

WHY BLACK WALNUTS?

HAMMONS' BLACK WALNUTS PACKAGE SALES JUMPED **68% IN ONE YEAR.**

— SPINS data, April 2018

WHAT CONSUMERS WANT	BLACK WALNUTS	ENGLISH WALNUTS
BOLD, RICH FLAVOR	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HIGHEST PROTEIN TREE NUT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUSTAINABLE WILD SOURCING	<input checked="" type="checkbox"/>	<input type="checkbox"/>



SHOPPER-FRIENDLY
DISPLAY SHIPPER
THAT REQUIRES ONLY
**2 SQUARE
FEET
OF FLOOR
SPACE**

**BRAND NEW PACKAGING WITH
BROAD CONSUMER APPEAL**



66% OF CONSUMERS SAID BLACK WALNUTS WERE **HARD TO FIND.** DON'T LET YOUR CUSTOMERS SAY THAT!

— Survey results based on >1,000 respondents polled in December 2017

NATURALLY BOLD FLAVOR

YEAR-ROUND AVAILABILITY: BLACK WALNUTS ARE SHIPPED
SPRING, SUMMER, FALL AND WINTER.



60%
OF U.S. CONSUMERS
WANT TO GET MORE
PROTEIN
IN THEIR DIETS.

— The NPD Group/National Eating Trends®, 2018

“I LOVE
BLACK WALNUTS
AND IT IS HARD TO FIND
THEM IN STORES.
THEY ARE SO GOOD.”

— nuts.com review by Mae, Gainesville, Ga., February 21, 2018

39%
OF AMERICANS
ARE ACTIVELY TRYING
TO EAT MORE
PLANT-BASED FOODS.

— Nielsen, 2017



MORE THAN HALF OF CONSUMERS SAY
IT'S IMPORTANT TO THEM THAT FOOD BE PRODUCED SUSTAINABLY.

— International Food Information Council (IFIC) Foundation's 2017 Food and Health Survey

HIGHEST
PROTEIN NUT

7g

HEART
HEALTHY



GROWN
IN THE USA



WILDLY
SOURCED



NON
GMO

GOOD
SOURCE OF
MAGNESIUM
60 mg

GLUTEN
FREE



AVAILABLE IN BOTH RETAIL PACKAGE AND BULK. MERCHANDISED
IN PRODUCE, NATURAL/ORGANIC AND GROCERY. YEAR-ROUND
DISTRIBUTION AVAILABLE. CONTACT HAMMONS PRODUCTS
COMPANY OR YOUR NUT DISTRIBUTOR FOR MORE INFORMATION.

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