

# California Walnuts

Trade Newsletter  
of the  
California Walnut  
Commission  
2014



## Harvest Tour 2014

# Passionate Walnut Ambassador

"I don't regret a single minute of this incredible tour, and I really enjoyed every moment of it" enthused Simone Filipowsky on her blog S-Küche. The passionate food blogger was one of four media-savvy German women who were invited by the California Walnut Commission to join journalists on the Harvest Tour 2014. In two contributions she wrote about her impressions, and how she was thrilled by her meetings with people who stand behind this product.

Popular, influential and critical: bloggers are in demand and they are mostly capricious partners. All the better that the California Walnut Commission managed to persuade four cooking and baking enthusiasts to play the role of "Walnut Ambassadors". It's not often that people who participate in a press trip write such personal and passionate reports as the bloggers did.

The welcoming dinner on the first evening in Sacramento enabled the German travelers to mingle with colleagues from India and China, who were also present at the event. A visit to the Prima Noce walnut plantation was on the next day's agenda. This gave the guests the unique opportunity of witnessing the entire harvest and processing procedure. During an entertaining lunch the plantation owners with Italian roots talked about their family history, and painted a sympathetic picture of walnut farmers' close relationship with "their nut".



A glance behind the scenes sharpened the senses and provided room for inspiration: the bloggers returned from these exciting days in California with a host of stories and plenty of recipes. The bloggers enthusiastically recalled their experiences and reported on culinary highlights. They have documented the entire trip in 97 posts on Instagram with the hashtag "4forwalnuts". Extensive contributions appeared at <http://www.fromsnuggs-kitchen.com> and <http://s-kueche.blogspot.de>.

## Bar Convent Berlin

# Surprising Innovations from the Guest Country USA

**BCB**  
BAR CONVENT BERLIN



The traditional Bar Convent Berlin usually concentrates on drinks and spirits. But this year the host country USA had a special surprise: after the Alimentaria in Barcelona, the California Walnut Commission also presented the "California Walnuts Cocktail Collection" to European bartenders and the bar and beverage industry.

Two bartenders from the Dry Martini Team of Javier da las Muelas mixed cocktails and mocktails for the international professionals attending the event. These were served with delicious candied and natural walnuts. Professional bartenders from all over Europe were really thrilled! On the second day of the trade fair 70 participants seized upon the unique opportunity to attend a workshop, where they learnt the secrets of preparing walnut essences and walnut cocktails.

The day before the trade fair began, the California Walnut Commission invited the press, bloggers and representatives of the beverage industry to a kick-off event at the US Embassy. Ambassador John B. Emerson couldn't resist personally welcoming the guests in the Quadriga Room, which is otherwise only open to important guests of state. His speech highlighted the significant economic importance of California walnuts, and he praised the innovative spirit behind the spectacular Cocktail Collection concept.

## Gastronomika, San Sebastian

The renowned Spanish two-star chef Diego Guerrero, owner of the DSTAgE restaurant in Madrid, appeared as a newly appointed "California Walnut Ambassador" at the Gastronomika in San Sebastian, where he thrilled the audience with his cooking show. He skillfully illustrated the culinary potential of California walnuts. This year the trade fair was being staged for the 16th time October 5th. It is one of the key international events for haute cuisine.



## BCN & Cake, Barcelona

At the end of November the California Walnut Commission will be attending the BCN & Cake, the trade fair for creative confectionery in Barcelona. The bottom line is to promote the use of California walnuts in the baking industry, and this venue presents the perfect opportunity for introducing a new ambassador for California walnuts in Spain: the popular blogger Manu Catman invites cooking enthusiasts to her workshop for creative desserts with walnuts.





# Walnut Moments – Can Now Be Enjoyed On the Move



Since October 2014 German users have been able to enjoy their Walnut Moment on the move. The new responsive version of the consumer website [www.walnuss.de](http://www.walnuss.de) reflects the changing surfing habits of today: delicious recipes and a wealth of exciting information on California's sun-kissed harvest can now also be conveniently and easily accessed via smartphones and tablets.

## New Opportunities for Advertising Campaigns

The new version of the website ensures that mobile devices can also effortlessly navigate the world of walnuts. From now on placing adverts on mobile devices will be possible, too. Special seasonal banner ads in fall and winter 2014 will also target smart phone and tablet users as well as classic desktop users.

Apart from ongoing improvements, a gradual expansion of mobile campaigns is scheduled for 2015.

## Seasonal Specials

# Delightful Walnut Moments with Cocktails and Cookies



An ingenious approach: in fall 2014 the California Walnut Commission utilizes four walnut recipes from Javier de las Muelas to attract users with delicious new ideas, and showcase the diversity of walnuts as an ingredient to liven up cocktails and mocktails. From October 20, banner ads have been placed on [livingathome.de](http://livingathome.de), [grazia-magazin.de](http://grazia-magazin.de), [chefkoch.de](http://chefkoch.de) and [essen-und-trinken.de](http://essen-und-trinken.de) as well as on Google Adwords.

