



# DO YOU ALMOND? PUTTING ALMONDS AT THE HEART OF HEALTHY EATING IN EUROPE

Craig Duerr, *Campos Brothers*

Dariela Roffe-Rackind, *Almond Board of California*







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Putting **Almonds** at the Heart  
of Healthy Eating in Europe

Dariela Roffe-Rackind

12.9.20



A photograph of several almonds in a rustic, grey ceramic bowl. Some almonds are spilling out onto a dark wooden surface next to the bowl. The lighting is soft, highlighting the texture of the almonds and the wood.

# Europeans Are Almond-ing! Shipments are Large & Growing

**Western Europe:  
603 Million**

**25%**  
**global almond shipments**



# FROM



# TO



 **passeport sante**

10 bienfaits des amandes

10 healthy benefits of almonds

BenEssere

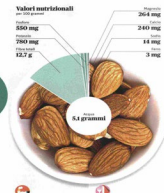
**Mandorle**  
Lelisir di lunga vita

di Paola Stivali  
in collaborazione con

dottoressa Alberta Pasquero  
dieta nutrizionista

Se assumete molte giuste diete, sono una straordinaria fonte di grassi buoni, preziosi per la longevità.

**C**onciliati e gustosi, le mandorle sono una fonte naturale di fibre e macronutrienti essenziali per il metabolismo. Grazie al alto tasso di proteine il consumo, così come il consumo, di mandorle favorisce la riduzione del colesterolo. Sono ricche in calcio, magnesio, potassio e fosforo. Sono ricche in fibre e contengono un alto contenuto di acido oleico, che favorisce la riduzione del colesterolo. Sono ricche in fibre e contengono un alto contenuto di acido oleico, che favorisce la riduzione del colesterolo. Sono ricche in fibre e contengono un alto contenuto di acido oleico, che favorisce la riduzione del colesterolo.



- Mantengono giovani**: Le mandorle sono ricche in vitamina E, che protegge la pelle dai danni dei radicali liberi e favorisce la produzione di collagene.
- Verstili in cucina**: Le mandorle possono essere utilizzate in molti modi, dalla farina di mandorle alle mandorle tostate.
- Allevate delle donne**: Le mandorle sono ricche in calcio e magnesio, che favoriscono la salute delle ossa.
- Ottimo a colazione**: Le mandorle sono una buona fonte di energia e nutrienti per iniziare la giornata.



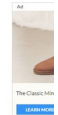
SUBSCRIBE

STYLIST

## Almonds Make You Look Younger, New Study Finds

In a nutshell, almonds can crack your fear of crow's feet. Time to add them to your kitchen cupboards

BY HEATH HEALTH 30/04/2020



How eating nuts can help your body deal with stress

POSTED BY ELSIE GRAY FOR FOOD

A new study shows the impact that nuts have on our heart, skin, and it's pretty impressive.

**N**uts are delicious. We eat them straight out of the packet, stuff them in toast and use to garnish those salads. But did you know there's more than just a tasty snack? They're actually one with huge health and medical benefits.

A new study by Kings College, found that by swapping typical snacks for almonds, you

Men's skincare routines are becoming ever more elaborate. What we used to do with just a wet flannel now requires ointments, unguents, serums and even make-up. But, as Father Time takes his inevitable toll on your skin, why not? Well, for a start, it can be expensive. Plus, researchers have discovered a far simpler, cheaper and less time-consuming solution.



A close-up photograph of several green pea pods on a dark, textured wooden surface. One pod in the center is open, revealing several bright green peas. The background is softly blurred, showing more pods. The overall lighting is natural and highlights the freshness of the peas.

The European Commission unveiled its proposed Green Deal and Farm to Fork strategy, which includes a

**10 Billion Euro**

investment in alternative and plant-based proteins.

## UK's First Vegan Butcher Shop To Open Next Week

**50%** of French consumers say health concerns cause them to **reduce meat consumption** in favour of plant-based food









**30%** of European consumers claimed to **change their diets** to help their immune system



A close-up photograph of almonds scattered on a dark, weathered wooden surface. A bright yellow diamond shape with a white border is overlaid in the center of the image. Inside the diamond, the text 'ABC'S APPROACH TO EUROPE' is written in white, bold, sans-serif capital letters.

