



PRESS RELEASE

## CALIFORNIA WALNUTS AND CALIFORNIA RAISINS BROUGHT A TASTE OF CALIFORNIA TO THE 2018 INGREDIENTS SHOW

The California Walnut Commission (CWC) exhibited alongside fellow US commodity California Raisins and brought some sunshine to the 2018 Ingredients Show at Foodex (April 16-18th), held at the National Exhibition Centre (NEC) in Birmingham.

The Ingredients Show, part of Foodex, is one of the UK's premier trade events for the food and drink industries. The stats are impressive, with some 30,000 visitors, 1,500 exhibitors, 250 speakers and 100 live events.

**A 50's style diner was created to help deliver 'The Taste of California'**, which together with the fluorescent neon lights, billboards and vibrant colours helped to make the booth the talk of the show. On Twitter the account 'Pro Extra' (@ProExTraCo) tweeted about the California diner on the final day: "We talk about creating cool spaces at #exhibitions that visitors will want to be seen at – you've nailed it @FoodDrinkExpo this week – loving your work!". A great complement for the whole team who worked on the stand.

If visitors did not arrive with a smile from the views of the nostalgic diner, then the range of sample treats, from the walnuts themselves to the baked products, certainly helped them to leave with one!

**Charlotte White, professional cake baker, founder of Restoration Cake** and author of books such as *Deliciously Decorated* and *Burlesque Baking*, worked her magic in the diner. Visitors had the chance to sample various products produced by Charlotte, which included the **ever-so-popular Coffee and California Walnut Muffin** - made using the natural, flavoursome California Walnuts and an impressive espresso punch!



Charlotte White with the CWC team

Over the 3 days, **some 200 attendees visited** the diner, with about 50% of these requesting further details on products, recipes and all being entered into the competition to win a mixed case of California wine.

### California Walnut Commission

c/o The Garden (Marketing & PR) Ltd, Bourne End Business Park, Cores End Road, Bourne End, Buckinghamshire, SL8 5AS.

Tel: 01628 535 755 walnuts@comeintothegarden.co.uk [www.californiawalnuts.uk/trade](http://www.californiawalnuts.uk/trade)

Commenting on the event, Nick Richardson from The Garden, the trade representative for California Walnuts in the UK, stated:

*“We were pleased to be able to exhibit at the trade show, teaming up with California Raisins under the ‘Taste of California’ headline theme. From the CWC perspective, our diner presence was to demonstrate how the **California Walnuts origin can offer the trade a great mix of quality, value and versatility**”.*

William Reed, the exhibition organisers, commented *“We’ve had such a great response from both exhibitors and visitors at the show and in terms of numbers we had **just under 30,000 attendees** across all the 5 co-located shows...”*.

For those who could not make the event (you missed a good one!), but worry not, download Charlotte’s mouth-watering recipes from California Walnuts UK.

**Enjoy!**



*‘A Taste of California’ at The Ingredients Show*

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**For further trade information and support** please contact **California Walnut Commission** on **01628 535 755** or via email at [walnuts@comeintothegarden.co.uk](mailto:walnuts@comeintothegarden.co.uk)

#### **Notes to the editor:**

The California Walnut Commission (CWC) supports the UK trade and educates consumers on the benefits and unique attributes of California walnuts. Both trade and consumer marketing campaigns are designed to increase both awareness and consumption of California Walnuts. The CWC aim to promote the walnut material to the trade as an ingredient, for flavour profiles and for its varied uses across a range of food products. In doing so, highlighting the importance of using high quality ingredients. The California Walnut can offer a mild taste, lighter colour and softer texture - the key attributes usually associated with the California origin.

To date, the CWC has invested over \$18 Million in health research in 10 countries working with over 57 institution and universities. Off the back of these programs, the CWC use exhibitions (& other activities) as a means to update the trade about the significant health benefits of California Walnuts.

Together with the health benefits and the unique California attributes, the CWC goal is to support the UK trade to help boost exports to the UK.

CWC cake baking guest Charlotte White – [www.restorationcake.com](http://www.restorationcake.com)

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