



NORTH AMERICA: GROWING LOVE FOR ALMONDS IN NEW WAYS AND WITH NEW CONSUMERS

Brian Wahlbrink, *Sperry Farms*

Jennifer Freeman, *Almond Board of California*

Becky Jeffers, *Almond Board of California*





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Jenn Freeman and Becky Jeffers

12.9.20



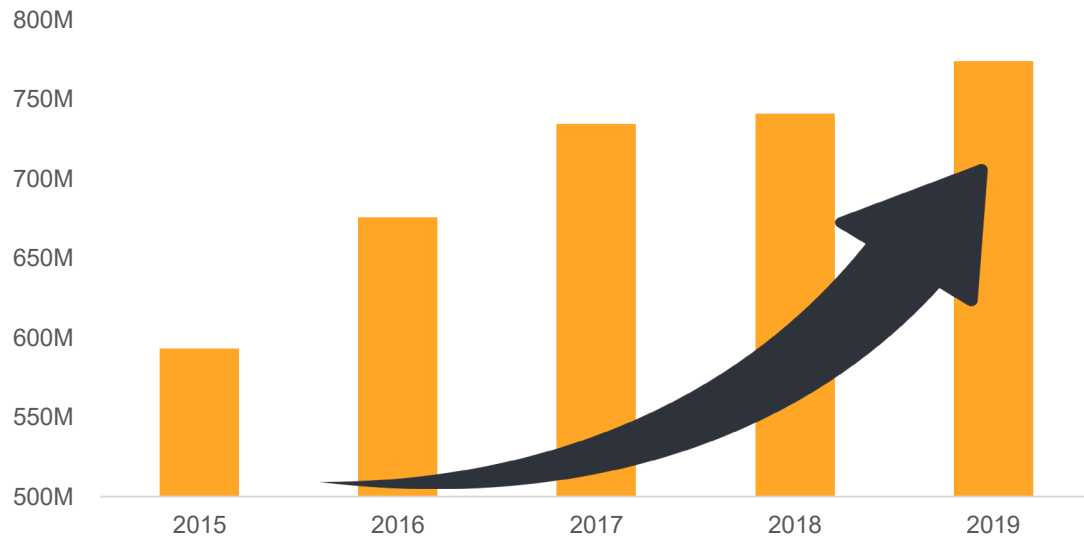


US MARKET OVERVIEW

US is the Largest Almond Market in the World

US Shipment Trend

5-Year Compound Annual Growth Rate: 3%



Market Opportunities

2020 Shipments +11% vs. YA through September

Consumers Believe Almonds are Healthiest Nut

Snacking on Almonds Alone is Lower with Millennials

Health & Immunity Trends

Market Watch-Outs

Pandemic Impact on Eating Habits

Oat Milk

MILLENNIAL OPPORTUNITY

ONLY 27%

of Millennial households buy almonds alone for a snack
(10% less than average US household)

Of Millennials who buy almonds alone as a snack, they

SPEND 25% LESS
than average US household



How ABC is Driving **Growth** with **Millennials**

 californi
almonds[®]

