

RETAIL INSIGHTS

Complete your culinary nut line **WITH BLACK WALNUTS**



Inspired by TV cooking shows and foodie bloggers, interest in home cooking and baking shows no signs of waning. In fact, Innova Market Insights ranked it as one of the Top 10 food and beverage trends for 2015, predicting that DIY foodies will continue to drive demand for ingredients to use in cooking from scratch.

For home bakers and chefs, a strong culinary nut line during the fall is an attractive incentive for basket building at the grocery store. And wild-grown Black Walnuts (not to be confused with regular walnuts) are an essential part of a complete culinary nut line. The “Hammons” brand package of Black Walnuts even helps consumers understand the difference with the descriptor “a Wild Harvest of Bold, Rich Taste.”

In the culinary nut section, shoppers choose among almonds, pecans and walnuts based upon each nut’s specific taste and recipe usage. And they choose distinctively flavored Black Walnuts in the same way. The unique rich, earthy flavor of Black Walnuts is a traditional favorite for cake recipes, along with nut breads, cookies, brownies, fudge and other baked goods. On the savory side, savvy home chefs are adding Black Walnuts to fish, wild rice dishes and holiday stuffing, and toasting the nuts for a robust salad topping.

Black Walnuts offer home chefs a budget-friendly way to indulge themselves with an ingredient that’s more exotic than common culinary nuts but still tied into traditions of American home baking. And a complete culinary nut line including Black Walnuts encourages category sales growth overall, as consumers try new variations on favorite recipes with different kinds of nuts.

Add Black Walnuts to your produce department this year with Hammons Black Walnuts’ convenient 18-count 8-ounce display box. If space is tight, there is a convenient display shipper requiring only 2 square feet of floor space. ➔



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>

Caito Foods

<http://www.caitofoods.com>

Cavallaro Foods

<http://cavallarofoods.com>

Cheese Importers

<http://www.ciwarehouse.com>

Crosset Company

<http://www.crosset.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>

ITALCO

<http://www.italco.com>

Merchants Distributors Inc.

<http://www.merchantsdistributors.com>

Nature's Best

<http://www.naturesbest.net>

Supervalu Inc.

<http://www.supervalu.com>

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





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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Stockton, MO 65785

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