

California Walnuts

Trade Newsletter
of the
California Walnut
Commission
2014



A World First: California Walnuts Cocktail Collection



Visit by the US Ambassador

A high-profile visitor to CWC's booth was the US ambassador James Costos, the foremost participant in an economic delegation. Leading Spanish importers and traders were eager for the opportunity to talk with this prestigious guest, whilst invited representatives of both the Spanish and international trade press looked on. In honor of the visit, Javier de las Muelas prepared (with signature flair) a presentation of the Cocktail Collection including both cocktails and non-alcoholic mocktails. Guests were offered snacks such as caramelized or chocolate-coated walnuts to accompany their cocktails.

Turn to page two for more details about the Cocktail Collection. Additionally, read how the CWC team succeeded in gaining the enthusiastic support for this revolution from product developers in the industry.

Those visiting the California Walnut Commission's booth at Alimentaria 2014 (Barcelona's specialist food trade fair) were amazed to learn that California walnuts are not simply for eating. Yes, they are drinkable too. The Spanish CWC team offered visitors walnut cocktails from the premiering 'California Walnuts Cocktail Collection', specially developed by trend setting bar owner Javier de las Muelas, acknowledged as one of the most prominent cocktail masters in the world. The range is a stroke of creative genius and was met with an overwhelmingly positive response.



**PLMA Amsterdam,
May 20 to 21, 2014**

The CWC will also be taking part at the PLMA in Amsterdam. You will find us in Hall 7 at Booth 6719 RAI Exhibition Centre.

Trade Spain

Cocktail Seminar for R&D Managers

The Spanish CWC team staged a cocktail seminar tailored for product developers. Food and beverage industry experts, representing various sectors, from soft drinks to spirit manufacturers through to major bakeries, took part. Javier de las Muelas wowed participants with the revolutionary application of using walnuts in drinks, thereby adding an entirely new taste and texture, indeed a new dimension to the cocktail world. His stimulating ideas break through previous boundaries and encourage others to experiment and innovate.

Walnuts are Unique

The seminar focused on the substantial potential that walnuts represent as a value-enhancing ingredient for the food and beverage industry. The CWC team ensured that participants learnt not only of the unique opportunities that walnuts present; but took on board how their healthy profile is by no means fully exploited yet.

Cocktail Collection

Javier de las Muelas's impressive presentation perfectly illustrated the boundless possibilities that walnuts represent. He left participants in no doubt that walnuts transition easily from their traditional role as a culinary ingredient, to one where they became a welcome component in drinks.

Naturally, the crunchy nature of walnuts might appear to pose a problem when seeking a liquid ingredient for creating cocktails, but Javier de las Muelas was up to the challenge. His solution was to invent eight different cocktail bases that are prepared by partially roasting or cooking walnuts, then finely grinding them in a mixer. For example, blended toasted walnuts cooked with sugar and rum turn into walnut liquor. Walnut milk evolves by merely blending the toasted nuts with water.

These bases, as well as others like walnut purée or walnut syrup, are the essence of the cocktail collection that comprises five cocktails and five non-alcoholic mocktails. Together with spirits, liqueurs, juices or rose water, Javier de las Muelas's, celebrated mixology talent, creates cocktails with trendy names such as Coconut Groove, Tango in California or Surfin' in Frisco.

TIP: Find the complete 'California Walnuts Cocktail Collection' here www.californiawalnuts.eu



Walnuts at the Bar Convent Berlin

If you want to experience the California Walnuts Cocktail Collection by Javier de las Muelas's in person, visit the Bar Convent Berlin, October 7 to 8, 2014 where CWC has its own booth at this European bar and beverage specialist trade fair.

PR Germany

Spring Menu wanted!

Do too many cooks spoil the broth? No, the more the merrier!

In April, an interactive competition was launched on Pinterest in which visitors to this popular social media site were asked to contribute their favorite walnut menu. The theme 'Wanted: A Spring Meal for You and Your Loved Ones' was geared to sharing cooking and eating with friends and family.

Spotlight on Indulgence

CWC's 'My Walnut Moment' themed advertising campaign incorporated the competition that focused on moments of pure indulgence. Participants were invited to share their own delicious ideas utilizing California walnuts as a diverse and exciting ingredient. Inspiration for perfect moments could be found at www.pinterest.com/walnuesse and all uploads were tagged with [#walnut](https://www.instagram.com/hashtag/walnut) indulgence so as to be easily shared and located.

The Perfect Prize

The top prize was an iPad Air so the winner could set it up in their kitchen to follow the recipes as featured on www.walnuess.de and prepare their favorites step by step. All participants were entered in a Californian cuisine book raffle.