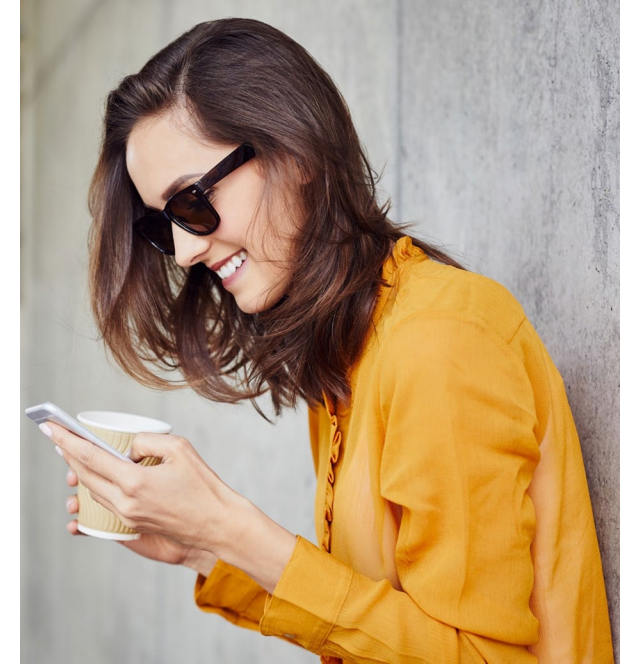
1

Make almonds part of
their lives



2

Reach them where
they are





**Reaching Millennials
in FY 19/20**

1

Make
almonds
part of
their lives

Connecting with **Millennials**

Understand their reality
and speak to their experiences



New Advertising

Using Humor
to Break Through
to Millennials



1

Make
almonds
part of
their lives

Shared Beliefs Around Health

“Over 60% of millennials surveyed think their generation is more focused on health... But instead of focusing just on low-fat or low-calorie products, this generation has a **holistic view** toward health.”

USA TODAY, 2019



Message Evolution: Millennial Appeal **Without Alienating** Others

FROM:
ALMONDS ARE NATURAL
ENERGY-GIVING FUEL



TO:
ALMONDS FUEL THE BEST YOU
PHYSICAL + MENTAL + EMOTIONAL



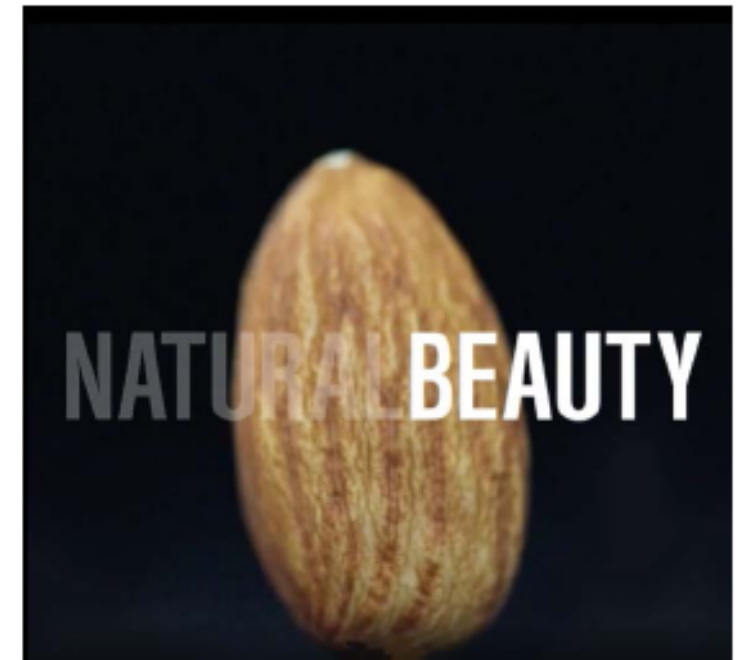
New Break-Through Wrinkles Research



can almonds
help reduce
your wrinkles?



