

WHY BLACK WALNUTS?

“BLACK WALNUTS ARE THE NEW PISTACHIO”

— Bill Addison, *Eater*
8 Dining Trends That Will Define 2017

wildly sourced



highest protein nut

hand harvested

66%
OF CONSUMERS SAID
BLACK WALNUTS
WERE HARD TO FIND.**

**Survey results are based on >1,000 individuals polled in December 2017

HAMMONS BLACK WALNUTS' PACKAGE SALES

**INCREASED
68%
IN ONE YEAR.***

*According to SPINS data pulled in April 2018.

“BLACK WALNUTS ARE
BOLD AND
ROBUST.”

— Chef Paul Febrbach
Garden & Gun Magazine

57%
MORE PROTEIN
VS. ENGLISH WALNUTS.

“THEY’VE GOT
CHARACTER
AND DEPTH.”

— Chef Mark Richardson
Kentucky.com, Article by Janet Patton



3X HAMMONS BRAND’S TOTAL AVERAGE ACV
HAS MORE THAN TRIPLED IN ONE YEAR.*

*According to SPINS data pulled in April 2018.



NATURALLY BOLD FLAVOR

CONSUMERS LOOK FOR BLACK WALNUTS OVER ENGLISH WALNUTS BECAUSE THEY STAND APART IN FLAVOR, INCREASED HEALTH BENEFITS AND SUSTAINABLE WILD SOURCING.

“ THIS IS JUST WHAT I NEEDED FOR MY MOTHER’S DELICIOUS RECIPE FOR BLACK WALNUT CAKE.

**I CAN’T FIND BLACK WALNUTS
IN ANY LOCAL STORES.”**

— Amazon.com review by Debbie

February 7, 2015

**“SO HARD TO FIND BLACK WALNUTS,
BUT WHAT A DIFFERENCE THEY MAKE!”**

— nuts.com review by Alexandra

Bethesda, MD February 25, 2018

“ I LOVE BLACK WALNUTS AND IT IS HARD TO FIND THEM IN STORES.

THEY ARE SO GOOD”

— nuts.com review by Mae

Gainesville, GA February 21, 2018



HAMMONS[®]
BLACK WALNUTS

Available in both retail package and bulk. Merchandised in produce, natural/organic and grocery.
Year-round distribution available. Contact Hammons Products Company or your broker representative for more information.