A campaign in November targets people with classic crunchy tastes: California walnuts add a new dimension to the Christmas baking season. Google Adwords will be used as a platform, and banner adverts will also be placed on [livingathome.de](http://livingathome.de), [schoener-wohnen.de](http://schoener-wohnen.de), [brigitte.de](http://brigitte.de), [woman.brigitte.de](http://woman.brigitte.de), [mom.brigitte.de](http://mom.brigitte.de) and [chefkoch.de](http://chefkoch.de). Altogether, the campaign will generate 2 million impressions.

## Strong Social Media Presence of Walnuts in Spain

The California Walnut Commission has launched a successful online campaign in Spain, and has a strong presence in the country's important social networks. This summer the number of fans on Facebook jumped to over 50,000. On Twitter, where content is primarily aimed at specialists in the fields of nutrition, cooking and sport, almost 5,000 followers are interested in our activities. In less than a year, almost 2,000 followers were attracted on Pinterest, and a California Walnut Instagram channel was created.



## “Menus with Heart”

# Top 50 Healthiest Recipes



In the context of the tenth campaign “Menus with Heart” in Spain, 40 chefs, including 28 star chefs, carried out voluntary work together with the chief cardiologists. Overall 130 heart-healthy recipes which place the spotlight on the importance of healthy nutrition resulted from this cooperation. Further, 150,000 recipe books were published, which are supposed to be handed out at major events promoting healthy nutrition in Spain. The campaign thus helps to prevent cardiovascular diseases, which are amongst the most frequent causes of death in Spain.

To mark the tenth anniversary of the Spanish Heart Foundation’s campaign, a new edition of the book is now being published: the 50 best creations of participating chefs are being presented with a menu developed by the Cardiology Care Unit of the “Parc Sanitari Sant Joan de Deu” hospital in Barcelona. Consumers also present five recipes to prove the public has got the message.



## Outlook for 2015

# 12th European Nutrition Conference in Berlin

In 2015 the exchange of scientific information between nutritional scientists will be particularly interesting in Germany. Berlin will host the 12th FENS European Nutrition Conference in October 2015: this provides an opportunity for German and European nutritional scientists to network and exchange information. Naturally, California walnuts will also be represented at this important event. Next to a booth which is intended to serve as a contact point for addressing all issues related to walnut studies, a symposium is planned to address the topic of nuts and their importance in our nutrition.

Moreover, the upcoming year the California Walnut Commission will support the meeting of the German Dietitian Association (VDD) in Wolfsburg and the Diabetes Congress in Berlin. The aim is to exchange information on the health benefits of walnuts in Germany.

**12th European Nutrition Conference**  
**FENS 2015**  
 Berlin | Germany | October 20 - 23

**Nutrition and health throughout life-cycle –  
 Science for the European consumer**

Estrel Convention Center  
 Berlin, Germany  
 organised by  
 German Nutrition Society  
[www.fensberlin2015.org](http://www.fensberlin2015.org)

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# What Makes California Walnuts So Special?

**Top 4 reasons** why California walnuts as raw material are especially suitable for industrial processing in the food and baking industry.

## 1. GUARANTEED QUALITY

Walnut kernels from California must precisely comply with the quality standards stipulated by the United States Department of Agriculture (USDA).

## 2. SIZE

Californian walnuts are available for industrial processing in precisely defined sizes, which vary according to requirements and purpose. There is a wide choice, ranging from walnut halves through different sized pieces to walnut flour.

## 3. COLORS

Whether they are particularly light or amber colored – California walnuts are classified in accordance with an official color scale defined by the United States Department of Agriculture (USDA).

## 4. AVAILABILITY

California walnuts are available all year round with a consistently high quality. Some business relationships between European importers and Californian exporters go back decades. These ensure extraordinarily high reliability and continuity with regard to supplying walnuts all year round.

You will find an overview of classifications and more detailed information on quality control and taste at [www.californiawalnuts.eu](http://www.californiawalnuts.eu).



### King Ludwig Plum Cassis Mustard Spiced with Walnuts

The intense, dark mustard with a fascinating hint of plum and cassis is perfectly rounded off with fine pieces of walnuts. It goes particularly well with strong cheese, but it is also a great match for tender grilled meat and shrimps. The mustard is entirely composed of natural ingredients, and is made without using any flavor enhancers, preservatives, artificial coloring or aromas.

■ [www.mari-senf.de](http://www.mari-senf.de)

# Product Innovations



### Shokomonk Cranberry Walnut

A tart fruity treat with an absolutely delicious taste: bittersweet chocolate that melts in the mouth, paired with fruity cranberries and spicy walnuts, creates an aromatic taste trio. This bar of chocolate is part of the „star bar“ collection, and was developed together with the German actor, presenter and comedian Wigald Boning. ■ [www.shokomonk.de](http://www.shokomonk.de)



### ELASUN Orange-Walnut Marmalade

Really fancy, delicious marmalade with fresh oranges and fine walnuts. Delicious with bread, natural yoghurt and pancakes. Served with sheep cheese, goat cheese or camembert it creates a special delicacy!

■ [www.elasun.com](http://www.elasun.com)

### Nicolas Vahé Fig & Walnut Confit

Mild taste combined with a rich fruity flavor - this delicious jam, made of figs and walnuts puts summer on your breakfast table. A treat to oven fresh buns and goes perfectly with strong cheese.

■ [www.nicolasvaha.com](http://www.nicolasvaha.com)

