

# California Walnuts

Trade Newsletter  
of the  
California Walnut  
Commission  
2013



## Thinking Outside the Box Creative Solutions for Processing Walnuts

■ Three out of four walnuts eaten globally are grown in California. Consumers value the exceptional flavor of this type of nut. Walnuts are also increasingly playing a role in the development of new food products. Suggestions and ideas for the creative use of walnuts come from all over the world.

### Beverages Refined with Walnuts in Korea

Koreans incorporate walnuts in prepared and instant beverages that only require the addition of hot water. Walnut tea, for example, is a mixture of flour, sugar, nuts and starch. The idea is interesting and could be applied to other products. It would be conceivable to include wal-

nut flour in chocolate drinks to increase the content.

### Walnut Sauces from Georgia

In Georgia, where Europe and Asia meet, walnuts are frequently used in traditional cooking. Especially popular are sauces and pasta dishes made with walnuts. Walnuts are found in Bazha Sauce, blended with red wine, vinegar and pomegranate juice, or in Satsivi Sauce, mixed with butter, garlic, cinnamon and vinegar. Because both sauces can be produced non-perishable and filled into bags, they are suitable for use both by the food service and as a convenience product.

### The Brits Love It Sweet

In the UK, the combination of walnuts and chocolate is especially popular.

Sweets made with walnuts are consumed here every two seconds. Almost all British supermarkets carry chocolates filled with vanilla sugar mousse and garnished with walnut halves.

### Walnut Shrimps from California

A dish derived from Asian cuisine has gained popularity in San Francisco and other parts of California: Honey & Walnut Shrimps. This recipe probably originates from Hong Kong. Shrimps are deep-fried and served with a sweet and sour mixture of walnuts, honey and mayonnaise. Since these ingredients are popular all over the United States, this dish has the potential to conquer American menus nationwide, and beyond...

Additional suggestions for processing walnuts and usage ideas for the food manufacturing industry can be found on the US website of the California Walnut Commission - [www.walnuts.org](http://www.walnuts.org) - under the heading Food Professionals.

PLMA Amsterdam, May 28-29, 2013

■ Visit us at PLMA 2013  
"World of Private Label"  
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You will find us in the Europe Complex, Booth 7519 at RAI Exhibition Centre in Amsterdam.

Information regarding opening hours and directions are available at:

[www.plmainternational.com](http://www.plmainternational.com).



# Latest News on Walnut Research Consumption of Walnuts Reduces Risk of Diabetes



American researchers have analyzed the results of two major nutrition studies and determined a relationship between the consumption of walnuts and a reduced risk of diabetes. Dr. David Katz, a specialist in diabetes and obesity, points out that these observational studies do not prove a relation between cause and effect. However, the findings are remarkable. According to Dr. Katz, "These findings strongly suggest that the consumption of whole, unrefined foods, such as walnuts, is significant in the fight against diabetes."

The research analyzed two long-term studies that had arrived at the same conclusion: The consumption of only two portions of walnuts per week (each approx. 30 g) lowers the risk of disease by 21%. Almost 120,000 healthy women between the age of 35 and 77 participated in the studies between 1998 and 2009.

Approximately 5.2 million people in Germany suffer from diabetes, with numbers rising. Half of the people affected are women. According to the latest findings, the determining factor in developing Type 2 diabetes is not so much the total intake of fat, but the type of fat consumed. Specifically, a higher amount of polyunsaturated fatty acids (PUFA) correlates with a lower risk of Type 2 diabetes.

Compared to other nuts, walnuts are rich in PUFAs. Walnuts have a unique fatty acid composition and are the only nuts with a significant amount of alpha-linolenic acid - the essential plant-based omega-3 fatty acid.

**Source:** *Walnut Consumption Is Associated with Lower Risk of Type 2 Diabetes in Women* (2013) by An Pan, Qi Sun, JoAnn E. Manson, Walter C. Willett, and Frank B. Hu; *J. Nutr.* 2013 *jn.112.172171*

//////// 50th Annual Conference of the German Nutrition Society (DGE) //////////  
 //////////// Dr. Hu Presents Diabetes Study to German Health Professionals ////////////



Leading nutrition researchers from German-speaking countries recently met in Bonn at the Annual Conference of the German Nutrition Society (DGE). Thanks to the close collaboration between the California Walnut Commission and the DGE, Dr. Frank Hu, Professor of Nutrition

and Epidemiology at the School of Public Health in Harvard, was invited as guest speaker. Not only did he deliver the opening speech, but he also presented the results of the recently published research about the effect of walnut consumption on the risk of Type 2 diabetes in women.

The study aroused great interest among his German colleagues within the research community. The nutritionists particularly valued the practical applications. In the words of Dr. Maïke

Groeneveld, certified nutrition counselor in Bonn, "In this study, the consumption of only two handfuls of walnuts per week already has a preventive effect. Its implementation is so simple. Walnuts are easily integrated into the daily diet be it as snacks or as an ingredient in salads, vegetable dishes, pestos, breakfast cereal or as a baking ingredient. Walnuts suit many occasions."