PR Spain

Focus on Health



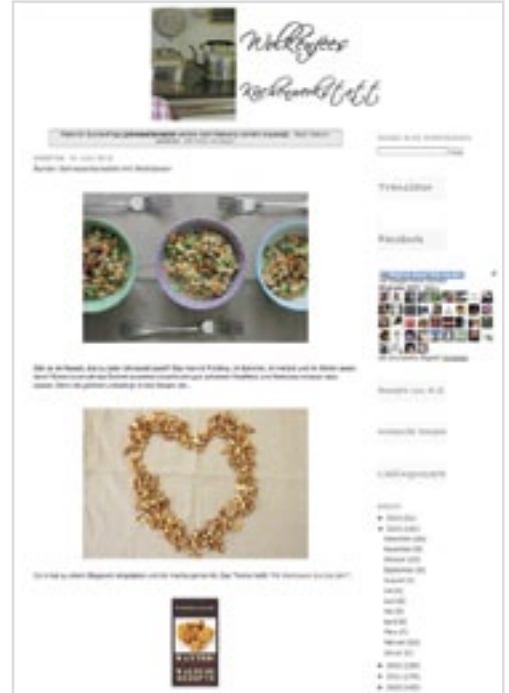
The Spanish CWC team is planning a series of Facebook campaigns this year, which focus on the health aspects of enjoying walnuts. The website currently has 42,000 fans, mainly enthusiastic hobby bakers and cooks who clicked the 'like!' button primarily because of the recipes. In order to position the website as a source of health tips, it will now cover topics which encourage and support fans to lead a healthier life. Currently 'Posts' from the fields of sport, nutrition and health receive about 200 'likes' on average and are shared by more than 50 users.

PR Germany



Blogger of the Month

Earlier this year, the German website www.walnuss.de introduced a new feature in which the CWC team chooses a 'Blog of the Month'. The blogs must be eye-catching for their use of creative recipes and how these are presented. Besides their passion for baking and cooking, all bloggers were jointly chosen for the Walnut Calendar 2014, when developing an exclusive recipe with California walnuts. The first was 'Luxuria' from Jessy who blogs about the sweet side of life, followed by 'Penne im Topf' (Penne Pasta in the Pot) and 'Food for Angels and Devils'. In April, 'Wolkenfees Küchenwerkstatt' (Cloud Fairy's Cooking Workshop) from Anne was the focus of the campaign. Her blogs centers on cooking and baking recipes that she rates as ever popular and guaranteed to succeed. Her dishes are those one dreams of!



Advertising in Germany

Second Round of Walnut Moments

Mein
Walnuss-Moment
Jetzt teilen!

Rezepte auf:
www.walnuss.de

Following the success of last year's German online advertising campaign, 'My Walnut Moments', CWC is repeating the theme as banner advertisements and Adwords. Familiar everyday situations are depicted spanning students enjoying a walnut wrap during their break to set them up for further studying, friends baking together and a young woman merely enjoying life. The message is that Walnut Moments are just as varied as the tastes of the users.

Revised Adwords Campaign

The first permanent Adwords adverts using the new creative concept have been online since April; multiple Walnut Moments advertise recipes for cookies, desserts, snacks and salads with Californian walnuts.

Seasonal Special: Asparagus

The walnut website featured a campaign timed to make the most of the asparagus season. Banner adverts were placed on woman.britigte.de, livingathome.de and essen-und-trinken.de as well as adverts on Google Adwords to attract site visitors and the campaign achieved a total of 640,000 impressions.

Retailing in Germany

POS Material for leading discounter

'Crispy Salad with Walnuts and Gorgonzola Dressing' or 'Minute Steaks with Walnut-Feta Garnishing' – are two of the recipes that customers of Aldi will soon find on Californian walnut packs. Starting midyear, the discounter will attach a small fan fold brochure to every pack, which contains recipe ideas from the 'Light Cuisine with Walnuts'. CWC produced a total of two million mini brochures for Point of Sale which actively support sales of walnut kernels.



Trade Website Join the E-Newsletter Community!

Are you familiar with our internet portal www.californiawalnuts.eu? It is aimed at trade and industry. Here you will find specialist Californian walnuts information as well as reports and news. It is regularly updated to keep you informed about the latest issues and marketing activities in Europe. Up until May 31, 2014, you have the chance of winning one of ten gourmet vouchers from BosFood as a new registrant for our newsletter.

Product Innovations

McEnnedy Caramelized Walnut Kernels

An American favorite: aromatic walnuts with a crunchy caramel coating, a sweet snack between meals. The walnut kernels are packed in a practical, re-sealable metal tin, to keep the nuts fresh for a long time. ■ www.lidl.de



Moevenpick Frozen Yoghurt Honey Walnut

For in-home or on the go: delicious frozen yoghurt with honey and caramelized walnuts. Thanks to the clever two compartment packaging, the nuts remain fresh and crunchy.

■ www.schoeller.de



Aldi Salami Mini Walnut

Aldi offers a new sausage snack from the refrigerated shelf: small air-dried salami and crispy walnut balls. Ideal for canapés or as a welcome savory snack to keep you going.

■ www.aldi-sued.de



Kaiku Probiotic Yoghurt with Walnuts

Kaiku is now selling Bifi Activivium Yoghurt with probiotic cultures and delicious walnuts. Thanks to the tasty walnuts, the yoghurt is not only healthy but also a special treat for breakfast, as a dessert or partnering with muesli. ■ www.kaiku.es



Easter Fantasy Walnut Nougat Creations

The praline for Easter: velvety, melting milk chocolate filled with walnut nougat. Aldi is offering this delicious variety for the Easter nest, or simply to satisfy a sweet tooth.

■ www.aldi-nord.de



Crit d'Or Walnuts in Chocolate

Sweet temptation: delicious walnuts are caramelized and then coated in dark chocolate. The family business makes sure that it only uses premium ingredients and guarantees a well-rounded taste experience. It's the ideal reward after a stressful day. ■ www.critdor.com

