



DO MORE WITH WALNUTS

Retailer Social Media Playbook

California Walnuts Social Channels

Facebook: [@cawalnuts](#)

Instagram: [@cawalnuts](#)

Twitter: [@cawalnuts](#)

The following captions and assets can be used on Facebook, Instagram, or Twitter. The assets provided include recipe links and images, recipe videos, and original California Walnuts graphics and beauty shots. Feel free to pick and choose which assets and captions you'd like to share on your social channels.

Do More With Walnuts - Heart-Smart Recipes

Recipe Image/Video Captions:

[Download 2022 Recipe Images](#)

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Heart-Smart Snacks - Do More With Walnuts

1. Greek Cucumber Walnut Bites:

Make heart-smart snacking simple with @cawalnuts! These Greek Cucumber Walnut Bites are your new go-to snack. Do More With Walnuts! #eatheartsmart <https://bit.ly/2NCQvFX>

2. Sweet & Spicy Walnuts:

A handful of walnuts is a perfect snack to fuel your day, and these heart-smart Sweet and Spicy Walnuts from @cawalnuts will satisfy any appetite <https://bit.ly/2JxfH2z>

3. No-Bake Walnut, Cocoa, Cherry Bars:

#eatheartsmart with @cawalnuts No-Bake Walnut, Cocoa, Cherry Bars: <https://bit.ly/33glgHh>

4. Maple Walnut Energy Balls:

Find #heartsmart, bite-sized bliss in the form of these Maple Walnut Energy Balls. Learn how to make them using @cawalnuts <https://bit.ly/32evcif>

5. Herbed Cheese and Walnut Stuffed Mini Peppers:

Take a bite out of these Herbed Cheese and Walnut Stuffed Mini Peppers from @cawalnuts: <https://bit.ly/2WJpwwE>

6. Cottage Cheese-Walnut Caprese Toast:

You don't need an excuse to make @cawalnuts' Cottage Cheese-Walnut Caprese Toast every day. Do More With Walnuts #shopheartsmart <https://bit.ly/34v8MeY>

Start the Day with a Heart-Smart Breakfast-Do More With Walnuts

1. Sweet Potato Avocado Toasts with Walnuts:

A successful day starts with a #eatheartsmart at breakfast! These Sweet Potato Avocado Toasts with @cawalnuts are the new staple: <https://bit.ly/3dz0p7X>

2. Banana Bread Overnight Oats:

Don't let busy mornings ruin your goals. Do More With Walnuts! Banana Bread Overnight Oats from @cawalnuts are a simple meal-prep option. #shopheartsmart <https://bit.ly/32anTJi>

3. Walnut & Oat Crusted Veggie Egg Cups:

A #heartsmart breakfast is quick and simple with @cawalnuts' veggies egg cups! Learn how to make them: <https://bit.ly/2PNia9l>

4. Ricotta, Banana, Walnut, and Honey Toast:

This sweet toast is topped with ricotta, banana, honey, and @cawalnuts for a flavorful and satisfying snack so you can #eatheartsmart! Do More With Walnuts! <https://bit.ly/2S8O0w5>

5. Fluffy Banana Walnut Pancakes:

Nothing is sweeter to wake up to than a stack of fluffy pancakes! This recipe is made with egg whites and flavored with bananas and @cawalnuts for a delicious #heartsmart start to the day! <https://bit.ly/2LLYIzD>

6. Creamy Egg Cups:

Meal prep your #heartsmart breakfast with these egg cups, filled with vegetables, bacon bits, and of course crunchy @cawalnuts: <https://bit.ly/3h1gdC5>

Power Pear-ing for your Heart: Walnut + Pear Recipes--Do More With Walnuts

1. Walnut Pear and Avocado Bowl:

Try out this #heartsmart bowl topped with @cawalnuts and a tangy pear and avocado dressing: <https://bit.ly/3IBkeOi>

2. Walnut Pear and Oat Nuggets:

A bite-sized snack that's fruity, nutty, and #heartsmart? Do More With Walnuts. @cawalnuts brings you the trifecta in this recipe: <https://bit.ly/2JxAeUx>

3. Walnut Pear Quesadilla with Spicy Pear Salsa:

This Walnut Pear Quesadilla with an accompanying salsa is a perfect recipe to add some spice to your snacking. Try out @cawalnuts zesty recipe as a snack today, and #shopheartsmart: <https://bit.ly/2JFd7qK>

4. Walnut Pear Yam Skillet:

Here's an indulgent, #heartsmart side dish that satisfies both sweet and savory palettes: <https://bit.ly/2JIAUWM>

