

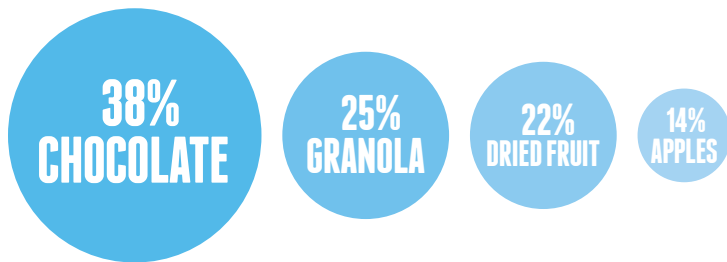
SNACKOLOGY: THE LATEST STATS ON SNACKING

Consider that a snack can be a driver for healthier eating habits. Today 94% of Americans report eating at least one snack each day, and 50% report consuming three to four snacks per day.¹

SIMPLY SWAPPING OUT COMMON EMPTY-CALORIE SNACKS FOR ALMONDS CAN HAVE BIG BENEFITS:

- IMPROVED SATIETY²
- HELPS MAINTAIN HEALTHY CHOLESTEROL³
- IMPROVED NUTRITION AND DIET QUALITY⁴
 - ✔ Vitamin E
 - ✔ Magnesium
 - ✔ Calcium
 - ✔ Protein
 - ✔ Fiber

How can we motivate smarter snacking? When asked about foods consumers would pair with almonds to create the “perfect snack”, chocolate was the most popular option, followed by granola and dried fruit⁵. Pairing almonds with other foods can help boost nutrient intake so that what may have been a so-so snack can be transformed into a snack superstar.



TEACHING TOOL

For more information on how almonds can be a part of a healthy diet, check out our Unleash the Crunch Power handout at Almonds.com.

UNLEASH THE CRUNCH POWER OF ALMONDS

THERE'S SERIOUS POWER in the crunch of almonds, with energizing protein, hunger-fighting fiber and essential nutrients in every healthy handful. **OUNCE FOR OUNCE**, almonds are the tree nut highest in fiber, calcium, vitamin E, riboflavin and niacin. They are also one of the highest sources of hard-to-get magnesium and among the nuts highest in protein. Talk about good things coming in small packages!

JUST ONE OUNCE PER DAY is a satisfying way to help you get more of the nutrients your body needs to dominate the day.

ALMONDS HELP YOU GET MORE of the nutrients your body craves, like protein, fiber and good fats: Whether at home, work or on the go, almonds are a satisfying, versatile way to fuel healthy, active lifestyles and an easy way to add a powerful crunch to everyday meals and snacks.

1 OUNCE = 23 ALMONDS

- PROTEIN** 6g Building block of the body; helps build and preserve muscle, bone, skin and nails; helps keep you satisfied.
- FIBER** 4g • 13% DV Helps promote fullness and digestive health; helps maintain healthy blood sugar levels.
- MONOUNSATURATED FATS** 9g Heart-healthy fats that help decrease LDL ("bad") cholesterol and increase HDL ("good") cholesterol.
- VITAMIN E** 7.3mg • 50% DV Antioxidant that helps protect cells from damage and promotes healthy skin and hair.
- POTASSIUM** 210mg • 4% DV Regulates blood pressure; important for heart health and muscle contraction.
- CALCIUM** 75mg • 6% DV Helps build and maintain strong bones and teeth.
- MAGNESIUM** 16mg • 30% DV Helps regulate muscle and nerve function, blood sugar levels and blood pressure.
- RIBOFLAVIN** 0.3mg • 25% DV B vitamin that helps convert food into fuel; important for red blood cell production.
- NIACIN** 1mg • 6% DV B vitamin that supports energy production.
- PHOSPHOROUS** 135mg • 10% DV Helps build and maintain strong bones and teeth; plays a role in how the body uses and stores energy.
- IRON** 1mg • 6% DV Carries oxygen to all body cells; plays a role in energy production.

*Good News about the U.S. Dietary Guidelines recommend that the majority of your fat intake be unsaturated. One ounce of almonds (23g) has 11g of unsaturated fat and only 1g of saturated fat. ¹Almonds are based on a one-ounce serving of almonds.

