



Rethinking the Chestnut: a shared European Strategy

for growth and positioning

towards the European consumer

EUROCASTANEA

European Chestnut Network





Why is a new strategy needed?

Fragmented Market

Consumption of chestnuts in Europe is limited, fragmented, and declining, with no coordinated strategy

Traditional Perception

Product perceived only as seasonal and outdated, not appealing to younger generations

Missed Targets

Young people, athletes, and lovers of a dynamic and healthy lifestyle represent new potential consumers who have not yet been effectively reached

Weak Communication

The fresh market is declining also due to a lack of awareness and targeted promotion and valorization

The potential of European Chestnut



Nutritional Value

Rich in fiber, mineral salts, and essential vitamins for a balanced diet



Naturally Gluten-Free

Perfect for celiacs, children, and families attentive to nutrition



Healthy Energy

Ideal for athletes and for all those who lead an active lifestyle



Versatile Product

From fresh consumption to processed products, endless modern culinary possibilities



The chestnut tree in agroecology: a sustainable model



Safeguarding the land

Deep roots that stabilize the soil and reduce erosion and landslides



Increase in biodiversity

A valuable habitat for fungi, insects, birds, and mammals



CO₂ absorption

Natural carbon sequestration: chestnut groves contribute to the fight against climate change



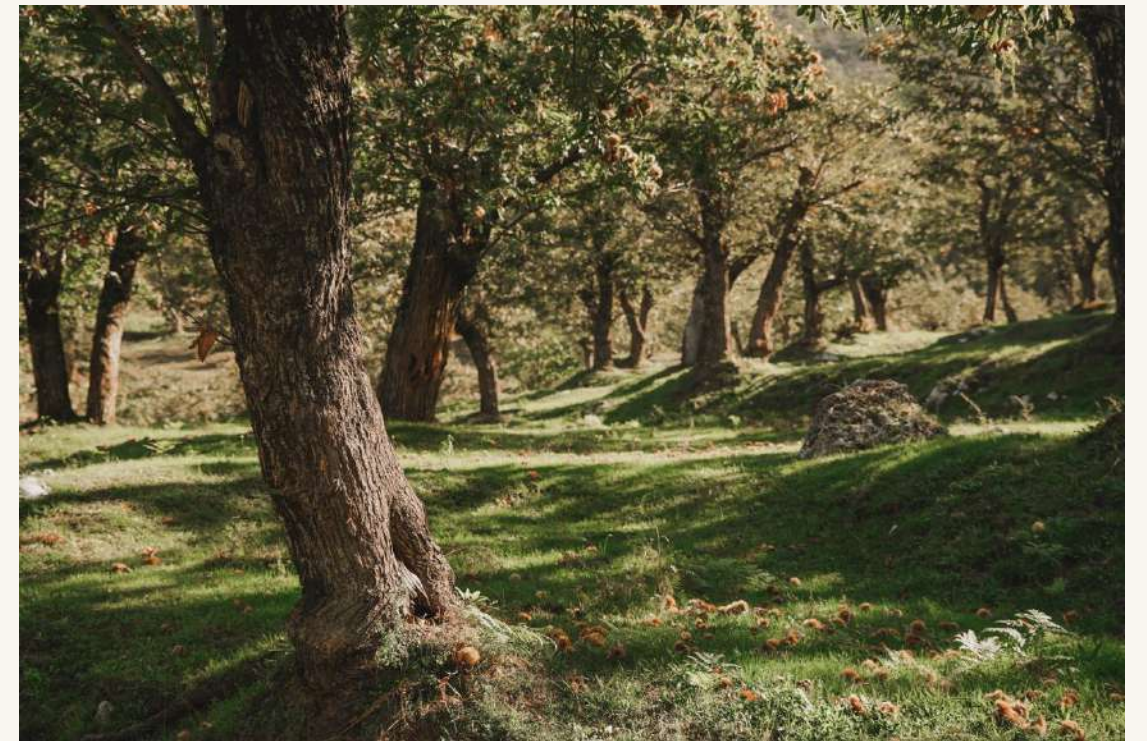
Sustainable use of resources

Fruits, wood, and biomass enhanced without depleting the environment



Revitalization of rural areas

Regeneration of landscapes, prevention of abandonment, and development of green tourism



The Strategic Objectives for a European revival

01

Renew the Image

Transform the perception from a traditional (old-fashioned) product to a modern and versatile superfood

03

Extend Seasonality

Promote consumption beyond autumn, enhancing processed products

05

Enhance Fresh and Processed

Balance the promotion between fresh product and its innovative transformations

02

Expand the Target Audience

Reach young people, athletes, and families attentive to health and sustainability

04

Create Culinary Culture

Develop knowledge and creativity in the use of chestnuts in cooking

06

Strengthen the Supply Chain

Increase conscious demand to support European producers



Communication Strategy

Target Audience

Primary

Young adults (20-45 years old) and families attentive to health and sustainability

Indirect Target

Children to educate about healthy eating habits from an early age

Message

Health

Energy

Sustainability

Modernity

Unified European Campaign: common messages with only linguistic and cultural adaptations for each national market

Key Actions of the Campaign



Digital Strategy

Coordinated presence on Instagram, TikTok, YouTube, and a dedicated website for maximum reach



Authoritative Testimonials

Highly recognized chefs in each country, nutritionists, doctors, and athletes as credible product ambassadors



Media Relations

European press office integrated with influencer campaigns to amplify the message



Focus on versatility:

innovative recipes

healthy snacks

alternative flours

cornflakes

for modern and conscious daily consumption

Producers and Supply Chain: The Heart of the Strategy



Producer Ambassadors

Direct involvement of growers as authentic testimonials of European quality



Quality Marks

Enhancement of PGI and PDO as a guarantee of excellence for demanding consumers



Coordinated Materials

Promotional kits for events, tastings, and markets with a European visual identity

Expected Impacts

Consumption Growth

Expected increase in the most promising
target segments

3x Digital Reach

Increased visibility
on social channels

12-Month Consumption

Extension of traditional seasonality

New Ambassadors

Enthusiastic consumers
who spontaneously promote
the product

Competitiveness

Strengthened European supply chain
and more competitive in global markets

Renewed Image

European Chestnut =
modern, healthy, versatile, *cool*



Case History: from Local Experience to European Vision

Campania District

Concrete Examples

Children and Students

1

Educational spots and playful activities to create familiarity from a young age

Chefs and Influencers

3

From culinary creatives to international athletes: diversified and credible testimonials

2

Sportspeople and Athletes

Chestnut promoted as a natural food for energy and athletic performance











European Chestnuts
=
Future

Thank you

It's time to join forces for a shared strategy that gives European chestnut the future it deserves in the modern food landscape.



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A Shared Future

Thank you for your attention and support for this initiative for the relaunch of European chestnut.



Questions?

We are available for further insights and discussions on the next steps.