

# RETAIL INSIGHTS

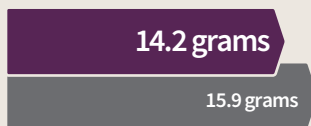
## The many benefits of BLACK WALNUTS



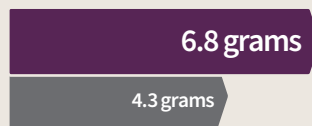
**W**hen it comes to satisfying consumer demand for healthier foods, Black Walnuts are perfectly positioned to hit all of the latest shopper hot buttons: Bold flavor. All-natural. High protein. Gluten-free. Non-GMO. Kosher.

Black Walnuts even come out on top for consumer-pleasing healthy attributes compared with other nuts, including regular (English) walnuts. Black Walnuts' nutritional profile actually is very similar to (regular) walnuts, but with more protein.

### Unsaturated fat



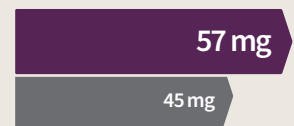
### Protein



### Selenium



### Magnesium



■ Black Walnuts – 1 ounce ■ Regular Walnuts – 1 ounce

Offering Black Walnuts as part of your culinary nut line gives you an opportunity to drive higher sales by providing a product that perfectly fits the food profile consumers are seeking. Consumers can easily boost the flavor and nutritional value of their favorite foods by adding Black Walnuts to dishes like salads, yogurt and oatmeal, or by using Black Walnuts as an ingredient nut in fish and chicken recipes. Toasted, Black Walnuts make a tasty addition to trail mix for a healthy snack.

Hammons Products Company, which processes and distributes the vast majority of U.S. Black Walnuts, is

increasing consumer awareness about the healthy benefits of Black Walnuts and how to use them through social media promotions. You and your customers can now follow Hammons Black Walnuts on Facebook, Twitter, Pinterest and Instagram.

In addition, Hammons will be launching a new website in mid-August 2015 that's designed to expose even more consumers to Black Walnut products. The site will drive sales with health and nutritional information, recipes, videos, store locations for consumers to buy Black Walnuts, harvest details and more.





## BLACK WALNUT DISTRIBUTORS

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

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>

Dot Foods

<http://www.dotfoods.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>

ITALCO

<http://www.italco.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>

## 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**.

## THE WILD SIDE OF THE WALNUT FAMILY

Boost Black Walnut sales by promoting their “wild” benefits:

- ➔ completely wild crop
- ➔ rich, earthy flavor derived from the roots of the wild tree
- ➔ hand-harvested by local residents each fall, a regional tradition spanning generations
- ➔ all-natural, sustainable product
- ➔ high in protein, omega-3 fatty acids, antioxidants and a wide range of nutrients
- ➔ Non-GMO Project verified and gluten-free
- ➔ kosher



Hammons Black Walnuts have earned Non-GMO Project verification, one of the fastest-growing labels in the natural food sector, and the non-GMO designation will be prominently displayed on most 8-ounce and 24-ounce Hammons Black Walnut packages. (Most U.S. Black Walnuts are processed and distributed by Hammons Products Company, even those distributed under other brand names.)



## 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.

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

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P.O. Box 140, 105 Hammons Drive  
Stockton, MO 65785

(888) 429-6887  
(417) 276-5187 (fax)  
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