FIND OUT MORE



almonds.com

Natural Beauty Secret

Learn More

The Miami Herald

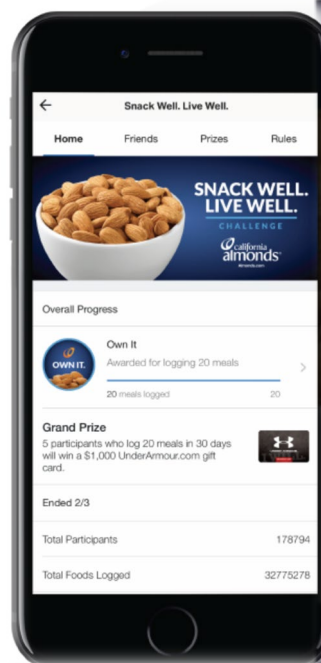
CHEW ON THIS

*Eating almonds daily can
reduce wrinkles: Study*

Connecting Almonds to New Year, New You Resolutions



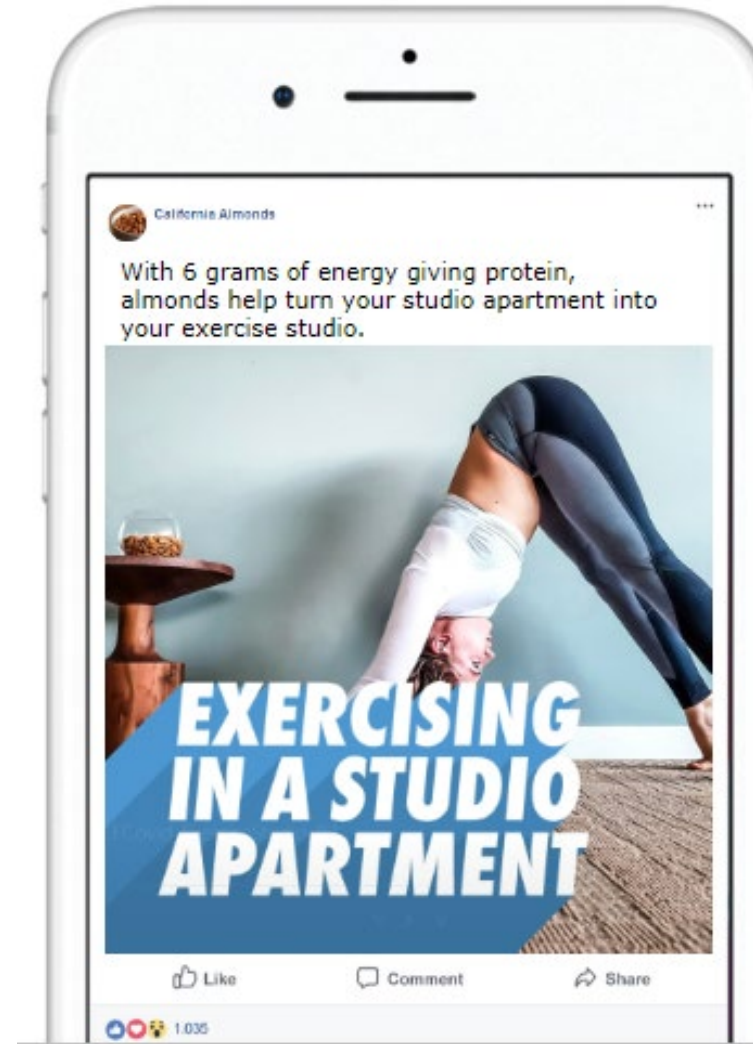
Corey Calliet,
Celebrity Trainer
Spokesperson



 myfitnesspal

135,000
consumers
logged eating
almonds

Reaching Millennials Through Quarantine Social Media Advertising



2

Reach
them where
they are

Emerging Platforms Go Mainstream

Advertising on platforms used
primarily by Millennials



First Time Advertising on E-Sports



ENERGY-GIVING FUEL FOR GAME AFTER GAME AFTER GAME



Top Saiyan - securityzombi3 15000
Subs Today - 47



WUFCOP 100 BITS
CISTRE97 RESUB X53
CASCUS4 GIFTED X5
T4P SUB

Ad Content
California Almonds

N'Zoth the Corruptor
13,953
88%

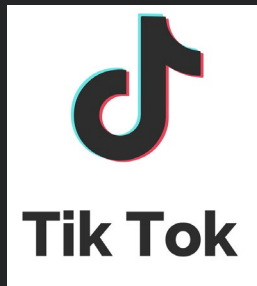
Sanity
Misfortune 35
Lions 50
Psychosis 60
Slipadina 60
Spookyscooby 70
Vayne 80
Jules 80
Gallagher 80

[01:04] Damage Done

1. Kevinramm	15.12M (229K)
2. Recondo	12.61M (191K)
3. Corzx	10.42M (158K)
4. Keyloose	10.08M (152K)
5. Sipsx	8.71M (132K)
7. Bajhaera	7.39M (112K)

Honorable Warrior
0:55 Berserky — Honorable Warri -343

First-Ever TikTok “Cultural Moment”



#AlmondWalk


1.3B views

Learn More

Time for an #AlmondWalk. Get fueled with a can take your almond on a walk. Because with natural, energy-giving protein, there's nothing almonds can't do. Including #AlmondWalk.

