



A SIMPLE SOLUTION FOR PLANT-BASED GROUND MEATS

A growing opportunity for food manufacturers to develop plant-based ground meat with walnuts and legumes.

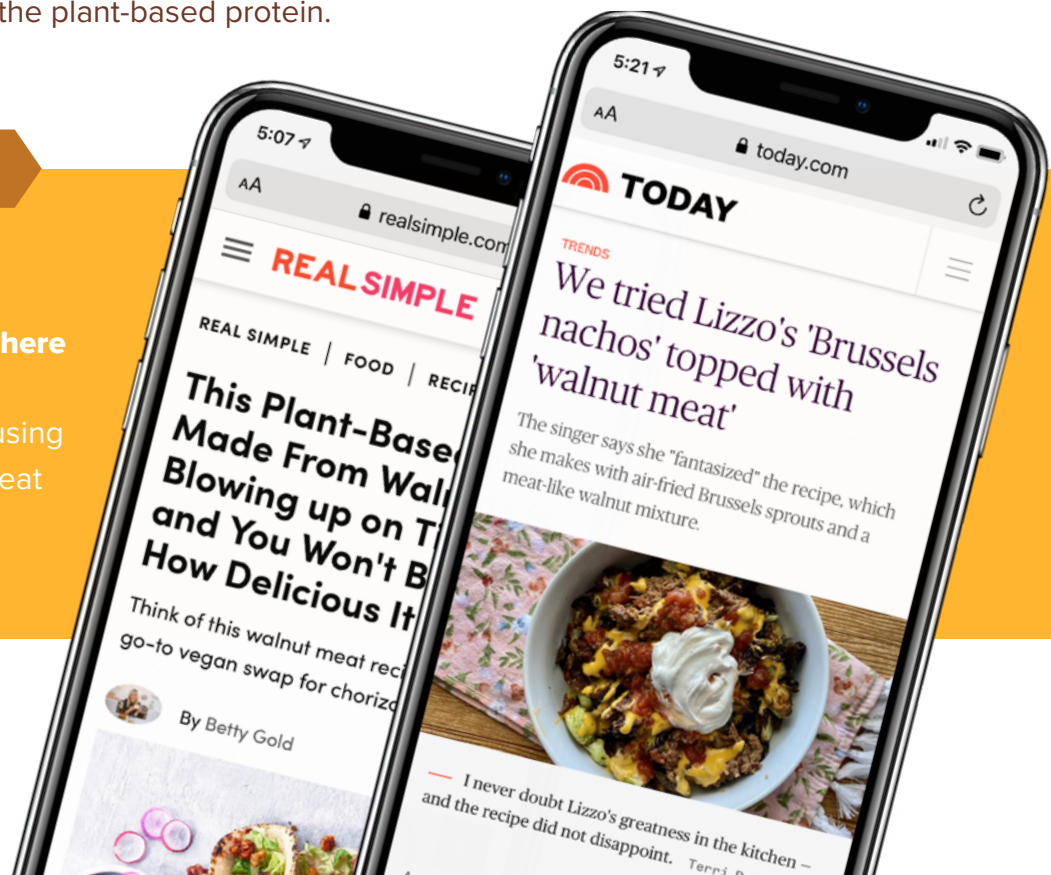
TAKE ADVANTAGE OF ONE OF THE FASTEST GROWING CONSUMER TRENDS.

Plant-based ground meat alternatives made with walnuts are one of the hottest new trends. These natural, easy-to-understand walnut mixtures have the similar look, texture and taste of ground meat that consumers are rapidly coming to prefer above other highly processed meat alternatives – and having read about or tried a home version of the recipe, consumers are primed to seek walnut meat on menus when they dine out..

With **no excess additives and fillers**, a simple blend of raw or toasted California walnuts and a cooked legume of choice forms the base. And with the addition of a few spices, seasonings, herbs or sauces, **food professionals can achieve a wide variety of desired flavor profiles.** Food manufacturers and distributors can meet the needs of consumers and foodservice customers by producing the product as a ground meat–like “crumble,” preforming it into patties or offering it in refrigerated or frozen bulk as an appealing alternative to use in many dishes as the plant-based protein.

Consumer Demand

Celebrities, chefs and food bloggers everywhere are fueling consumer demand for products using walnuts as a ground meat alternative.





CALIFORNIA WALNUT MEAT: THE SIMPLY BETTER MEAT ALTERNATIVE.

