

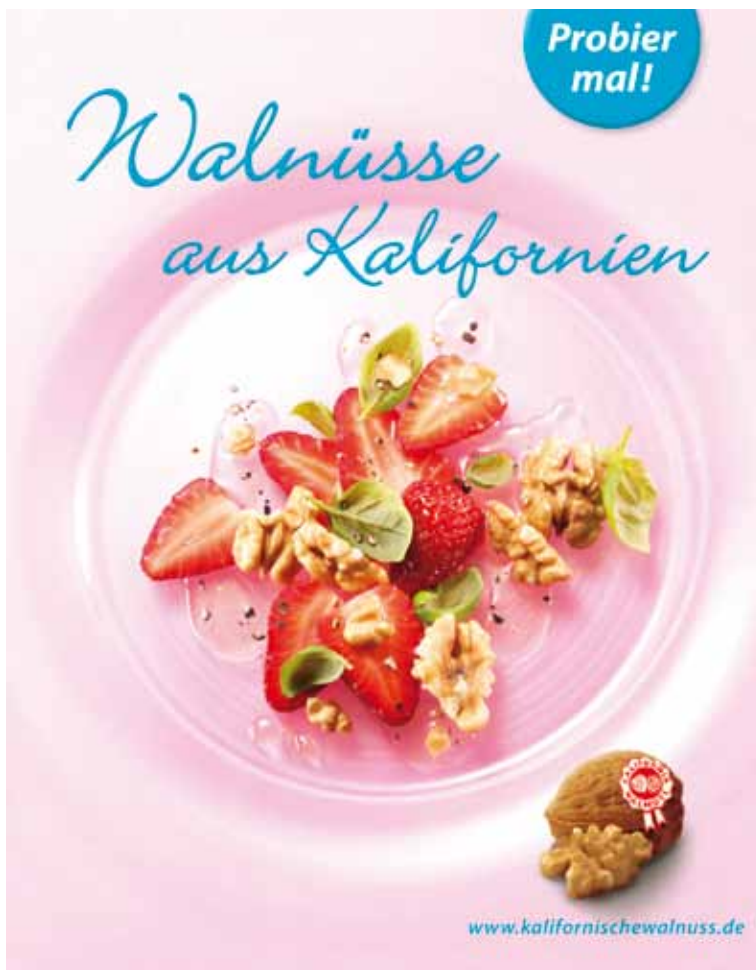


## Marketing

# The new California walnuts advertising campaigns

■ The California Walnut Commission starts the season in Germany and Spain with fresh, new motives

**Germany** Eating enjoyment is the center of attention of the new German advertising campaign: Walnuts are an incredibly versatile ingredient and become the discrete culinary stars of every season of the year. This popular nut shows us a completely new side of asparagus, strawberries and tomatoes. It is the walnut which makes the difference in taste. The strong visual message and the slogan "Try Me" invites consumers to eat more walnuts. The advertising can be seen in the classical print media and on websites dealing with topics like lifestyle, health and cooking.



**In Spain**, the California Walnuts Squirrel Twiggy gets its strength from consuming walnuts. Therefore, it can fight as Supertwiggy, a 3D superhero which will do everything possible to beat our unhealthy enemies: Collesterator, Antiarteriatus or Neuron. Its adventures will be explained in 3D animation with a comic tone shown on the internet at [www.comonuecesvoysobrado.com](http://www.comonuecesvoysobrado.com) and reinforced with graphics on the point of sale material and print. Additionally, a smaller print campaign will run at hypermarket websites like those of ECI and Carrefour. This includes generic banners, talking about health and recipes to increase consumption and moments of consumption. All of them redirect to the corporate website, [www.nuecesdecalfornia.com](http://www.nuecesdecalfornia.com). Make a visit and watch the online videos yourself!

