



## California Walnuts 2024-25


# PEAK PROMOTION PERIODS

**Just Add Walnuts** to increase sales throughout the year! Plan now and customize your California walnut promotions.

Find out about our promotion programs for every season —consumer advertising, specialty displays, and eCommerce programming.

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A market basket with walnuts more than doubled the average market basket value, boosting spending by \$55.\*

\*Circana Market Basket Study, 52-weeks ending 12.31.2023



## OCT/NOV/DEC HOLIDAY BAKING & ENTERTAINING

Fresh California walnuts are harvested each year in September and October—right in time for the peak holiday promotion period. Plan promotions of ad features, sampling or display bins to drive sales.

## GRABBING CONSUMERS ATTENTION

California Walnuts' national advertising program introduces Wally, the California Nutcracker, capturing consumer attention. Wally will encourage consumers to enjoy walnuts year-round, promoting new and trending usage ideas. As the California Walnuts ambassador, he will be featured in digital ads on ConnectedTV and online video platforms, as well as on social media and more.







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### FEBRUARY

#### AMERICAN HEART MONTH

California Walnuts are **heart-healthy\*** and the ideal food to promote in February. Walnuts add a nutritional boost to a variety of **heart-smart recipes and snacking.**

California Walnuts will be promoting usage ideas and heart-smart recipes to consumers nationwide during Heart Month. We also offer registered dietitian promotions with partnering retailers.

\*Per one-ounce serving. Supportive but not conclusive research shows that eating 1.5 ounces of walnuts per day, as part of a low saturated fat and low cholesterol diet and not resulting in increased caloric intake, may reduce the risk of coronary heart disease. (FDA) One ounce of walnuts offers 18g of total fat, 2.5g of monounsaturated fat, 13g of polyunsaturated fat including 2.5g of alpha-linolenic acid - the plant-based omega-3.



### APRIL

#### EASTER & PASSOVER

California walnuts are a versatile ingredient for **Easter recipes** and **Passover traditions.** Their fresh, nutty flavor and gentle crunch pair well with fresh produce featured in many **springtime meals.** Plus, they are Kosher-certified by most suppliers.

Kick-off spring with a display contest or recipe banner ads.

### MAY/JUNE/JULY

#### SUMMER SNACKING

May 17th is **National Walnut Day** and a great time to promote better-for-you summer snacking inspiration with walnuts. Simple trail mixes, flavored walnuts, and walnuts paired with quick, healthy produce department snacks make eating well simple during pool time, hikes, and other summer activities.

Find out more about our co-promotion partners to drive sales.

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**76% of consumers** reported being more likely to buy walnuts when they are displayed with fresh fruit and vegetables.

\*A&U Study Wave II Quantitative Report, 2021