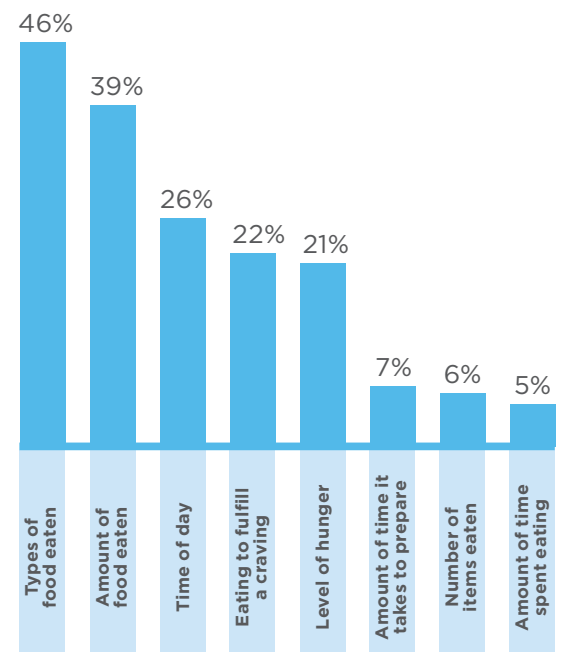
Source for all nutrient amounts: Food Central, Inc. (2015). ²Almonds: A healthy snack for your diet. ³Almonds: A healthy snack for your diet. ⁴Almonds: A healthy snack for your diet. ⁵Almonds: A healthy snack for your diet. ⁶Almonds: A healthy snack for your diet. ⁷Almonds: A healthy snack for your diet. ⁸Almonds: A healthy snack for your diet. ⁹Almonds: A healthy snack for your diet. ¹⁰Almonds: A healthy snack for your diet. ¹¹Almonds: A healthy snack for your diet. ¹²Almonds: A healthy snack for your diet.

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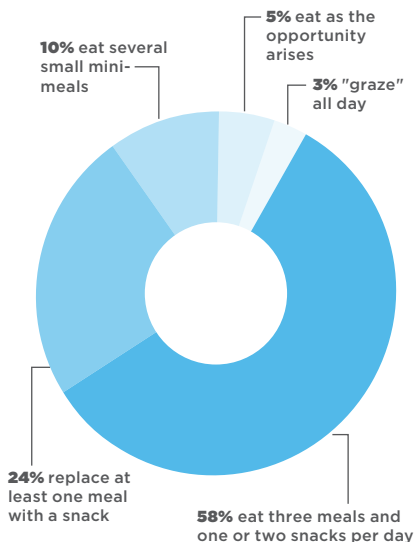
WHAT EXACTLY IS A SNACK?

To help consumers snack smarter, it is important to understand how they define the term. Surveys show that the **type and amount of food** is what makes a snack a snack, more so than the time of day.⁶

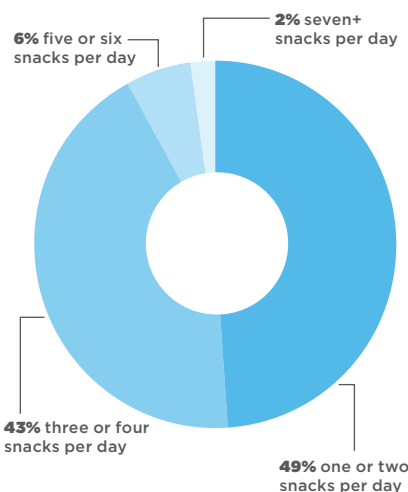


1. Snacking Motivations and Attitudes U.S. 2015. Mintel. 2. Tan YT, Mattes RD. Appetitive, dietary and health effects of almonds consumed with meals or as snacks: a randomised, controlled trial. *European Journal of Clinical Nutrition* 2013; 67: 1205-14. 3. Spiller, GA et al. Effect of a diet high in monounsaturated fat from almonds on plasma cholesterol and lipoproteins. *Journal of the American College of Nutrition* 1992 Apr; 11(2):126-30. 4. Burns AM, Zitt MA, Rowe CC, Langkamp-Henken B, Volker M, Nieves Jr. C, Ukhonova M, Christman MC, Dahl WJ. Diet quality improves for parents and children when almonds are incorporated into their daily diet: a randomized, crossover study. *Nutrition Research* 2016; 36(1): 80-89. 5. North American Snacking: Attitudes, Awareness, and Usage, U.S. Data. 2015. Q34: Now please imagine you are having almonds as part of a snack. If you could create the perfect snack, what other foods, if any, would you include? Select up to five. 6. North American Snacking: Consumer Quantitative Study, December 2013. Q2: What qualities define an eating occasion as a snack? 7. North American Snacking: Consumer Quantitative Study, December 2013. Q13: Which of the following statements best describes how you eat throughout an average day? 8. IRI. State of the Snacking Industry. 9. North American Snacking: Consumer Quantitative Study, December 2013. Q5: How often do you plan what you are going to eat as a snack? 10. North American Snacking: Consumer Quantitative Study, December 2013. Q7a: Which types of food do you eat when you are planning a snack? and Q7b: Which types of food do you eat when you are snacking as the opportunity arises? 11. North American Snacking: Consumer Quantitative Study, December 2013. Q26: For the specific occasion, please read the list of statements and indicate how important each is when deciding what to have for a snack. Weighted average across occasions.