When it comes to **clean label plant-based meatless formulation**, there's no better place to start than with a plant-forward ground meat consisting of all-natural ingredients that consumers can recognize: walnuts, water, sea salt and legumes. The concept is both innovative and practical.

Consider the following unique benefits:

FUNCTIONAL NUTRITION

Walnuts are packed with good fats – they are the only nut with an excellent source of omega-3 alpha-linolenic acid (ALA) at 2.5 grams per ounce. In addition, walnuts are a good source of protein (4g/oz), fiber (2g/oz) and magnesium (45mg/oz). There is a wealth of research supporting walnuts' health benefits from weight management, to heart health, to cognition.

PROCESSING & SCALING UP

A walnut-based ground meat is easy to process and scale up in any type of food manufacturing facility, requiring only basic processing equipment to blend the ingredients. Plus, walnut ground meat can be kept frozen or refrigerated with an exceptional shelf life.

TASTE AND TEXTURE

Due to their subtle nuttiness and exceptional texture, walnuts as a ground meat alternative have the opportunity to play a starring role in the next wave of plant-forward products. In a 2019 consumer survey, taste was cited as the number one reason for consuming walnuts, and in the 2021 Kerry Global Taste Chart, walnuts are listed as the number one ingredient for meat alternatives.

VERSATILITY

A walnut ground meat makes for a flavorful base on its own, or it can be seasoned many different ways for simple use in any type of product. Use it just as you would ground meat!



WALNUT MEAT IS AS VERSATILE AS GROUND MEAT.



Applications & Uses



LATIN

Walnut-ground meat can be used as a filling for frozen tacos, burritos, enchiladas and tamales. In foodservice applications, a ready-to-eat walnut ground meat is the perfect topper for nachos.



ITALIAN

From pasta sauces to frozen ravioli, walnut ground meat adds flavor and texture to plant-based products. Top a frozen or fresh pizza with a walnut ground meat to mimic a meat topping.



AMERICAN COMFORT

Pre-formed walnut patties make for a clean label plant-forward hamburger that can be sold frozen or fresh. Walnut ground meat also perfect for meatless sloppy joes and chili.

Market Opportunities

CONSUMER PACKAGED FOODS

Develop a walnut-based ground meat alternative brand in the frozen or refrigerated section that spans everything from taco crumbles to a meatless bolognese.

FOODSERVICE

There is demand from foodservice operators for a ready-to-eat walnut ground meat alternative. Don't take our word for it, see what chefs have to say on the next page.





THE MISSING LINK CHEFS ARE ASKING FOR.

California Walnuts, with the help of *Flavor & The Menu* magazine, conducted a survey in December 2020 with over 120 top U.S.-based chefs and operators, 42% of whom said they are likely or **very likely to purchase a ready-made meat alternative made with walnuts.**

I've tried the Walnut "Chorizo" Tacos at a few events where California Walnuts has been a sponsor, and they are incredible! You'd never know that it's completely vegetarian, and clean ingredients! I am interested in playing with a finished walnut crumble product as I feel it would make it easier to create consistent, savory dishes like these tacos in my operation.

Tamra Scroggins, Director of Culinary at Grill Concepts, Inc.

Our guests want clean, plant-based alternatives to substitute meat-based proteins that are natural and not synthetic. California walnuts are a wholesome real food that I can get behind. I really like to use California walnuts as a meat substitute. They offer a nice mild flavor and softer texture, which makes them a versatile ingredient for a number of flavor profiles. I would welcome a finished RTC walnut crumble product in our operation.

Chef Andrew Arndt, Executive Chef for Marriott Hotels Newport Beach

I use walnuts in my mole sauce, my vegan chorizo, and we also put candied walnuts on our vegan cheese plate at BKLYNwild. I've been making walnut chorizo for a while now to use in tacos; the walnuts have just the right amount of sweetness to mimic the sweetness of pork. I would prefer a clean-ingredient, ready-made product to use in my restaurants if available.

Chef/Owner Ivy Stark of MEXology and BKLYNwild

We have a shrimp and chorizo concept in mind, and a finished walnut crumble could work as a nice alternative meat protein. It would be great to have a walnut crumble product to source.

Justin Mosel, Culinary Director at Rubio's

Learn More

For more information and to learn more about the versatility of California walnut meat, please visit:
walnuts.org/walnut-meat-alternative

To schedule a meeting or ideation session, please contact:
Keith Seiz at **kseiz@walnuts.org**