## Impressum

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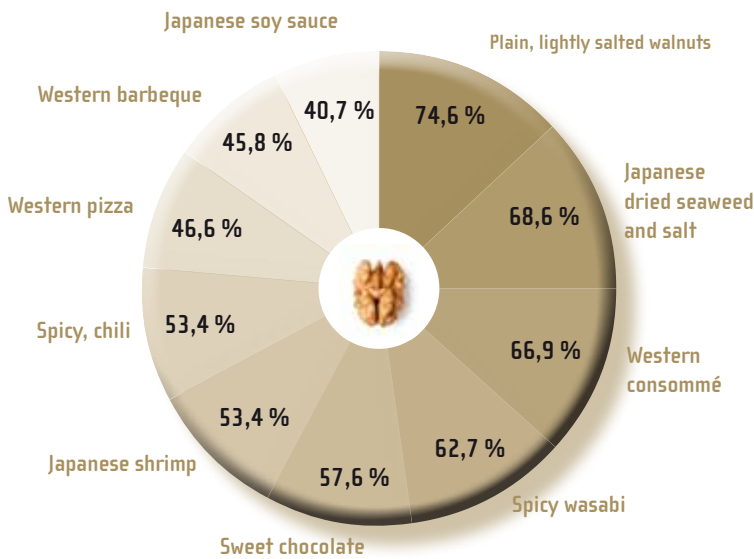
The California Walnut Commission is an agency of the State of California.



# Rating A Question of Good Taste

Japanese study about preferred walnut snacks

Positive Ranking [%]:



Which flavor harmonizes best with walnuts? Which beverage tastes best as an accompaniment? A Japanese study authorized by the California Walnut Commission helped shed some light on these and other questions. The purpose of the study was to gather inspiration for the creation of walnut snacks.

Walnuts with various flavorings were researched – from salty to seaweed, from pizza to chocolate. Study participants were then asked to choose which beverage tasted best with each flavor. Included in the representative interviews were men and women aged 20 – 69 in the greater Tokyo region who regularly eat nuts. Additionally, they drink beer, wine, sake, spirits, coffee and tea at least once a month.

Initially, test persons were asked to evaluate a number of walnut snacks flavors. Especially popular were lightly salted walnuts. Younger consumers reported that this classical flavor perfectly combines with the flavor of walnuts. Men openly admitted that they could hardly stop snacking on them. In fact, this snack was rated positively by 74,6 % of all test persons.

Test persons evaluated spicy seasoning mixes with wasabi and chili as being good. Many say it is important to have a balance between the spices and the walnut's own natural flavor indicating that the spices harmonize with the sweetness of the walnuts. The Japanese had contrasting opinions when it came to Western flavors like pizza and BBQ. Finally, the simple addition of salt makes walnuts stand out above all flavorings.

When asked which beverages they prefer to drink with their walnut snacks, a majority of the test persons chose beer as their preferred alcoholic drink and green tea as the non-alcoholic alternative. Study authors did observe one interesting exception to this rule: A majority of test persons preferred to drink red wine or coffee when enjoying chocolate covered walnuts.

When asked what beverage best suits walnut snacks as an appetizer, test persons had preferences different to those previously described.

Almost every third interviewed thought that walnuts with pizza flavor best harmonized with red wine. 34 % preferred whisky when eating salted walnuts.

The largest preference match could be observed when it came to drinking coffee when eating chocolate covered walnuts: 62 % of test persons said these two products were the best combination. 60 % said that salted walnuts best harmonized with the ever-so-popular Japanese green tea.

