

RETAIL INSIGHTS

Prime Time for BLACK WALNUTS

Black Walnuts are the quintessential autumn ingredient for baked goods, salads, entrees and more. With the annual Black Walnut harvest beginning Oct. 1, there's no better time to remind consumers that the bold, robust flavor of these nuts makes them an ideal purchase for the fall baking season.

Hammons Products Company, which processes and distributes the vast majority of U.S. Black Walnuts, is raising consumer awareness this fall with a 30-second commercial on the Cooking Channel that will reach millions of viewers in all major U.S. markets. From October through Thanksgiving, the commercial will air throughout the day on popular shows such as "Dinner at Tiffani's," "Sweet Julia," and "Kimberly's Simply Southern."

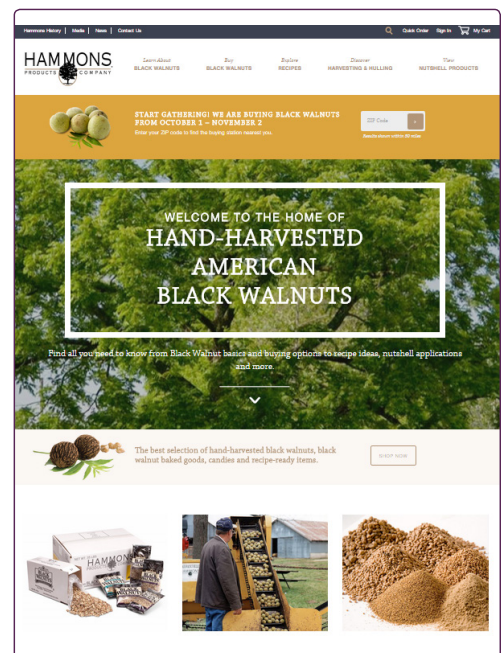


Hammons' 30-second TV commercial will reach millions of viewers in all major U.S. markets.

In addition, Hammons has revamped its extensive website to expose even more consumers to Black Walnuts, which are different from regular (English) walnuts. The redesigned site will drive sales with health and nutritional information, recipes, videos, store locations for consumers to buy Black Walnuts, harvest details and more. Check us out at www.black-walnuts.com.

You and your customers can also follow Hammons Black Walnuts on Facebook, Twitter, Pinterest and Instagram.

As part of your culinary nut line all year long, Black Walnuts provide an opportunity to boost sales by offering customers the attributes they're seeking in the foods they eat: bold flavor, all-natural, high protein, gluten-free, non-GMO and kosher. ➔



The redesigned Hammons website drives sales with consumer-friendly content.



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>

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>

Tropical Foods
<http://www.tropicalfoods.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
- ➔ 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**

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

(888) 429-6887
(417) 276-5187 (fax)
www.black-walnuts.com