**ABC'S  
APPROACH  
TO EUROPE**

# ABC'S Approach to EUROPE

Inspire & Educate Food Professionals  
Pan-Europe

**4% Total  
Europe  
Investment**



Educate & Increase Consumer Awareness  
UK, France, Germany, Italy

**96% Total  
Europe  
Investment**





# Europe is a center for **Global Innovation**

## Europe **Leads the World** in 5 Categories for Almond Introductions

Confectionery 52%



Bakery 45%



Bars 45%



Dairy 43%



Cereal 43%



# Europe is a center for **Global Innovation**

**41% of Global New Food Intros were in Europe**  
**Opportunity to Grow Snacking**

European Snack  
Manufacturers'  
Influence Stretch  
Beyond Borders





# Europe is a center for **Global Innovation**

## The European Global Chocolate Manufacturers **Drive Impact** in North America and Asia



# We Inspire & Educate Food Professionals

Print Advertising

Digital Advertising

Virtual Tour (SO Officers)

Press Office

Podcasts

Position California almonds as an ingredient that meets the needs, values and demands of manufacturers because of their:

- Versatility & innovative forms
- Health benefits
- Sustainability
- Heritage & #1 nut
- Meets consumer trends

Relationship Management

Webinars

Events



## “Hero ingredient”: Almonds crowned most popular nut in Europe

Email Print Share Facebook Twitter LinkedIn Plus - A +

20 Sep 2019 — Almonds are the most popular nut to see product introductions across Europe for the fourth consecutive year. According to Innova Market Insights, there were over 300 new product introductions with almonds in Europe in 2018, representing 43 percent of all new product introductions with almonds globally. The Almond Board of California (ABC) says that this popularity is due to almonds' versatility and ability to tap into trends including clean label and plant-based foods.

"One of the challenges we have been working to overcome in Europe is shifting perceptions of almonds as 'just' an ingredient to almonds as a snack in their own right. Our marketing campaign has supported this including positioning and manufacturers continue to play a role in innovating with almonds to create interesting, tasty, healthy snacks with almonds that appeal to consumers," Danielle Ruffe-Rackind, Director of Europe and Global Public Relations at ABC tells [Foodingredients.eu](#).

As well as being the top nut for European snacks, almonds are also popular in confectionery, which is the top category for almond introductions (27 percent). Bakery is the second most popular category for new almond product introductions (27 percent). Meanwhile, the cereal category has seen the strongest growth for almonds (8 percent).

Globally, almonds are experiencing double-digit year-over-year growth in specialty categories such as desserts and ice cream (+20 percent), dairy (+12 percent), spreads (+29 percent) and sports nutrition (+93 percent), according to Innova Market Insights.

Almonds are often recognized as being a great flavor character as they pair with numerous different sweet and salty ingredients, says Ruffe-Rackind. "This offers variety and indulgence alongside the enviable nutrient profile," she adds.

"Almonds are what I like to call a hero ingredient. Honey and avocado are two other examples of hero ingredients. These ingredients bring a healthy halo to any product they are in, are nearly universally liked and offer additional benefits to great taste," notes Lu Ann Williams, Director of Innovation, Innova Market Insights.

