

# **Maximize Q4 Sales**

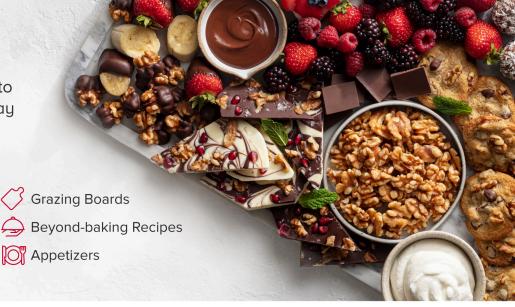
# OP PERIOD FOR WALNUTS





## TRENDING USAGE IDEAS

California Walnuts are showcasing new holiday usage ideas designed to drive consumers to your stores.







#### **CONSUMER ADVERTISING**

Robust digital advertising campaign with tagged media running across ConnectedTV and Online Video platforms like Hulu, Sling, Amazon Prime, NBC, ABC, YouTube and more.

- November 4 to December 22, 2024
- Tagged endscreen to the commercial for retailers



### **DRIVING SALES ONLINE**

We're encouraging online shoppers to add walnuts to their carts with strategic ad placements, ensuring California Walnuts are top of mind and in their baskets. Such as:





/<sup>+1</sup>\ Ibotta





Contact us to learn more about special promotional programs designed to drive traffic to your stores and sales of California walnuts.



Carolyn Becker West Coast clbfruit@comcast.net

**Dave Anderson** Central & East Coast davida@afsam.com