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
Download 2022 Recipe Videos

Heart-Smart Snacks - Do More With Walnuts

1. Greek Cucumber Walnut Bites:

#AmericanHeartMonth @cawalnuts
Make heart-smart snacking simple with @cawalnuts this #AmericanHeartMonth! 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 this #AmericanHeartMonth: https://bit.ly/2JxfH2z

3. **No-Bake Walnut, Cocoa, Cherry Bars:**
   #eatheartsmart this #AmericanHeartMonth 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 for #AmericanHeartMonth: https://bit.ly/32evcjf

5. **Herbed Cheese and Walnut Stuffed Mini Peppers:**
   Take a bite out of #AmericanHeartMonth by snacking on these Herbed Cheese and Walnut Stuffed Mini Peppers from @cawalnuts: https://bit.ly/2WJpwwE

6. **Cottage Cheese-Walnut Caprese Toast:**
   #AmericanHeartMonth is the perfect 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 #AmericanHeartMonth staple: https://bit.ly/3dz0p7X

2. **Banana Bread Overnight Oats:**
   Don’t let busy mornings ruin your #AmericanHeartMonth 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 for #AmericanHeartMonth: https://bit.ly/2PNia9I

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

#AmericanHeartMonth @cawalnuts
This sweet toast is topped with ricotta, banana, honey, and @cawalnuts for a flavorful and satisfying #AmericanHeartMonth 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:**
   Celebrate #AmericanHeartMonth by trying out this #heartsmart bowl topped with @cawalnuts and a tangy pear and avocado dressing:  https://bit.ly/3lBkeOi

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 for #AmericanHeartMonth:  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 #AmericanHeartMonth. Try out @cawalnuts zesty recipe as a snack today, and #shopheartsmart:  https://bit.ly/2JFd7qK

4. **Walnut Pear Yam Skillet:**
   #AmericanHeartMonth calls for 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:**
   This #AmericanHeartMonth, #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:**

   #AmericanHeartMonth @cawalnuts
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’ll eat it all #AmericanHeartMonth long: 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 this #AmericanHeartMonth. #eatheartsmart #shopheartsmart https://bit.ly/3lSXqKv

4. **Walnut Broccoli Apple Slaw:**
   This slaw is accented with crunchy toasted @cawalnuts and sweet apples to create a side that’s perfect for #AmericanHeartMonth. Do More With Walnuts. #eatheartsmart #shopheartsmart https://bit.ly/3mymqr3

5. **Warm Cauliflower Tuna and Walnut Pasta:**
   This warm pasta dish is just what you need for #AmericanHeartMonth. 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 will complete your #AmericanHeartMonth: https://bit.ly/3ak9pyi

**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

#AmericanHeartMonth @cawalnuts
• 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

#AmericanHeartMonth @cawalnuts
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