



VOLUME FIVE, ISSUE ONE

# MARKETING INSIGHTS

## Black Walnuts



## Tap into Top Shopper Demands



**F**rom their premium food status to their clean, sustainable profile, bold-tasting Black Walnuts connect with the latest consumer demands for foods that are healthy for both their families and for the environment.

**Premium.** Fancy imported and gourmet products are no longer relevant to today's "premium" consumer, according to The Hartman Group. Instead, shoppers now say the attribute that makes a product "premium" is full transparency about how it's made, why it's made and the values of the people who are making it. Black Walnuts from family-owned Hammons Products Company, which processes and distributes the vast majority of U.S. Black Walnuts, are hand-harvested by local residents each fall, a regional tradition spanning generations that sets Black Walnuts apart from other nut products.

**Sustainable.** "Environmentally friendly" label claims saw a compound annual growth rate of 72 percent from 2011 to 2015, reports Innova Market Insights, and clean, sustainable product attributes continue to grow in popularity. Wild-grown, non-GMO Black Walnuts have always

been ahead of their time, offering consumers a natural, sustainable nut with a rich, earthy flavor derived from the roots of the wild tree.

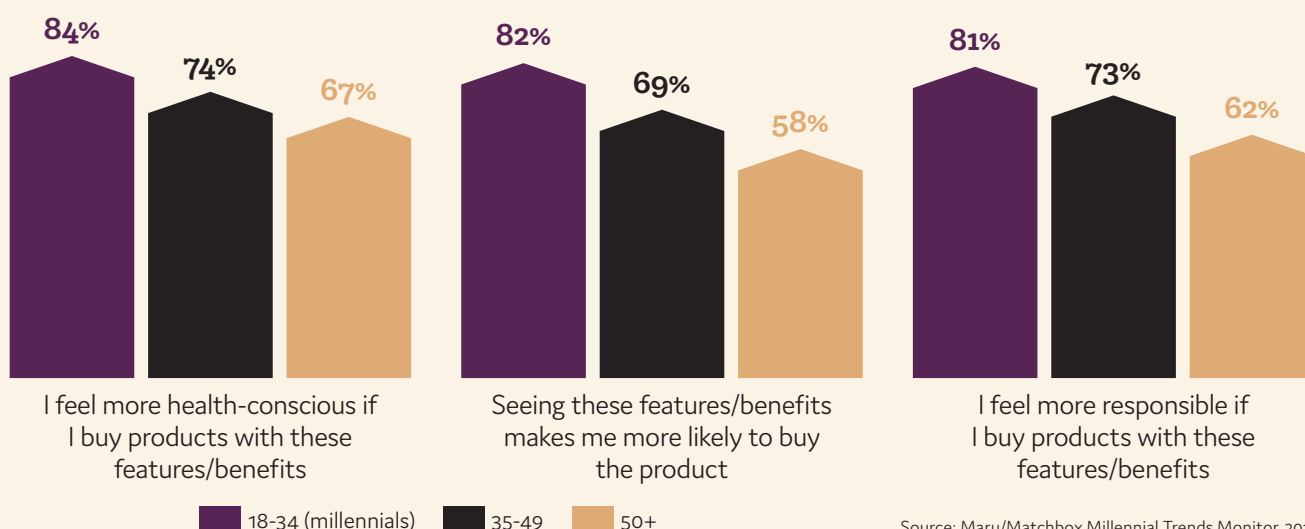
**Healthy.** Nearly two-thirds (63 percent) of Americans say they're trying to eat healthier, according to Nielsen, and for many that means attributes like high-protein and gluten-free. In fact, Nielsen data show that in the 52 weeks ended July 2, 2016, sales of foods with protein claims grew by 4.8 percent, or \$19.6 billion in dollar sales. Compared with other nuts, including regular (English) walnuts, Black Walnuts provide a similar healthy, gluten-free nutritional profile with the highest protein content of any tree nut. Consumers can easily boost the nutritional value of their favorite foods—and add robust flavor—by using Black Walnuts in dishes like trail mix, salads, yogurt and oatmeal, or as an ingredient nut in fish and chicken recipes.

Black Walnuts can help grow sales by offering retail shoppers a distinctively flavored, high-nutrition food product that's on-trend with the health and sustainability attributes they're seeking in the foods they eat.

## The Millennial Edge

With their shared passions for cooking and eating, the 80 million-plus millennial consumers are driving many top food trends, especially the desire for healthful, sustainable products. The powerful nutritional profile of wild-grown, bold-flavored Black Walnuts positions these nuts to offer strong appeal to this important demographic.

Agree about products with health claim features (organic, natural, gluten-free, etc.)



Source: Maru/Matchbox Millennial Trends Monitor, 2017

## Black Walnuts in the News



"Walmart, Sam's Club, Hen House, Hy-Vee and Marsh's Sun Fresh all sell 'fancy-large' size [Black Walnuts] in packages labeled 'American,' 'wild' and 'hand-harvested' with a 'bold, rich taste.' ... Cooks look forward to incorporating the nut into pies, cakes, cookies and fudge because they are 'non-GMO,' 'kosher,' 'paleo,' 'vegan' and 'protein'-rich."

— *Kansas City Star*, Nov. 8, 2016

"Chef Mark Richardson of Dudley's on Short [in Lexington, Ky.] loves the taste of black walnuts, which he calls 'the truffle of nuts.'"

"I just think [Black Walnuts] are unique, unlike any other nut. They've got character and depth. Really earthy. The taste and the smell are similar and yet different. The smell is very fragrant but the flavor has more layers and changes as you eat them with sweet or savory tastes."

— *Lexington Herald-Leader*, Nov. 22, 2016



A bevy of **Black Walnut brands:**

Hammons Black Walnuts are also marketed under major retail and private label brand names, including Diamond, Fisher, Kroger, Best Choice and many other national and regional brands.

## 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 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)

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

(888) 429-6887  
[www.black-walnuts.com](http://www.black-walnuts.com)