

California Walnuts

Trade Newsletter
of the
California Walnut
Commission
2013



////// Spain ////// New Evidences around Benefits of Omega-3 on Heart Health //////



■ In September, the California Walnut Commission took part in the International Congress of Nutrition held in Granada, Spain. It was a highly prestigious event for the nutrition sector worldwide and was attended by 4,000 health professionals.

Dr. Penny Kris-Etherton, a distinguished Professor of Nutrition from the Department of Nutritional Sciences at the Pennsylvania State University (USA), gave a special lecture. She outlined the results of new research that proves the benefits of alpha-linolenic acid in the prevention of fatal coronary heart diseases.



Dr. Penny Kris-Etherton

She also took part in a media breakfast where specialist media learned first-hand about this new evidence relating to the benefits of plant-based Omega-3.

To coincide with the Congress and Dr. Kris-Etherton's special lecture, California Walnuts organised its 2nd "Digital meeting with our nutritionist", to discuss the benefits of Omega-3.

// Calendar of Events // //

- 20 January 2014: Workshop Flavour Pairing, Frankfurt am Main (D)
- 12-14 March 2014: Scientific Congress of the German Nutritionists' Association
- 14-19 March 2014: Internorga, Hamburg (D)
- 31 March to 4 April 2014: Alimentaria, Barcelona (ES)
- 20-21 May 2014: PLMA World of Private Label, Amsterdam (NL)



Germany // Experience your “Walnut Moment”



„My walnut moment“ is a positive moment of enjoyment, a break, when you’re doing something for yourself or for your family and friends. This new creative concept for the next German ad campaign aims straight for the heart. Market research has shown that hardly anybody can resist the temptation to “Enjoy now!” The test panel responded positively to the emotive ads and were also inspired by the recipe pictures.

Woven into this new ad is a subtle health message that indirectly addresses the issue, whilst not detracting from the pleasure element. The vast majority of the research subjects confirmed they perceived walnuts as tasty, versatile and healthy! Commencing this winter, banner ads with different treatments will go online.

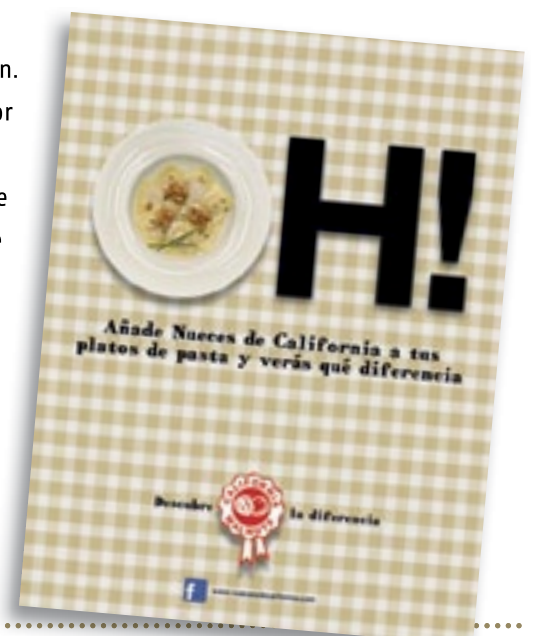
Spain // Oh! For Walnuts in Spain

The versatility of walnuts is the central message of the new Spanish ad campaign. The new strategy focuses entirely on the product, allowing the walnuts to speak for themselves.

The campaign combines in-store posters and stoppers with ads in selected online portals. In November and December columns and security bars at the entrance of 2 leading supermarket chains will once again feature the campaign’s headline „Oh! Discover the difference“.

Additionally, the CWC will place ads on social media networks like Facebook and selected online portals such as **mundorecetas.com**.

The different treatments are designed to show the versatility of walnut cuisine. A round white plate on a checked tablecloth is a recurring image designed to communicate the idea of a fresh dish.



//// Germany // Welcome to Pinterest



A tidy house, a tidy mind – that also applies to social networks. Apart from **facebook** and **Instagram**, California walnuts are now also active on **Pinterest**. On virtual “boards” walnut fans can find beautiful pictures or recipes to various topics. If you’re looking for special recipes “Soups for the heart” or unusual decoration ideas, just go to the walnut boards and be inspired.

www.pinterest.com/walnuesse

//// Germany // Blogger do Handicrafts with Walnuts



Walnuts lend themselves well to traditional handicrafts during the cold season. Many online blogs present ideas for autumn and harvest table decorations, handmade greeting cards or Christmas tree decorations. The California Walnut Commission surprised several online bloggers with a package, inviting them to develop decoration ideas with the generously crammed walnut contents.

In order to get them started right away they were treated not only with walnuts but also with a voucher for craft supplies. The results of the “creative” campaign were documented by ambassador blogger Sophie (www.berlinfreckles.de) and can be seen on Pinterest.



//// Spain // Blog of the Month

In order to motivate Spanish food bloggers to try out recipes with walnuts, there is now a new section on the Spanish website. Every month the California Walnut Commission will choose its “Blog of the month”. The CWC will pick this from friendly bloggers who have already presented walnut recipes in their blogs. The 32,000 fans that subscribe to the CWC’s Spanish Facebook page will be alerted to the blogs via a post on the site.

www.facebook.com/nuecesdecalfornia

//// International // Month of Cardiovascular Health

Due to World Heart Days, the California Walnut Commission made September its “Month of Cardiovascular Health”. All the CWC worldwide websites joined in with this theme:

In Spain (www.nuecesdecalfornia.com) new fish recipes with walnuts (which are especially rich in Omega 3 fatty acids) were presented as a practical manual for a heart-friendly diet. September was also the start of the 9th edition of the Spanish „Menus with heart“ campaign.

