK & META



Celebrating Heart Health

California walnuts has continued to partner with HEART UK with recipe inspiration delivered to 357k subscribers.



357K
SUBSCRIBERS

FOR MORE INFORMATION CONTACT:

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