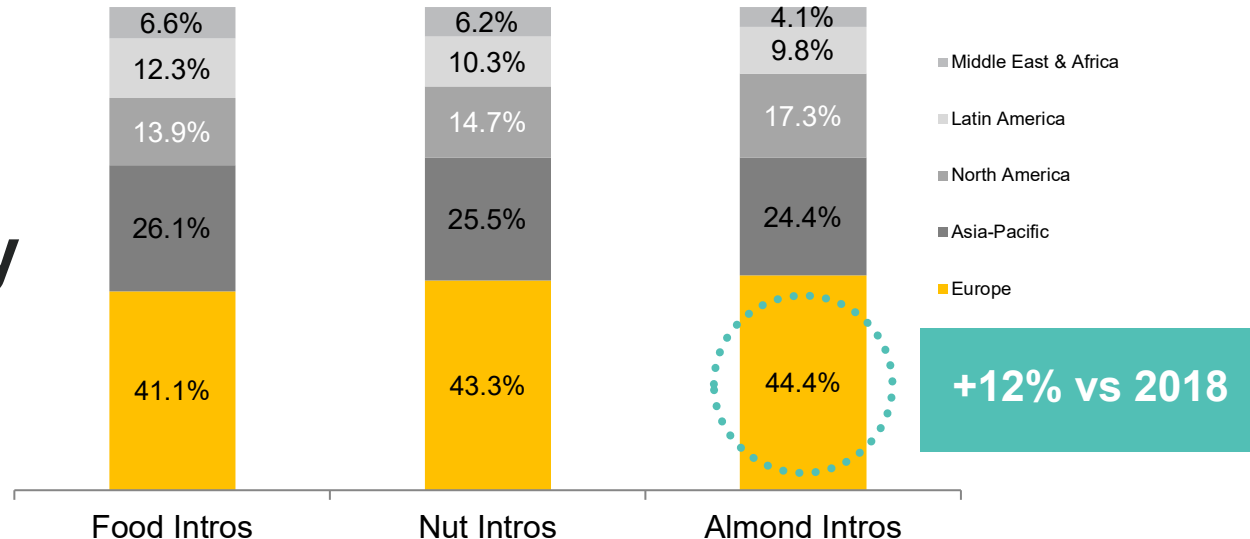




# Europe is a center for **Global Innovation**

**IMPACT:** Europe introduced nearly **2X** more almond products than any other region

## 2019 Global Food, Nut, and Almond Introductions Regional Share



# ABC'S Approach to **EUROPE**

Inspire & Educate Food Professionals  
Pan-Europe

4% Total  
Europe  
Investment



Educate & Increase Consumer Awareness  
UK, France, Germany, Italy

96% Total  
Europe  
Investment





# Why UK, France, Germany, Italy

Addressable  
Population

Largest  
retail food  
spend

Top EU  
markets for  
new almond  
product  
intro

Heritage  
with nuts

Relevant  
health  
concerns

Spending  
power

Availability  
of product

Trend  
setters for  
rest of EU

## Educate & Increase Consumer Awareness UK, France, Germany, Italy

96% Total  
Europe  
Investment



# Meeting the Needs of our Consumers in Germany

There is **nothing special** about whole natural almonds, and I **don't think to snack on them**. I also assume they are **high in fat and calories** and know very **little** about the health benefits of almonds.



**42% Total  
Europe  
Investment**



# Meeting the Needs of our Consumers in the **UK**

UNITED  
KINGDOM



” I’m always looking for ways to **fuel my day** and want to **feel good** about the food I’m putting into my body. Options that provide **both natural energy and nutrition** are hard to come by.

“

**20% Total  
Europe  
Investment**

# Meeting the Needs of our Consumers in **Italy**



I am trying to eat and snack **healthier without overcomplicating food** or losing sight of the **pleasure** of eating. I limit the amount of nuts I eat because they have **too many calories** and will make me gain weight.

