

**HnUTU**

walnut butter

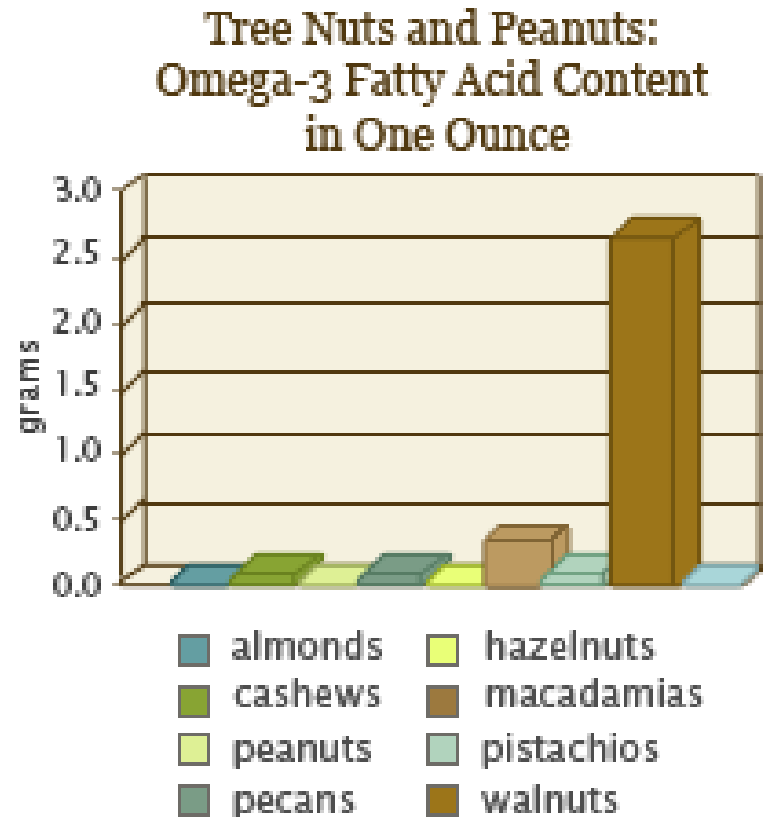
# Why Walnut Butter

- Health benefits
- Lack of current retail offerings
- Taste



# Walnuts and Omega-3's

- Excellent source of the healthy omega-3 essential fatty acids
- Americans have omega-3 deficiencies which are linked to a variety of health problems



# Competitors

- ❑ **Artisana Walnut Butter**
- ❑ **Better than Roasted Walnut Butter**
- ❑ **Futters Walnut Butter**
- ❑ **Valley Nut and Fruit Walnut Butter**



# Taste

- Americans love peanut butter
- Plain walnut butter tastes a bit bland and dry



# Demand



- Peanut butter is a \$2 billion dollar market
- People with peanut allergies and not tree nut allergies
- Baby boomer concerned with fat, cholesterol, sugar, and salt

# Process

1. Nuts to Jar
2. Jar to Retail
3. Retail to Mouth

# To Jar

## English and Black Walnuts:

- Barry Farm (OH)
- Byron Fox Farming (CA)



**O.BERKCOMPANY**  
*The Total Packaging Resource*

(VA)



**Ukrop's**  
(VA)

# To Retail

- Farmer's Market
- Distributor/Broker Retail Store (Whole Foods, Balducci's)
- E-commerce?



# To mouth

- Culture of walnut butter lovers
- Public relations push to advertise the health benefits of walnut



- Key partnerships with other food products

# FINANCIALS



# Other challenges

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- Shelf life/ spoilage
- Competitive response from peanut butter (Smart Balance)
- Meeting sales goals
- Taking the next step to buy own production equip