

MARKETING INSIGHTS

Black Walnuts Add On-Trend Flavor to Holiday Foods

The upcoming fall and winter holiday season means more ingredient purchases as shoppers prepare traditional favorites for their family and friends. In fact, 93 percent of U.S. home bakers typically bake cookies during the holidays, with 61 percent baking three or more batches of cookies, according to research from ACH Food Companies Inc. And online grocer Peapod dubbed 2017 the “year of the home cook,” led by the 65 percent of millennials who say they enjoy cooking compared with Gen Xers (56 percent) or baby boomers (57 percent), suggests a recent Harris Poll.

At holiday time, these home cooks and bakers are looking for premium fresh, natural ingredients for cookies and other fun baked goods, desserts and savory dishes. Wild-grown Black Walnuts offer a bold, robust flavor that complements a wide array of dishes from stuffing, rice pilafs and salads to fudge, coffeecakes, pies, cakes and more.

As part of a complete culinary nut line, Black Walnuts (which are different from regular English walnuts) provide an opportunity to drive higher holiday ingredient sales by meeting shoppers’ demands for distinctively flavored, all-natural ingredients that will help their holiday fare stand out.

97%

AMERICANS WHO
HAVE PIES ON THE
TABLE DURING THE
HOLIDAY SEASON

Source: ACH Food Companies Inc.

Home baking on the rise

BAKING MORE NOW THAN A YEAR AGO*

All U.S.
consumers **22%**

25- to
34-year-olds **40%**

* Respondents who own cookware, bakeware or cutlery
Source: Mintel, June 2016



Black Walnuts in the Media

"... lately forward-thinking chefs have adopted **black walnuts** as potent accents in savory dishes.

Their savory, tannic, almost smoky flavor means they can be used sparingly. In the fall, Smyth, a new tasting-menu restaurant in Chicago, served as one course an herb salad with duck tongues, roasted squid jus, and a scattering of **black walnuts** for crisp, earthy contrast....And at Alter in Miami, Brad Kilgore paired sorrel and **black walnut** as an astringent one-two punch to jolt the gentleness of poussin with corn pudding."



— "8 Dining Trends That Will Define 2017," [Eater.com](#)

Hammons Products Company, which processes and distributes the vast majority of U.S. **Black Walnuts**, will boost consumer awareness this fall with its new ad running in *The Local Palate*, the South's premier food culture magazine.

The ad features four tear-off **Black Walnut** recipes, including one from award-winning and celebrity Southern chef Sean Brock, owner of Husk restaurants in Charleston, S.C., and Nashville, Tenn. In his "Heritage" cookbook, Brock writes about the special qualities of **Black Walnuts** in the introduction for Black Walnut Pound Cake with Chocolate Gravy: "The cake resonates with the deep flavor of the black walnuts. When you make this cake, be sure to use the American **black walnut**, not the larger less assertive English walnut..."



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.

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 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**.

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

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.

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