**20% Total  
Europe  
Investment**



# Meeting the Needs of our Consumers in France



**15% Total  
Europe  
Investment**

# Creating Almond **Love** in Europe

GERMANY



**Snack the California Sun**  
Launched: 2017  
1<sup>st</sup> Adv campaign in Germany

ITALY



**Recharge your Energy**  
Launched: 2018  
1<sup>st</sup> Adv campaign in Italy

UK



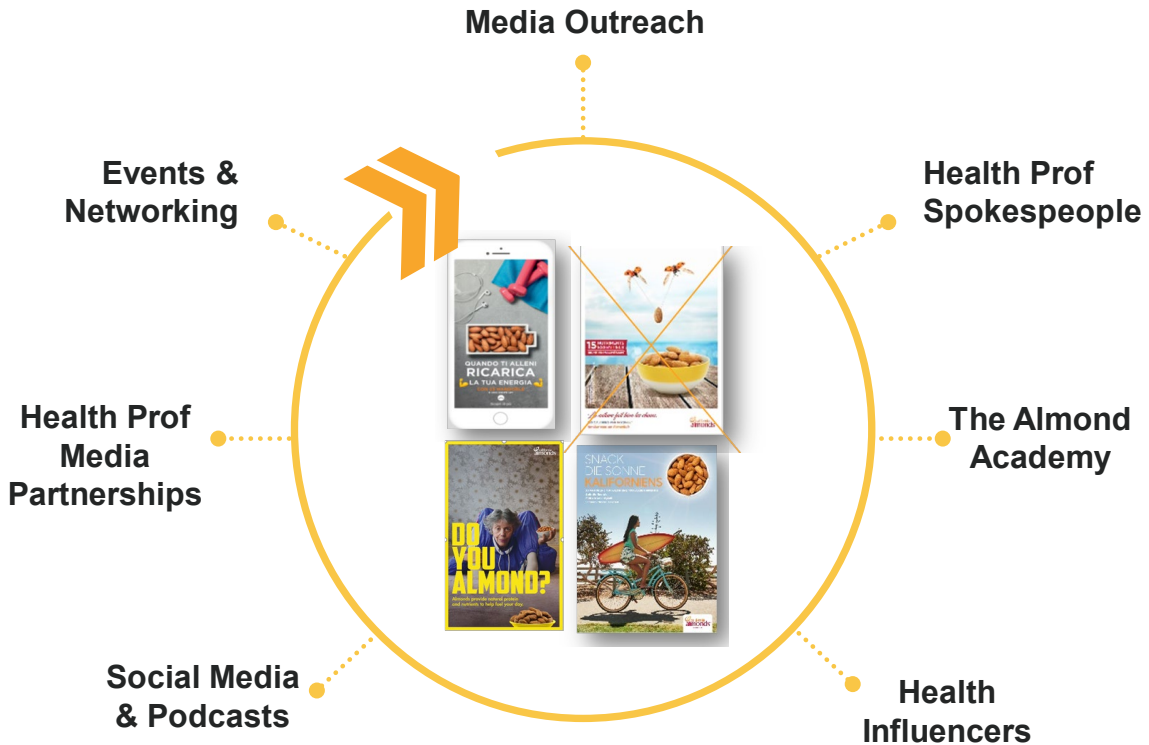
**Do You Almond?**  
Launched: 2020

FRANCE



**Nature Does Things Well**  
Launched: 2016  
Advertising dark in FY19/20

# Supported by Science to Educate & Drive Recommendations







**DO  
YOU  
ALMOND?**



# Spotlight on the UK



**FEEL GOOD FUEL**



**I want to “Almond”  
and nail life  
like a natural.**



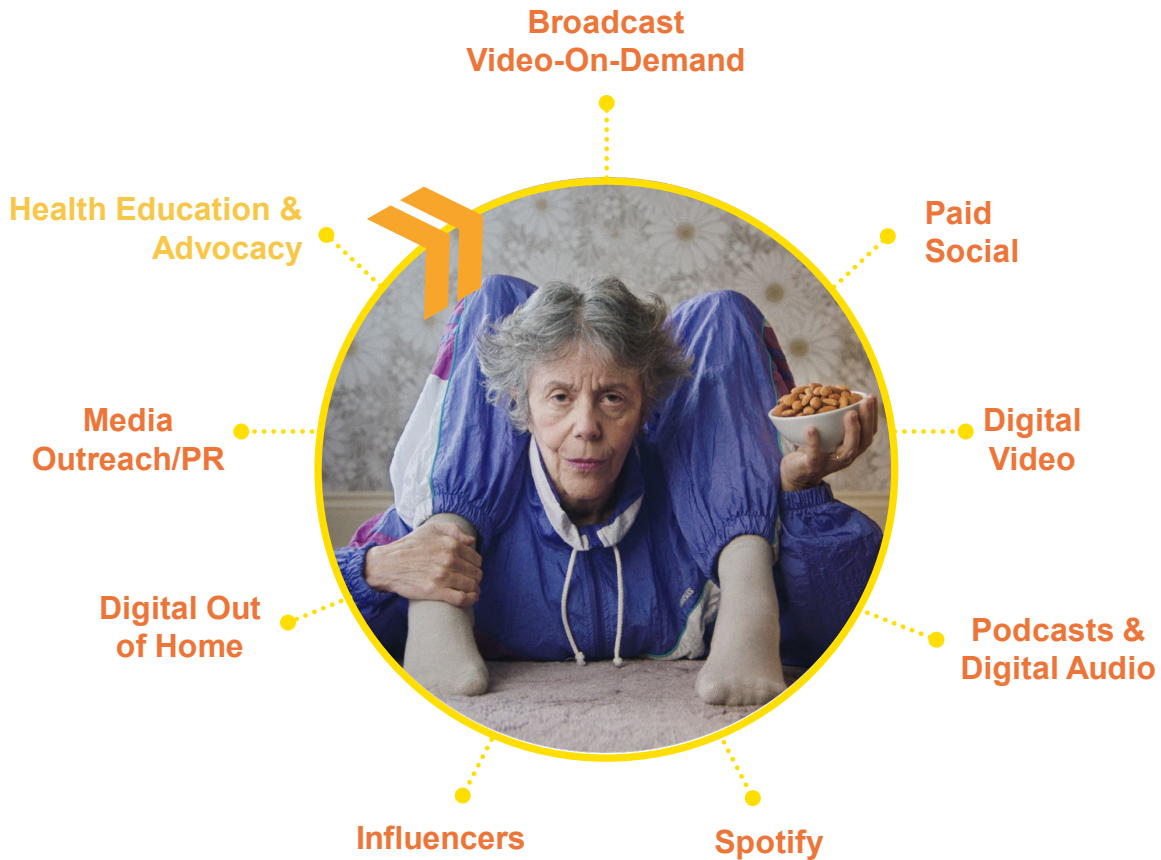