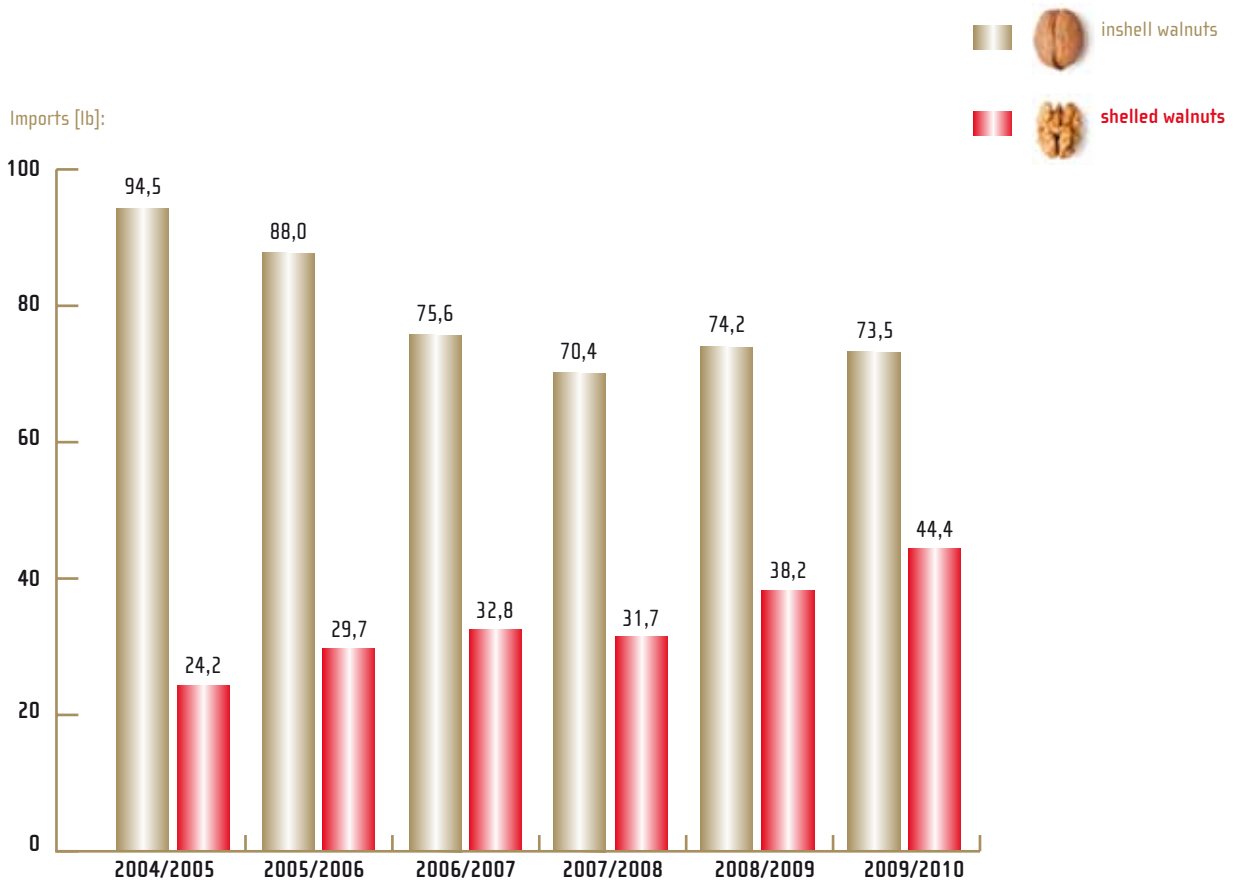
*Reference: „Report Regarding California Walnut as an Appetizer / Snack and Beverage Pairing“, California Walnut Commission Japan Representative Office, November 2010*



## Core business

### ■ Growing imports of shelled walnuts

Just a few years ago most California walnuts headed to Europe were still nestled in their shell. Since 2004, however, a clear trend towards shelled product can be observed. Just as consumers are placing ever more value on convenience, the food manufacturing sector is also increasingly turning to shelled walnuts – or walnut pieces – rather than inshell product.



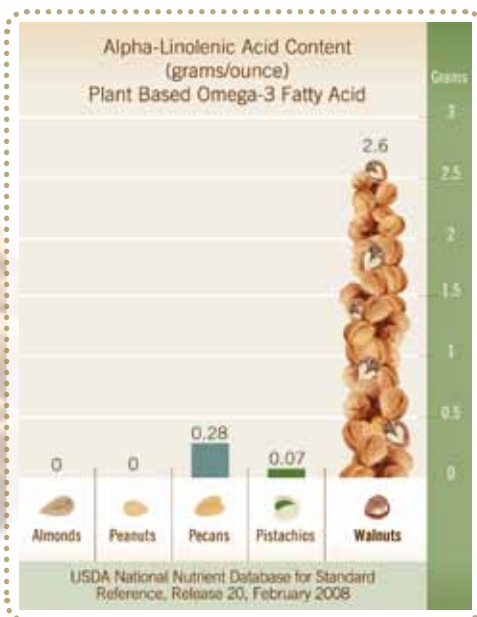
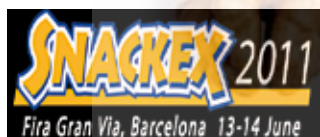
*Reference: California Walnut Commission 2010*

//// Spain //// **A close relationship with food industry** //// - Intensive trade activities in first part of the year



The California Walnut Commission was present at the 25th edition of Gourmets Show, one of the most important international fairs for food professionals. The event was held in April in Madrid and hosted more than 80.000 attendees. It was a perfect opportunity to contact innovative companies manufacturing bakery, dairy and meat products to boost the launch of new products with walnuts in the Spanish market. The visitors of CWC's booth received comprehensive information including technical guide books, recipe books and nutritional brochures. They also enjoyed daily tastings of walnuts.

The next trade show in which California walnuts will take part is Snackex, Europe's only event dedicated to the savoury snack and nut industries which will be held in June in Barcelona.



