



Maximize Q4 Sales




TOP PERIOD FOR WALNUTS



3 WAYS California Walnuts are Driving Shoppers to Your Stores this Holiday

1 TRENDING USAGE IDEAS

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

-  Grazing Boards
-  Beyond-baking Recipes
-  Appetizers



2 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

3 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:

-  Instacart
-  Ibotta



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

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