



# California Walnuts

4 Peak Promotions to Drive Year-Round Sales

## FRESH. VERSATILE. PROFITABLE.

California walnuts deliver more than great taste, they deliver sales.

- 76% of shoppers are more likely to buy when displayed with fresh produce.<sup>1</sup>
- Increase the value in carts, \$55 on average.<sup>2</sup>
- Grown with care by multi-generational California farms.
- Fresh, natural, nutrient-rich.



### Let's Talk Promos

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Our “Feel Good” marketing campaign is all about sparking excitement with shoppers.

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## FEBRUARY AMERICAN HEART MONTH

- Promote heart-healthy<sup>3</sup> walnuts, the only nut with an **excellent source of omega-3 ALA**.
- Feature the Heart-Check mark.
- Sample and advertise daily usage ideas: **yogurt, oatmeal, salads, fish entrees.**
- Co-promote with Medjool dates (Ramadan begins Feb 17).
- **CWB Media Support:** Radio and podcast advertising focused on health messaging.

## APRIL EASTER & PASSOVER

- A staple in Easter and Passover dishes.
- Baking promotions drive sales.
- **CWB Media Support:** Digital and social campaigns.

## MAY - JULY SUMMER SNACKING

- Snacking is the top way walnuts are used.
- Promote pairings with summer fruits and vegetables.
- Usage ideas: Trail mix, salads, smoothies.
- **CWB Media Support:** Instacart ads, YouTube, retail-tagged CTV and streaming TV.



## OCT - DEC HOLIDAY BAKING & ENTERTAINING

- Maximize Q4 - the #1 walnut sales period.
- Promote holiday baking, cooking, entertaining.
- Secondary displays drive impulse sales.
- Charcuterie boards and desserts are perfect tie-ins.
- **CWB Media Support:** Instacart ads, YouTube, retail-tagged CTV and streaming TV.



<sup>1</sup> CWB A&U Study, Wave II Quantitative Report 2021

<sup>2</sup> Circana Market Basket Study, 52-week period ending 12/31/23

<sup>3</sup> 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 provides 18g of total fat, 2.5g of monounsaturated fat, 13g of polyunsaturated fat (which includes 2.5g of alpha-linolenic acid—the plant based omega-3) and 1.5g of saturated fat.