podcast



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# Spotlight on the UK

## DO YOU ALMOND?



# Digital Out of Home London Rail & London Underground

Digital Out of Home





THE PLUMMI  
ROSES  
CREATIVE  
AWARDS

**GOLD AWARD WIN**

**Best Online  
Campaign**



**DO  
YOU  
ALMOND?**

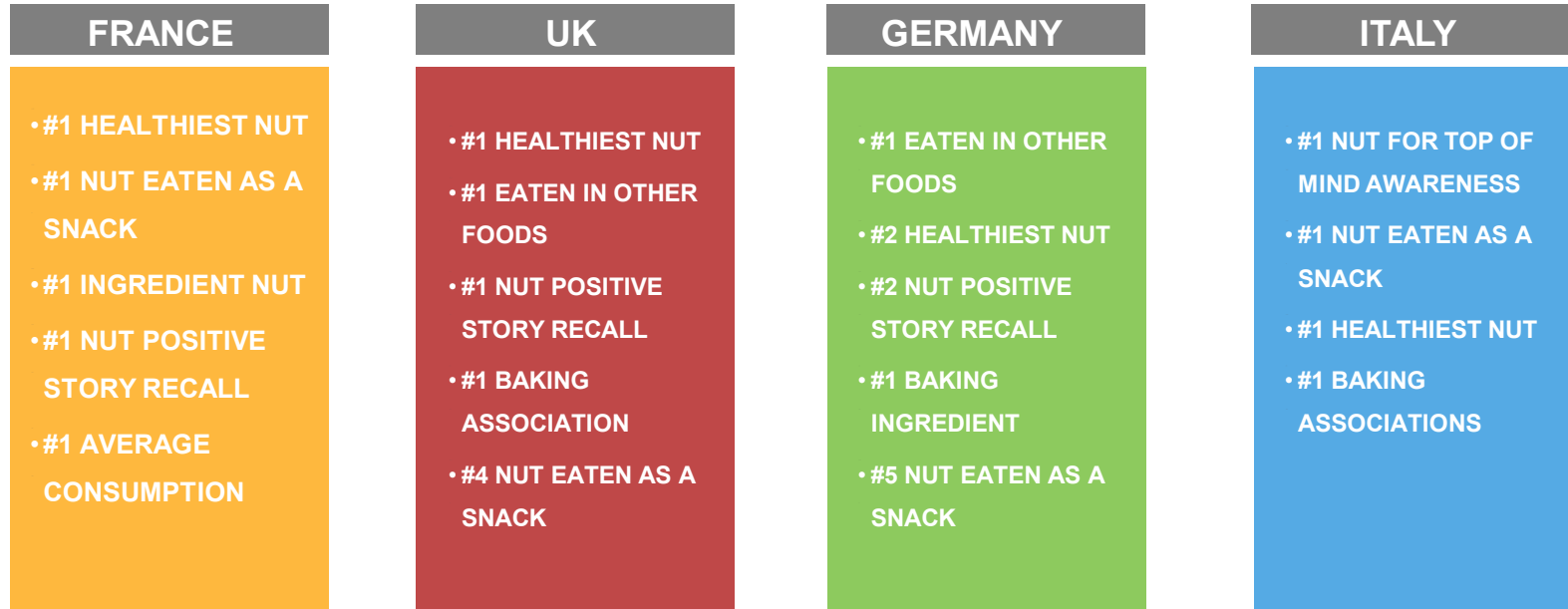
 almonds



A woman with long dark hair is holding a single almond in her right hand, looking directly at the camera. In the background, she is holding a small glass bowl filled with almonds. A large yellow diamond shape with a white border is overlaid on the image, containing the word "PERFORMANCE" in white capital letters. The background is a blurred indoor setting with light-colored walls.

