

MARKETING INSIGHTS

BLACK WALNUTS AND ICE CREAM: A natural recipe for success

As a classic ice cream flavor for decades—it was one of the original 31 flavors when Baskin-Robbins opened its first store in 1945—Black Walnut has always been a consumer favorite. Now, increasing interest in natural ice cream ingredients like wild-grown Black Walnuts is helping to drive growth in retail U.S. ice cream sales, which are projected to rise from \$12.2 billion in 2015 to \$13.5 billion by 2020, according to Mintel.



Courtesy of Blue Bell Creameries

The bold, robust flavor of all-natural, sustainably harvested Black Walnuts (which are different from “regular” walnuts) is tailor-made for this new breed of ice creams that are moving beyond just eliminating artificial ingredients. Instead, reports Mintel, ice cream brands are highlighting simple and real ingredients prominently on packaging to assure consumers of their products’ sound ingredient sourcing.

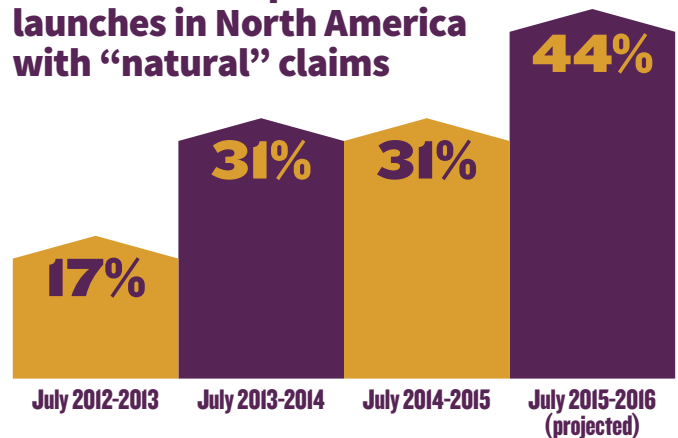
“Natural positioning, including ‘clean labelling,’ is part of the consumer’s health and wellness vocabulary,” according to Mintel’s Category Insights: Ice Cream report (August 2015). “Opportunities therefore exist for brands to innovate around this area, considering the significant number of consumers who seek more natural products. Brands may thus want to focus on highlighting qualities such as simplicity, provenance transparency and safety when launching [ice cream] products.”

Positioning ice cream flavors as “retro” or “heritage” can also be an effective way to convey this kind of natural simplicity, and the bold, distinctive flavor of Black Walnuts has been a staple in American kitchens for years. In fact, fall and winter seasonal flavor concepts such



Photograph courtesy of Baskin-Robbins

New ice cream product launches in North America with “natural” claims



Source: Mintel GNPD

as Black Walnut Pumpkin Pie or Maple Black Walnut can evoke images of family get-togethers and home baking that add to an ice cream product’s old-fashioned appeal.

Hand-harvested American Black Walnuts are available from Hammons Products

Company, which processes and distributes the vast majority of U.S. Black Walnuts, in large pieces designed for ice cream and confections and in smaller sizes that are ideal for brownie mixes, energy bars and toppings. The unique flavor profile and exceptional nutritional benefits of Black Walnuts can also add a healthy boost to a variety of other products.



Courtesy of Mayfield

For Black Walnut samples and more information, please visit:
<http://www.black-walnuts.com/buy-black-walnuts/food-manufacturing>





BLACK WALNUTS: A HEALTHY INDULGENCE

All-natural, wild-grown Black Walnuts offer an ideal way to leverage the healthy/indulgent snacking trend in both traditional and new ice cream flavors.

The rich, earthy taste of Black Walnuts can help create the premier flavor and texture experience that increasingly sophisticated consumers crave, at the same time boosting the ice cream's nutritional value. Adding Black Walnuts to ice cream makes it easier for consumers to enjoy a "healthy indulgence," thanks to the Black Walnut's powerhouse nutritional profile:



- ➔ highest protein content of any tree nut (7 grams in a 30-gram serving)
- ➔ high in omega-3 fatty acids
- ➔ high in antioxidants
- ➔ high in folate, phytosterols and melatonin
- ➔ low in saturated fat
- ➔ more dietary fiber than regular (English) walnuts
- ➔ Non-GMO Project verified and gluten-free
- ➔ kosher

BLACK WALNUT DISTRIBUTORS

Hammons Black Walnuts are available in bulk and retail through many distributors that service a wide range of industries, including:

BULK DISTRIBUTORS

DOT Foods
<http://www.dotfoods.com>
Dutch Valley Food Distributors
<http://www.dutchvalleyfoods.com/about>
KeHE Distributors
<http://www.kehe.com>
Tropical Foods
<http://www.tropicalfoods.com>

RETAIL DISTRIBUTORS

AWG (Associated Wholesale Grocers)
<http://www.awginc.com>
Caito Foods
<http://www.caitofoods.com>
Cavallaro Foods
<http://cavallarofoods.com>
Crosset Company
<http://www.crossetcompany.com>

Food City Distribution Center (Mid-Mountain Foods Inc.)
<http://www.foodcity.com>

Four Seasons Produce Inc.
<http://www.fsproduce.com>

ITALCO
<http://www.italco.com>

KeHE Distributors
<http://www.kehe.com>

Merchants Distributors Inc.
<http://www.merchantsdistributors.com>

Military Produce Group
<http://www.militaryproduce.com>

Nature's Best
<http://www.naturesbest.net>

Supervalu Inc.
<http://www.supervalu.com>

UNFI
<https://www.unfi.com>



BLACK WALNUT BASICS

- ➔ A **Black Walnut** is not the same as a regular (English) walnut. It has a richer, bolder, more distinctive nutty flavor.
- ➔ **Black Walnuts** are unique in the nut industry because nearly all come from wild trees, while “regular” walnuts come from orchards. Wild **Black Walnuts** are hand-harvested by local residents every fall in the Midwest and East-Central United

States, a tradition that goes back generations.

- ➔ The world’s premier supplier of **Black Walnuts** is **Hammons Products Company in Stockton, Mo.**, owned by the Hammons family since its founding in 1946. Today, Brian Hammons and his nephew, Jacob Basecke, continue the family’s four-generation vision and commitment to providing high-quality **Black Walnuts**.



TALK TO Hammons

Hammons Products Company can help with all of your Black Walnut needs. We also offer packaging and private label capabilities—please let us know if you need more information on this service.

Retail Sales — Frances Branstetter, fbranstetter@black-walnuts.com

Bulk Sales — Jacob Basecke, jbbasecke@black-walnuts.com

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