The German site (www.walnuss.de) addressed nutritionists and dieticians with a special newsletter informing these professionals on the availability of free of charge educational material for campaign days on cardiovascular health. Further, a consumer special on cardiovascular health was published online in September. Also, the German facebook profile held a „healthy heart month“.

In addition an ad was placed in the professional magazine Ernährungs Umschau, giving useful points of contact for this new service.

/// Start for the Walnut Season /////////////// Bright Prospects for California`s Walnut Industry ///////////////



■ The USDA National Agricultural Statistics Service estimates a crop of 450,000 tons (495,000 short tons) for this year`s harvest of California walnuts. That`s a decrease of only about 1 percent compared to last year. California walnuts are in great demand by trade and industry all over the world, thanks to their unique nutritional profile, their health benefits and the product characteristics.

The most important European markets for California walnuts are Germany, Spain and Italy. Compared to 2012 the sales of in-shell walnuts are slightly decreasing, while the import

numbers for shelled walnuts in the European Union went slightly up. Germany alone imported 13 percent more shelled walnuts compared to the previous year. Overall, the Californians supplied 9,700 tons (21,477,896 pounds) of shelled walnuts, and 3,600 tons (7,864,925 pounds) of in-shell walnuts.

However, in Southern Europe in-shell walnuts remained on top. During the season 2012/13, Spain imported 6,400 tons (14,130,057 pounds), Italy even 11,350 tons (25,012,011 pounds). The numbers for shelled walnuts are significantly lower: Spain imported 4,500 tons (9,872,581 pounds), Italy only 1,000 tons (2,213,271 pounds).

Germany Flavor Pairing Workshop for Chefs

■ The first California walnuts workshop for professional cooks will take place in Frankfurt am Main at the end of January. The theme is interesting and appealing at the same time: It is about 'Flavour Pairing' and the question of what are perfect partners for walnuts. The workshop will be held by Heiko Antoniewicz. The experienced chef doesn't rely solely on his gut instincts, but rather on a scientific approach.

The professional magazine Chefs! is supporting the workshop as media partner. It has a circulation of 12,500, which targets professional cooks and F&B gastronomy decision makers in the hotel and catering sector.



Heiko Antoniewicz

Participants are to be introduced to a brand new concept in which aromas are blended in harmony. And with their slightly bitter taste and almost spicy notes, walnuts allow a lot of room for creativity.

The sun ripened kernels are especially suited to innovative, demanding cuisine thanks to their ever giving versatility.

Absinth, hibiscus, cherry wood smoke are just an example of more than 80 possible combinations listed.



Extensive press coverage, both before and after the workshop is scheduled. The seminar has a practical value for cooks because innovation doesn't simply come out of nowhere.

"With flavour pairing you'll get to learn about a well-founded scientific approach, which will refresh your creativity," promises Heiko Antoniewicz. This is of benefit not only to leading chefs but all cooks seeking inspiration.

Japan Inspiration for Japan's Bakers

A baking seminar took place last August at the Nippon Flour Milling Technology Centre in Japan. 81 professional bakers and seven journalists were educated on the various possibilities for using walnuts as a healthy (yet very tasty ingredient) in bread and pastries. To conclude the seminar the participants were invited to bake walnut bread with their tutors. In all, the California Walnut Commission organised two more bakery and pastry chef seminars.



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

Kamps Walnut Bread

For all nut fans, Kamps has added walnut bread to its range. The nuts not only add a hearty aroma but help extend the bread's shelf life to keep it fresh and moist. A special bread, yet perfect for every day.



■ www.kamps.de

Llao Llao Frozen Yogurt with Walnut Topping

Llao Llao's frozen yogurt now offers a new topping. Crunchy walnuts provide a healthy and low fat topping option when enjoying frozen yogurt. Perfect as a dessert, snack or for breakfast.



■ www.llaollaoweb.com

Müllermilch Maple Walnut

To reflect the season, Müller has introduced a new flavour - maple walnut - to its popular line of milk drinks. The aromatic tangy taste of walnut kernels combine perfectly with the sweetness of maple syrup and tasty milk.



■ www.muellermilch.de

Kaiku Yogurts with Walnuts

Kaiku now has three new lactose free yogurts with walnuts: Benecol zero for lowering cholesterol levels, Bifi with probiotics and tasty walnuts and Greek yogurt with walnuts as a creamy alternative. Yogurt pleasure for lactose intolerant and health conscious consumers.

■ www.kaiku.es

Nestle Walnut Whips

Iconic little waffle cones made with whole milk chocolate topped with a walnut and filled with a light vanilla cream.



These little candies are still made using the original recipe from 1910 and are the perfect little treat for in between meals. Now also available in a handy six-pack.

■ www.nestle.co.uk

Kunella Pure Walnut Oil

This oil is rich in unsaturated fatty acids and due to its mild nutty flavour, blends well with salads and raw vegetables. Its gentle aroma complements the taste of other ingredients without overpowering them.



■ www.kunella-feinkost.com

Starbucks UK

The world's most popular coffee shop chain offers not only coffee but also snacks and cakes, one of which is carrot cake with walnuts and cream cheese frosting. The walnuts add texture and crunch to this moist cake classic. A sweet companion to sit alongside your coffee.

■ www.starbucks.co.uk

