



VOLUME FOUR

ISSUE FOUR

# MARKETING INSIGHTS

## BLACK WALNUTS CATER TO TOP FOODSERVICE TRENDS



Consumers who eat out are increasingly looking for sustainably produced offerings from their favorite foodservice outlets, and Black Walnuts perfectly fit this trendy new bill of fare.

Environmental sustainability and natural ingredients are among the top restaurant menu trends for 2016, according to research from the National Restaurant Association (NRA), with 41 percent of chefs predicting that environmental sustainability is the menu trend that will grow the most in the next 10 years. In addition, the majority of consumers—especially women and millennials—react positively to foodservice outlets that offer sustainable foods or adopt sustainable practices and are open to sustainable meal substitutions, report The Hartman Group and Changing Tastes in their recent

report, “Diners’ Changing Behaviors: Sustainability, Wellness & Where to Eat.”

### BLACK WALNUTS HIT AIRWAVES

Millions of consumers in major U.S. markets will see and hear more about the benefits of Black Walnuts this fall. Hammons Products Company, which processes and distributes the vast majority of U.S. Black Walnuts, will air a new commercial on the Cooking Channel in October and November on top shows such as “Dinner at Tiffani’s,” “Donut Showdown,” “Tia Mowry at Home,” and “Everyday Italian.” In addition, food and lifestyle blogger Lisa Leake from 100 Days of Real Food will showcase Black Walnuts to her large audience online.



Black Walnuts are ideally positioned for this emerging foodservice focus on natural sustainability: Unlike “regular” English walnuts and other commercially grown nuts, Black Walnuts grow without commercial orchards, chemicals, irrigation, or harmful impacts on the Earth. The robustly

flavored nuts are hand-harvested each fall by locals who collect them from fields and forests across the Midwest.

Foodservice operators can use wild-grown, sustainable Black Walnuts as ingredients in a wide variety of dishes, from salads and grain-based sides to main courses to desserts like ice creams, cakes, cookies and other baked goods. The bold taste of Black Walnuts adds a unique rich flavor to foodservice offerings while meeting the growing customer demand for food products that can be a vital part of the solution to sustainability issues.



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.)



## 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.



## 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

## 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](mailto:fbranstetter@black-walnuts.com)

**Bulk Sales — Jacob Basecke**, [jbasecke@black-walnuts.com](mailto:jbasecke@black-walnuts.com)

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