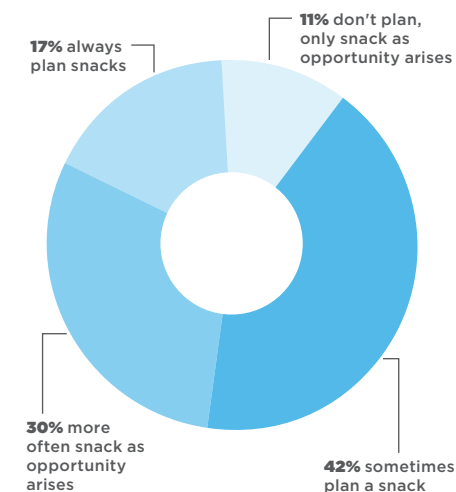
One-fourth of consumers are replacing a meal with a snack, while more than half of consumers are eating three meals with one or two snacks per day.⁷



Whether they are replacing meals or munching between, consumers are snacking more frequently across the day. **On average they report eating between two and three snacks daily.**⁸



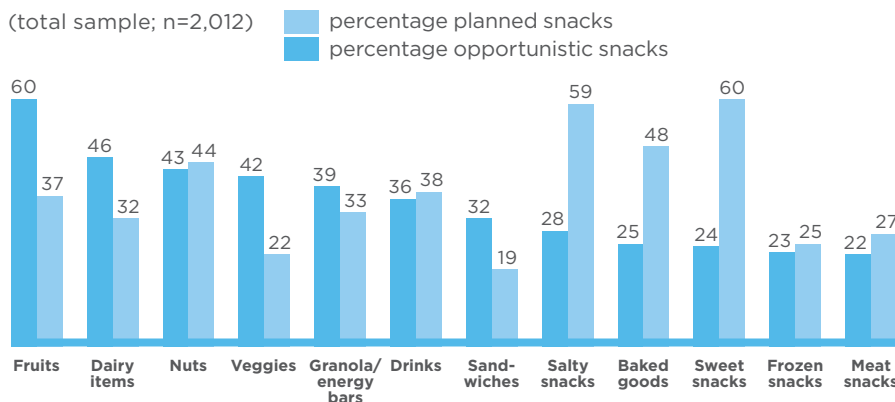
When asked whether snacking is planned or opportunistic, **consumers are only planning their snacks ahead about half the time.**⁹



KEY TAKEAWAY

Depending on where consumers lie along this spectrum, it is important to choose snacks that fill nutrient gaps in the diet. For example, if someone is replacing a meal with a snack, you may recommend a more filling option, like half an almond butter sandwich with string cheese and a piece of fruit, whereas someone looking to keep hunger at bay until dinner time might want to reach for a handful of almonds or trail mix with a satisfying combination of plant-based protein, fiber and good fats.

Foods Eaten for Planned Snacks v.s. Opportunistic Snacks



Interestingly enough, planned snacks tend to be more nutritious. When planning snacks, consumers are more likely to choose fruits, dairy, nuts and vegetables. When they snack without a plan, they are reaching more often for salty snacks, baked goods and sweets.¹⁰

KEY TAKEAWAY

We've all been there—that 3:00 p.m. feeling where you need a little brain fuel and the only thing available is a doughnut. Stop unhealthy snacks in their tracks! Surveys show that planning snacks can be a powerful driver for choosing nutritious options. Stock your desk drawer or purse with better-for-you options like:

- Almonds
- Fresh fruit
- Trail mix bars
- Instant oatmeal

Overall, taste rules. Taste trumps health as the most important attribute sought when choosing a snack. Of the top five attributes, taste is number one, two and three!¹¹

- IS A TASTE I CRAVE** 47% rated extremely important
- HAS AN EXCITING TASTE** 39% rated extremely important
- COMBINES GREAT TASTE AND HEALTH** 37% rated extremely important
- IS HEART HEALTHY** 35% rated extremely important
- IS A HEALTHIER CHOICE THAN OTHER ITEMS** 34% rated extremely important

KEY TAKEAWAY

Smart snacking doesn't have to be boring! Almond Board has a wealth of recipes and resources to help arm you with delicious and craveable snack options that can fit into any healthy lifestyle. Visit Almonds.com today and you could be a snack-time hero!

A one-ounce handful of almonds has 13 grams of unsaturated fat and only 1 gram of saturated fat.