//// Health //// **Scientific research has shown:** ////

■ **Walnuts are good for you!**

Since the early 1990s, clinical research has continued to reveal that walnuts positively affect the body on a multitude of levels. While early research focused on cardiovascular benefits, today's research is exploring how walnuts influence cancer risk, energy expenditure, antioxidant status, glucose metabolism, aging and more.

"One of the easiest ways to improve one's diet is to eat a handful of walnuts every day. In our fast paced society of 'instant' everything, reaching for a handful of walnuts a day is truly effortless", says Dr. Emilio Ros, Head of the Lipids Unit of Clinic Hospital of Barcelona.

**Heart health:** Numerous studies report the significant cardiovascular benefits of eating a 28 g serving of walnuts every day.

**Weight management:** Walnuts aid in satiety (providing a feeling of fullness), which may prevent over-indulgence, a very important factor in successful weight management.

**Bone health:** Clinical research suggests walnuts, rich in ALA, an essential omega-3

fatty acid, are beneficial to the skeletal system by decreasing the breakdown of bone.

**Antioxidants:** Walnuts contain several antioxidants including selenium, melatonin, gamma-tocopherol (a form of vitamin E) and several polyphenols. In a 2006 study of 1.113 foods, walnuts ranked second only to blackberries in antioxidant content.

**Cognitive health:** A study published in the British Journal of Nutrition shows walnuts improved cognitive function in laboratory animals.

**Type 2 diabetes:** A study published in the European Journal of Clinical Nutrition found that including walnuts in the daily diet of people with Type 2 diabetes may be beneficial.

**OMEGA-3'S:** Unique among nuts, walnuts contain the highest amount of alpha-linolenic acid (ALA), the plant-based omega-3 fatty acid, required by the human body. A serving of walnuts provides 2,5 grams of ALA. A growing body of science is beginning to uncover a variety of benefits that ALA may provide our bodies.

## Germany

### Emils Walnut Dressing

No additives - Instead lots of flavor from a few very good, natural ingredients. That is the basis of the new walnut dressing from Emils Feinkost. The full-bodied, nutty flavor is the result of a gentle production process. The walnuts are ground with a milling stone, warmed and then slowly and gently pressed to produce oil. This process enables the walnut oil to retain its valuable, natural substances. Other ingredients include pumpkin and olive oils, apple vinegar, honey, mustard, salt and pepper - nothing else. The dressing is delicious with salads, chicory or baguettes. Available from spring 2011 in a 250 ml bottle.



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

## Italy

### Barilla Pesto alla Siciliana

"...con ricotta e noci". Barilla follows a traditional recipe containing ricotta and walnuts to produce their tasty Pesto alla Siciliana. The sauce was specially developed for use with spaghetti, since this pasta variety best brings each individual pesto ingredient to light. Pasta and walnuts - That is a delicious duo loved by more than just the Sicilians. Italy is one of the largest importers of California walnuts in Europe. And the flavor of Italy is popular well beyond its own borders: The Italian-based company Barilla sells their products in 150 countries around the world. Pesto alla Siciliana is available in many of them, including Germany, Switzerland and Spain.



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

## Austria

### Salzburger Land Tutgut Lecithin

Great flavor, lecithin and few calories - Three good reasons to try Tutgut brand yogurt buttermilk with lecithin, apples and walnuts from the creamery Molkerei Salzburger Land. Lots of vital substances, just 1,8 g fat and 67 calories are packed inside 100 ml of this dairy drink. Apples and walnuts insure a delicious flavor. The convenient 330 ml Tetra Pak makes the beverage an ideal between meal refreshment which makes one as full as a small snack. That helps us to conquer everyday demands like stress and hectic lifestyle easier. It is a thirst quencher that can do more!



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

## Canada

### Trophy Walnut & Cranberry Popcorn

The Walnut and Cranberry Popcorn produced and packaged by Trophy Food Inc. in a resealable 225 g bag is one of the company's many products containing walnuts.



The company is Canadian owned and operated with over 40 years of experience in serving their customers. Trophy Walnut & Cranberry Popcorn captivates through creamy caramel flavor which gives a special twist to popcorn and the crunchy California walnuts, as well as counter balance to tart cranberries. Trophy is Canada's true national nut company, with state of the art manufacturing facilities in Mississauga and Calgary. They produce edible nuts, dried fruits and confectionary foods under their Trophy brand but also work with mass merchandisers across the country to create and produce a wide variety of private label branded products.

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