Sides, Salads, & More! -- Do More With Walnuts

1. Power up with Plants Protein Box:

#eatheartsmart at lunch for a busy day using @cawalnuts. Do More With walnuts! Try out their Power Up with Plants Protein Box: <https://bit.ly/34rKhiS>

2. Pear and Walnut Spinach Salad:

To #eatheartsmart, #shopheartsmart and start with the basics. Do More With Walnuts. @calwanuts' Pear and Walnut Spinach Salad with a Citrusy Dressing is so simple to make, you can eat it every day: <https://bit.ly/2QB65Dc>

3. Roasted Vegetables with Walnuts, Basil, and Balsamic Vinaigrette:

With bell peppers, mushrooms, onions, and squash, this Roasted Vegetable dish from @cawalnuts will be a delicious addition to any table. #eatheartsmart #shopheartsmart <https://bit.ly/3ISXqKv>

4. Walnut Broccoli Apple Slaw:

This slaw is accented with crunchy toasted @cawalnuts and sweet apples to create a side that's perfect. Do More With Walnuts. #eatheartsmart #shopheartsmart
<https://bit.ly/3mymgr3>

5. Warm Cauliflower Tuna and Walnut Pasta:

This warm pasta dish is just what you need. It's packed full of protein, vegetables, and #heartsmart @cawalnuts. <https://bit.ly/38jb5Fr>

6. Lemony Tuna Walnut Zoodle Salad:

Full of flavor and #heartsmart goodies, this Lemony Tuna Walnut Zoodle Salad with @cawalnuts tastes as good as it looks: <https://bit.ly/3ak9pyj>

Latest Heart Health Research

- #HeartSmart tip! Research found that eating walnuts 5x per week may be associated with a lower risk of death and an increase in life expectancy. Learn more @cawalnuts: <https://bit.ly/3DmxUX3> #AmericanHeartMonth
249 characters
- Heart disease is the leading cause of death in the U.S. #DYK Harvard research found that eating walnuts may lower your risk of death and add 1.3 years to your life? Read more from @cawalnuts. #AmericanHeartMonth <https://bit.ly/3DmxUX3>
236 characters
- It's #AmericanHeartMonth! Did you know that a Harvard study found that eating walnuts may lower your risk of death? Read more from @cawalnuts below.
<https://bit.ly/3DmxUX3>
173 characters
- #DYK that research suggests eating ½ cup of walnuts regularly may lower cholesterol and increase longevity? Learn more from @cawalnuts below. #AmericanHeartMonth
<https://bit.ly/3DmxUX3>
186 characters
- News flash! Researchers found a link between regular daily walnut consumption and lower levels of cholesterol including a 15% lower risk of cardiovascular disease! Check out more from @cawalnuts below. #AmericanHeartMonth <https://bit.ly/3DmxUX3>
246 characters

- Walnuts are a heart-healthy food, certified through the American Heart Association's Heart-Check program. Research shows eating ½ cup walnuts daily lowered bad cholesterol and may reduce cardiovascular disease risk. Learn more here: <https://bit.ly/3DmxUX3> #AmericanHeartMonth
278 characters
- Research has found an association between regular walnut consumption and a lower risk of cardiovascular disease! Try these American Heart Association Heart-Check mark certified recipes with @cawalnuts: <https://bit.ly/3nmfnVr> #AmericanHeartMonth
247 characters

ALA Specific Content

- Research shows regular consumption of foods rich in omega-3 EPA & ALA was associated w/ improved outcomes in those who suffered a heart attack. Walnuts are the only nut that's an excellent source of omega-3 ALA, providing 2.5g/oz. <https://bit.ly/3CmhSeO> #AmericanHeartMonth
277 characters

American Heart Association Guidelines

- Do more with walnuts during #AmericanHeartMonth! The latest @American_Heart Guidelines recommend a dietary pattern that includes plant-based proteins. Did you know walnuts includes 4g of plant-based protein in a 1 oz serving? Try a new walnut recipe today! <https://bit.ly/3nmfnVr>
280 characters

Graphic assets:

Download graphics shots [here](#).

Additional Resources

- [American Heart Month Resources](#)

American Heart Association Information:

- [5 Easy Ways to Find Healthier Options at the Grocery Store](#)
- [Staple Ingredients for Quick, Healthy Meals](#)
- [Facts on Healthy Fats](#)
- [The AHA Diet and Lifestyle Recommendations](#)
- [Daily Tips to help your family eat healthier](#)

- [Understanding Food Nutrition Labels](#)
- [Healthy Snacking](#)
- [Healthy For Good site](#)
- [Healthy eating infographics](#)