

TURN SUMMER SNACKING INTO **walnut sales**

Summer shoppers want fresh, simple snacks. California Walnuts will support June and July with national paid media to boost awareness, drive store traffic, and unlock incremental summer sales.



Walnuts are the Nut to Promote this Summer

- **Merchandise Walnuts as a Snack**
It's the #1 way shoppers use them.¹
- **Cross Merchandise with Summer Produce**
76% of shoppers are more likely to buy when displayed with produce.²
- **Add Incremental Placements**
With bins, boxes and digital offers.



Retailer Opportunity



Tagged Endscreens on Commercials and Videos

1 CWB US A&U Study June 2025
2 CWB A&U Study, Wave II Quantitative Report 2021



Let's Talk Promos

Contact us for summer programs, merchandising and ways to maximize walnut sales.
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feel good.