

MARKETING INSIGHTS

GROW PRODUCE DEPARTMENT SALES WITH BLACK WALNUTS

Fall is prime time for nut sales, as consumers shop for ingredients to use in their favorite baked goods and savory dishes for the holidays.

To generate even greater consumer interest in autumn nut promotions, make sure wild-grown Black Walnuts—which are different from “regular” walnuts—are featured as part of the complete culinary nut line. The most effective positioning for these seasonal nut displays is at the front of the produce department, where shoppers will be looking to select their favorite nuts as ingredients for baking and cooking. Black Walnuts, with their unique rich, bold flavor, are ideal for the season’s



Hammons Products Company president Brian Hammons: “Retailers find the most success positioning Black Walnuts for their consumers right at the front of the produce department.”

bread, cookies, fudge and other baked goods, along with robust wild rice dishes, holiday stuffing and more.

As the world’s premier supplier of Black Walnuts, Hammons Products Company offers retailers a 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. In fact, more retailers are opting to include Black Walnuts year-round in the produce section, targeting shoppers who increasingly use the nuts throughout the year because of their many health benefits: highest protein content of any tree nut (7 grams in a 30-gram serving); high in omega-3 fatty acids, antioxidants, folate, phytosterols and melatonin; low in saturated fat; and more dietary fiber than regular (English) walnuts.



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 all Hammons Black Walnut packaging. (Most U.S. Black Walnuts are processed and distributed by Hammons Products Company, even those distributed under other brand names.)



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



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 in bulk and retail through many distributors that service a wide range of industries, including:

BULK DISTRIBUTORS

- DOT Foods
<http://www.dotfoods.com>
- DOVE Distributors
<http://www.dovedistributors.com>
- Dutch Valley Food Distributors
<http://www.dutchvalleyfoods.com/about>
- Hunt & Gather Wild-Crafted Foods
<http://www.huntandgatherfoods.com>
- KeHE Distributors
<http://www.kehe.com>
- Tropical Foods
<http://www.tropicalfoods.com>

RETAIL DISTRIBUTORS

- 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>
- 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>
- KeHE Distributors
<http://www.kehe.com>
- MDI (Merchants Distributors)
<http://www.merchantsdistributors.com>
- Military Produce Group
<http://www.militaryproduce.com>
- Nature's Best
<http://www.naturesbest.net>
- Supervalu Inc.
<http://www.supervalu.com>
- UNFI
<https://www.unfi.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.

Retail Sales — Frances Branstetter, fbranstetter@black-walnuts.com

Bulk Sales — Jacob Basecke, jbbasecke@black-walnuts.com

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