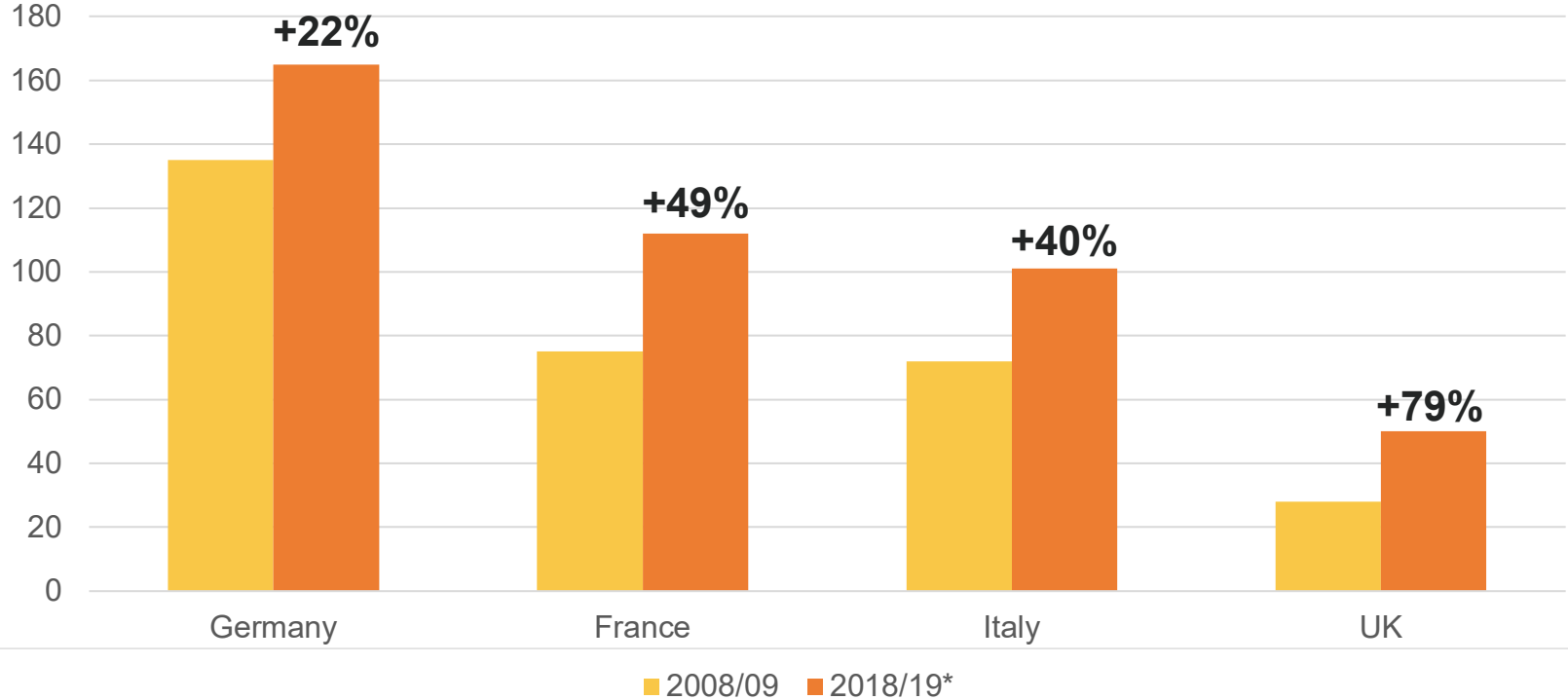
**PERFORMANCE**

# Europeans Like to Almond



While barriers in each of the market differ to some extent, they are similar in that consumers are all seeking healthier eating options, snacking more and know little about almonds.

# Reflected in Net Imports





A top-down view of almonds scattered on a dark wooden surface. A large, yellow diamond shape with a white border is centered on the left side of the image. The text "WHAT'S NEXT" is written in white, bold, uppercase letters inside the diamond. In the bottom right corner, a glass jar with a metal clasp is partially visible, containing more almonds.

**WHAT'S NEXT**



# Sustainability, a Possible Threat to Almond

MailOnline

Piers Morgan blasts vegans for not caring about lives of 'the billions of insects killed every year so they can have their avocados and almonds'

- Piers Morgan scrutinised the methods by avocados and almonds are reared
- He critiqued the pollination process that sees bee hives transported to farms
- Presenter claimed that vegans and vegetarians 'don't care about the little guys'

Piers Morgan has hit out at vegans claiming they 'don't care' about the billions of bees and insects that are killed by the commercial farming of avocados and almonds.

Veganuary triggered an attack over Californian almonds' sustainability and growing methods

