

MARKETING INSIGHTS

BLACK WALNUTS appeal to ‘natural’ tastes

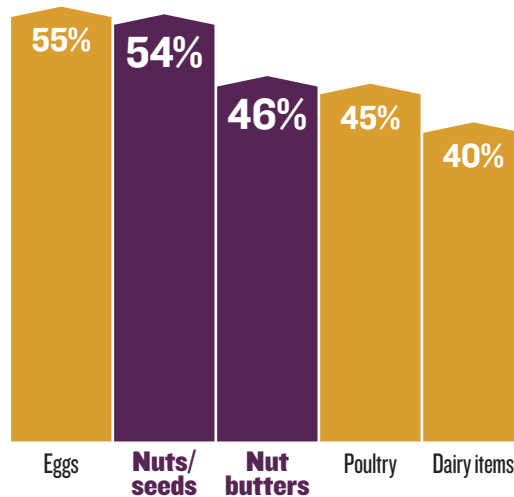
Among the increasing number of consumers opting for naturally good sources of protein and other essential nutrients, wild-grown Black Walnuts are a prime pick.

Low in saturated fat, high in polyunsaturated fats (such as omega-3 fatty acids) and with the highest protein content of any tree nut (7 grams in a 30-gram serving), Black Walnuts can provide robust natural flavor to both commercial and homemade foods, from ice cream and yogurt to salads, oatmeal, trail mix and more. The Black Walnut nutmeat also contains high levels of antioxidants, folate, phytosterols and melatonin, and provides more dietary fiber than regular (English) walnuts. It's such a rich source of nutrients, in fact, that the Black Walnut is truly a “superfood,” suggests a recent study released by the University of Nebraska Department of Food Science and Technology.

Healthy proteins for weight control

Four out of five Americans are trying to lose weight or maintain their current weight, according to the International Food Information Council Foundation's (IFIC) 2015 Food and Health Survey, and many are looking to natural protein sources like nuts as essential ingredi-

Protein consumption increase (among respondents who have increased protein in their diets)



Source: The NPD Group, 2014



ents in their diet. Mintel reports that 46% of U.S. consumers say they are adding in protein “to help maintain a healthy weight,” the top reason among all responses, followed by 43% who say protein helps satisfy their appetite.

High-protein nuts like Black Walnuts, which are most often used as an ingredient rather than a stand-alone snack, fit the bill for these protein-seeking consumers; in fact, nuts are the top nonmeat high-protein source, eaten by 79% of U.S. consumers, according to Mintel. Among those who say they are boosting their protein intake, nut products are two of the Top 3 choices.

Eighty-five percent of U.S. consumers say they're consuming the same or more protein than they did a year ago, reports Mintel, and industry observers see no sign of the demand for protein-rich foods slowing down anytime soon. Tree nuts like Black Walnuts can provide an easy, tasty addition to many foods, such as oatmeal for a morning protein boost.

In culinary nut lines and food products alike, Black Walnuts offer an opportunity to leverage consumer demand for an all-natural protein source with on-trend attributes that include bold flavor, gluten-free, non-GMO Project verification, and kosher.



THE WILD SIDE OF THE WALNUT FAMILY

Black Walnuts' "wild" benefits include:

- ➔ 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

Black Walnut Power Bars



1-1/2 cups Fancy Large Hammons Black Walnuts

1 cup whole dried cranberries
1/2 cup dried figs, stems removed
1/4 cup ground flaxseed
1/4 cup honey
2 Tbsp. cold water

2 Tbsp. vanilla whey protein powder
2 tsp. ground cinnamon
1/4 tsp. ground cloves
2 Tbsp. chia seeds
1/4 cup pepitas (shelled pumpkin seeds, green)
1/4 cup white chocolate chips

Place 1 cup Black Walnuts, 1/2 cup cranberries, figs, flaxseed, honey, water, whey protein powder, cinnamon, cloves and chia seeds in a food processor fitted with a blade. Pulse into a small ground texture for approximately 15 quick pulses (DO NOT puree)—the ingredients will be firm enough to hold their shape when squeezed together. Remove the mixture from the food processor and place in a mixing bowl.

Add the remaining 1/2 cup Black Walnuts, 1/2 cup cranberries, pepitas and white chocolate chips; work into the mixture, with your hands, until evenly combined.

Firmly press the power bar mixture into an 8" x 8" pan lined with plastic wrap, ensuring an even layer of mixture throughout the pan. Fold the edges of the plastic wrap over the mixture, press down evenly again and refrigerate for 30 minutes.

Unmold the power bar mixture from the pan. Remove and discard the plastic wrap, then slice into 12 even and rectangle-shaped Black Walnut Power Bars. Serve chilled or at room temperature. Bars can also be kept refrigerated (covered) for up to 3 weeks or frozen for up to 3 months.

BLACK WALNUT DISTRIBUTORS

Hammons Black Walnuts are available in bulk and retail through many distributors that service a wide range of industries, 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>



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**
Jacob Basecke, Bulk Sales Manager

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

(888) 429-6887
info@black-walnuts.com
www.black-walnuts.com