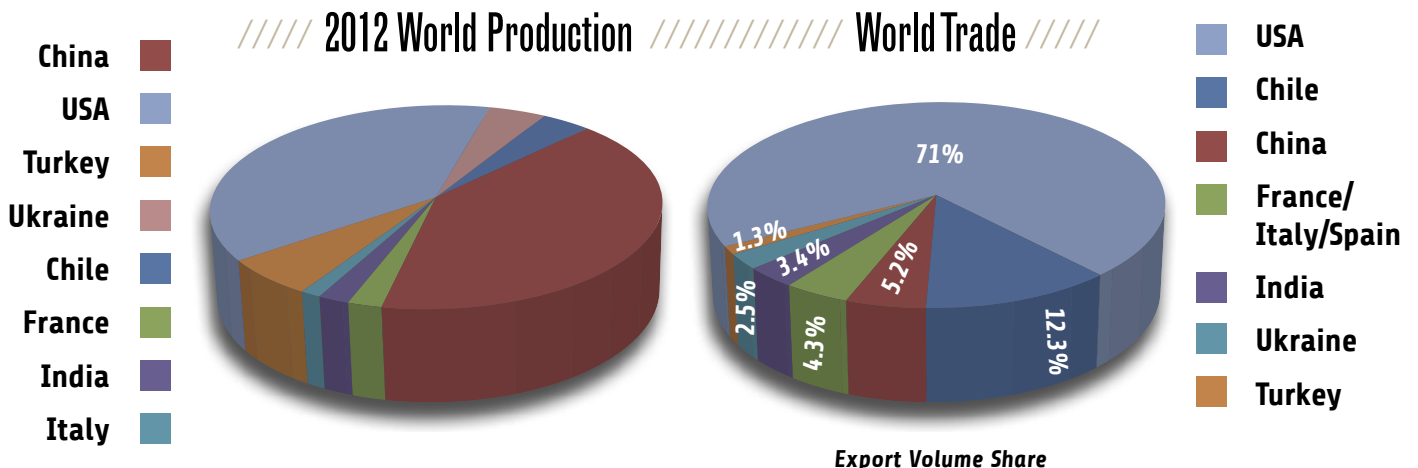
The German Nutrition Society is one of the most influential organizations regarding nutrition related issues in Germany. Its board of directors formulates policies for nutrition recommendations and guidelines that apply to all Germans. Its representatives are referred to by the media whenever opinions about nutrition-related topics arise. The Society celebrates its 60th anniversary this year.

*Source: Walnut Consumption Is Associated with Lower Risk of Type 2 Diabetes in Women (2013) by An Pan, Qi Sun, JoAnn E. Manson, Walter C. Willett, and Frank B. Hu; J. Nutr. 2013 jn.112.172171*

//////// World Market for Walnuts ////////// California Dominates Two-Thirds of International Trade //////////

In 2012, California once again was the leader on the global walnut market. Although China is the world's largest producer of walnuts, the country exported only 2% of its harvest. In fact, the Chinese import far more walnuts than they export. At 71%,

the U.S. maintains the largest share in the global walnut trade. Chile follows second, as Turkey and the Ukraine show a lower export rate, despite higher harvest figures.



# //////// Japan ////////// Walnut Bread of the Year 2012 // //



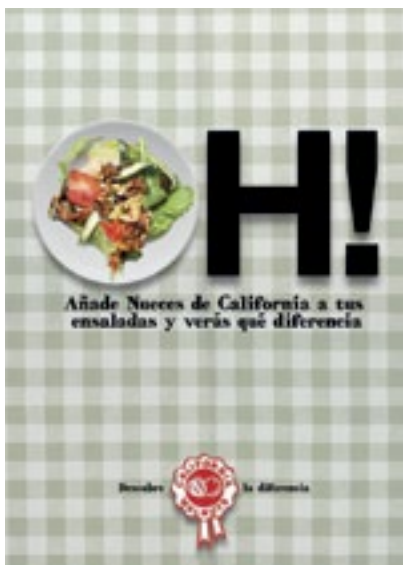
The Japanese love walnut bread. That is why the California Walnut Commission initiated the recipe competition “Walnut Bread of the Year” in 2012. It didn’t matter whether the submitted recipes were from a professional baker or simply a personal favorite. In all, 124 “bread bakers” rose to the challenge and a jury selected 24 finalists who were invited to present their recipes on the website at the end of the year. Website users then selected the winners.



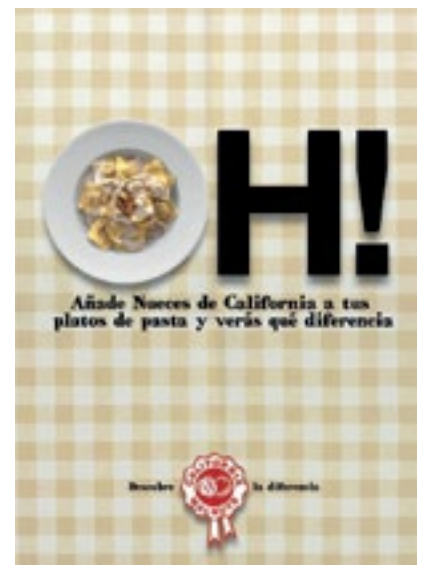
The three champions came from bakeries that couldn’t be more different. The first prize was won by the Takaki Bakery – considered one of the top ten bakeries in Japan. Second place went to Family Mart, Japan’s third largest convenience store franchise with 9,000 stores. The third place was secured by a small artisan bakery in Nagoya for its Walnut & Gorgonzola Bread.