The Guardian

'Like sending bees to war': the deadly truth behind your almond milk obsession



Guardian exposé called into question the impact almond growing has on honey bee health

BBC NEWS

What if we only ate food from local farms?

By Mary McCool  
BBC Scotland news

© 2 February 2020

f b t e Share



Growing preference for local and seasonal diets

The Telegraph

Food labels to include carbon footprint for the first time under plans being considered by industry

f b t e Share

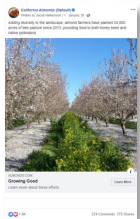
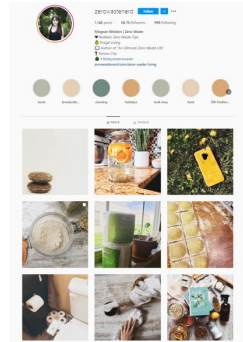
Save 4



Next: and Premier might print products' 'footprint' for shoppers amid demand to tackle climate

Plans for EU labelling to reflect the environmental footprint of products

# But Also an Opportunity to Make People Feel Even Better about Almonding



Stakeholder Identification

Reactive Media Relations

Paid Social Campaigns

Foundational Research

Target Audience Identification

Sustainability Tracker

Target Audience Research

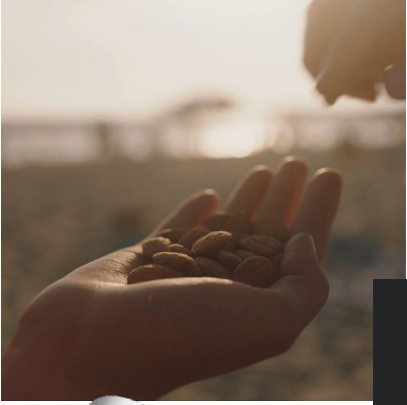


CONTINUE TO MAKE PEOPLE IN EUROPE FEEL GOOD ABOUT EATING ALMONDS BY SHOWING THEM ALMONDS ARE RESPONSIBLY GROWN...

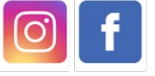
BUT FIRST, WE NEED TO BETTER UNDERSTAND OUR AUDIENCE AND THE ISSUES THEY CARE ABOUT







# KE ALMONDING!







Thank  
You!

