

RETAIL INSIGHTS

Tap into the hottest food trends **WITH BLACK WALNUTS**



Wild-harvested, bold-flavored **Black Walnuts** can offer your shoppers the **nostalgic taste of heirloom cooking**—or the **fresh appeal** of a **natural ingredient** that plays right into today's most popular foodie passions:

→ **Non-GMO certified**

Hammons Black Walnuts have earned Non-GMO Project verification, one of the fastest-growing labels in the natural food sector. (The vast majority of U.S. Black Walnuts are processed and distributed by Hammons Products Company, even those distributed under other brand names.) Thirty-two percent of U.S. consumers consider non-GMO a very important product health attribute, according to recent research by Nielsen, and being free of genetically modified organisms ranks at the top of important health attributes of food worldwide. Packaged Facts projects that by 2017, non-GMO products will make up around 30% of total food and beverage sales, with a value of \$264 billion.



→ **Gluten-free**

With 41% of U.S. adults agreeing that gluten-free products are beneficial for everyone, it's no surprise that the demand for gluten-free foods continues to expand: Sales jumped an estimated 63% from 2012 to 2014, according to Mintel research. Naturally gluten-free Black Walnuts are in a prime position to take advantage of this trend as home bakers look for ingredients to add rich, earthy flavor to their gluten-free recipes.

→ **High-protein diets**

Consumers who've discovered that eating protein can make them feel full longer are jumping on the high-protein bandwagon, either as part of an overall diet plan or as a healthier alternative to carbs. New data from Packaged Facts show that 62% of consumers agree they are "making a point of getting enough protein" from foods and





beverages they consume, and 40% say that food and drink products high in protein help users feel full longer, according to Mintel research. Black Walnuts are a natural fit for these shoppers as the top tree nut for protein content (8 grams in a 30-gram serving).

→ ‘Superfoods’

The Black Walnut is a rich source of nutrients that make it a “superfood,” suggests a new study released by the University of Nebraska Department of Food Science and Technology. The nut’s high levels of polyunsaturated fats and antioxidants are key nutrients in protecting against cardiovascular disease, cancers, diabetes and certain neurodegenerative conditions. Black Walnuts also have high

levels of dietary fiber, folate, phytosterols, protein and melatonin.

→ Naturally sustainable

Every fall, wild Black Walnuts are hand harvested from fields and pastures across the Midwest by local residents. Hammons Products Company buys millions of pounds of these wild Black Walnuts that are grown without the need for commercial orchards. The Black Walnut’s attractive all-natural profile will continue to offer an advantage, especially in the wake of new federal nutrition advisory panel recommendations that updated U.S. dietary guidelines include “the impact of food production, processing, and consumption on environmental sustainability.”

Nuts by the numbers

Looking for the latest data and projections about retail nut availability and pricing? **Hammons** has a wealth of resources available to help **retailers plan their nut purchase programs**. Please contact us at **417-276-5181** or **888-429-6887**.

BLACK WALNUT DISTRIBUTORS

Hammons Black Walnuts are available through many distributors that service independent retailers, including:

AWG (Associated Wholesale Grocers)

<http://www.awginc.com>

C&S Wholesale Grocers

<http://www.cswg.com>

Cavallaro Foods

<http://cavallarofoods.com>

Cheese Importers

<http://www.ciwarehouse.com>

Dot Foods

<http://www.dotfoods.com>

Dove Distributors

<http://www.dovedistributors.com>

Dutch Valley Food Distributors

<http://www.dutchvalleyfoods.com/about>

Food City Distribution Center (Mid-Mountain Foods Inc.)

<http://www.foodcity.com>



Four Seasons Produce Inc.

<http://www.fsproduce.com>

Gold Mine Natural Food Co.

<http://www.goldminenaturalfoods.com>

ITALCO

<http://www.italco.com>

KeHE Distributors

<http://www.kehe.com>

Merchants Distributors Inc.

<http://www.merchantsdistributors.com>

Supervalu Inc.

<http://www.supervalu.com>

UNFI (United Natural Foods)

<https://www.unfi.com/Default.aspx>



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. Please contact: **Frances Branstetter, Retail Sales Manager**

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