# //////// Spain ////////// Promoting California Walnuts in Supermarkets // //



After the very successful 2012 in-store campaign in Spain, CWC decided to advertise in Spanish hyper- and supermarkets like El Corte Inglés, Eroski and Carrefour again in 2013. For several years, Twiggy the squirrel was featured on all promotional material. In order to address new target groups, the current campaign focuses on the product – the California walnut. In May and November 2013 security bars and columns in selected affiliates will present different walnut dishes that focus on the walnut itself. Additionally, a stopper will provide customers with the opportunity to take home a delicious walnut recipe. The main goal of the campaign is to prove to the customers the culinary versatility of California walnuts.



# Balance of Aromas Harmonious Flavor

## Walnuts Bestow

■ Walnut flavor is generally fairly mild, but it is coupled with a certain tang and a slightly bitter undertone. Its astringent taste is caused by the tannins and catechin in the thin paper-like skin covering the actual nut. But it is precisely these flavor components that make walnuts so interesting for product developers: walnuts are perfect for balancing out flavors in other foods.



### Sweets Taste Better with Walnuts

Wine editor David Rosengarten of *Saveur* magazine particularly enjoys pairing walnuts with sherry, port and Madeira: “Sweet wines with a nutty flavor go splendidly with walnuts because they balance the bitter notes of the tannins.” For this very same reason, walnuts perfectly complement bananas, caramel and maple syrup. The goal is not to cover up the astringent notes, but rather to balance the two extremes to achieve a harmonious blend of flavors.

### Balancing out Fats

Walnuts are also an ideal accompaniment to blue cheese, ricotta, butter, and milk chocolate. Because tannins in the walnuts dry out the mouth and feel astringent on the palate, they balance out textures of foods with a high fat content. The dishes taste lighter and less rich.

### Bitter Notes Enhance Walnut Flavor

Walnuts themselves have a rich and buttery texture that nicely complements bitter vegetables such as cabbage and endives, or fruits such as citrus fruits and sour cherries. The bitter components in vegetables lighten the taste and consistency of walnut dishes. The palate is neutralized and prepared for the next bite.

### Attaining Pure Walnut Flavor Is Possible

It is possible to process walnuts to isolate the mild nutty flavor. The nuts are blanched and the thin skin removed, thereby extracting up to 98% of the tannins. Product developers seeking a pure and delicate walnut flavor for their recipes should use blanched walnuts or blanched walnut flour.

Thanks to the dual nature of their flavor, walnuts are incredibly versatile and pair well with many other ingredients. Combined with walnuts, some aromas achieve a marvelous “Aha” effect. It is precisely this combination of sharp flavored skin and rich kernel that makes the walnut so special.

# Product News // // // // Innovations // // // //

## Germany // // // //

### Walnussi by Eisblümerl

The extremely low sugar content and an impressive proportion (70%) of roasted walnuts make this white nougat cream by Eisblümerl a most unique delicacy. It is delicious as a bread spread and as filling for cookies - or as a treat straight out of the glass. Eisblümerl is a specialist for nut and chocolate mousse and produces only gluten-free products.

■ [www.eisbluemerl.de](http://www.eisbluemerl.de)



### My Roast of the Season "Walnut" by Steinhaus

Seasonal roasts produced by the Steinhaus company are succulent pork roasts, blanketed in an aromatic crust made of asparagus, lemon or walnuts. This delicacy is packaged immediately after cooking and contains no flavor enhancers. Available in fall and winter.

■ [www.steinhaus.de](http://www.steinhaus.de)



## Spain // // // //

### Cheese & Walnut Mousse by DIA

A particular delicacy is the Cheese & Walnut Mousse produced by DIA. The mousse from the refrigerator section is a versatile and healthy snack with a distinctive consistency. Its unique nutty flavor tastes wonderful on bread or toast, tops off warm dishes.

■ [www.dia.es](http://www.dia.es)



### Sugar Free Nougat with California Walnuts

Sugar free nougat with California Walnuts is a popular product made by the Spanish company Virginias. This family business has specialized in sugar free products and is one of the leading global producers in this segment. The confection is coated in dark chocolate, filled with walnut cream, and garnished with walnut halves.

■ [www.virginias.es](http://www.virginias.es)



### Walnut Mustard by Der Senfladen

Mustard is available in many varieties. To make this nutty and spicy specialty the Altenburger Senf company uses nothing more than sparkling water from their own well, ground mustard seeds, distilled vinegar, salt, sugar, and walnuts. The broad flavor spectrum of the walnut perfectly complements the burning sting of the mustard.

■ [www.senf.de](http://www.senf.de)

