



8 REASONS

# FORMULATING WITH WALNUT GROUND MEAT



[walnuts.org](http://walnuts.org)



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## CLEAN LABEL

Walnut ground meat is a simple solution with simple ingredients: walnuts, legumes and a seasoning blend. It's the perfect ground meat alternative with no excess additives and fillers. Walnut ground meat gives consumers what they want, including taste, texture and an ingredient listing with all-natural, recognizable ingredients.

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## TASTE + TEXTURE

Due to their subtle nuttiness and exceptional texture, ground walnut meat has the opportunity to play a starring role in the next wave of plant-forward alternatives. 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.

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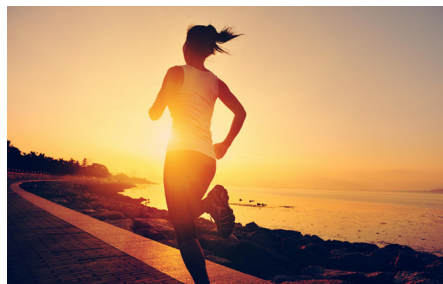
## VERSATILITY



A walnut ground meat makes for a flavorful base on its own, or it can be seasoned many different ways for many different products, from tacos to frozen lasagna. Use it just as you would ground meat!

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## 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.

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## DEMAND FROM FOODSERVICE



The market for ready-to-eat (RTE) ground walnut meat exists. Innovative chefs already are using a scratch product in everything from hamburgers to pasta sauces. As the popularity of the product grows, chefs are looking to distributors and food manufacturers to provide them with an RTE product they can open, cook and serve.

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## PROCESSING + SCALE-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.

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## A UNIQUE SOLUTION

The plant-based frozen and refrigerated food section is filled with products that look alike, taste alike and use the same basic ingredients. The lack of variety has served a purpose to date, but consumers are going to want to experiment as the category matures. With ground walnut meat, food manufacturers can be one of the first to market with a unique product and brand.

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## BEYOND MIMICKING



Innovation in the plant-based food industry has almost exclusively focused on making meatless versions of meat. The next round of innovation, we predict, will see ingredients with protein, like walnuts, used in non-traditional applications. For example, toasted and seasoned walnuts on pizza create a completely new eating experience that delivers protein, but doesn't necessarily seek to mimic sausage.