🔒 Disclaimer

Sponsored by California Almonds

 Fueled by 6 grams of natural protein



2

Reach
them where
they are

Capitalize on the Only Sports Event of Spring

With no live sports, and the Olympics postponed, we reached Millennials with a different sporting event.



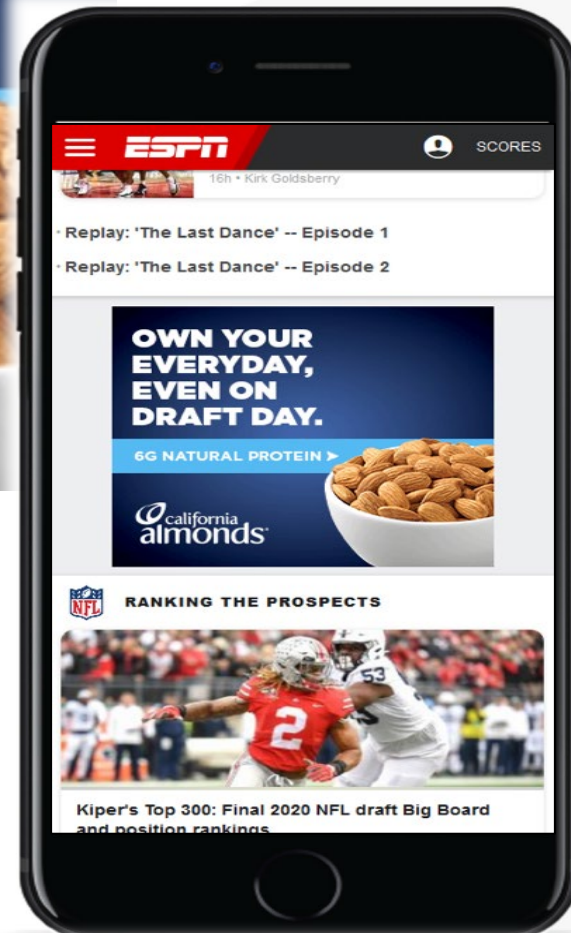
NFL Draft Online Sponsorship



**PICK THE NATURAL
FUEL OF ALMONDS
IN THE 1ST ROUND.**

6G NATURAL PROTEIN ▶

california
almonds



FY 19/20
Always Learning and Evolving

Looking Forward
to FY 20/21



1

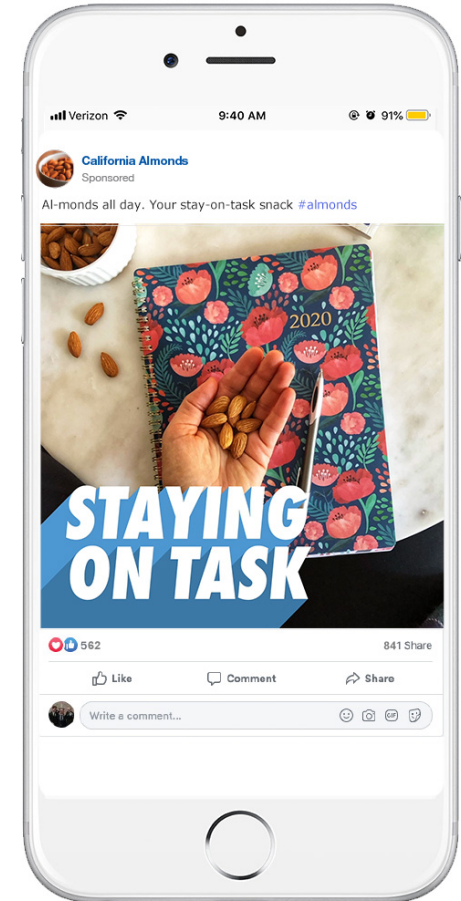
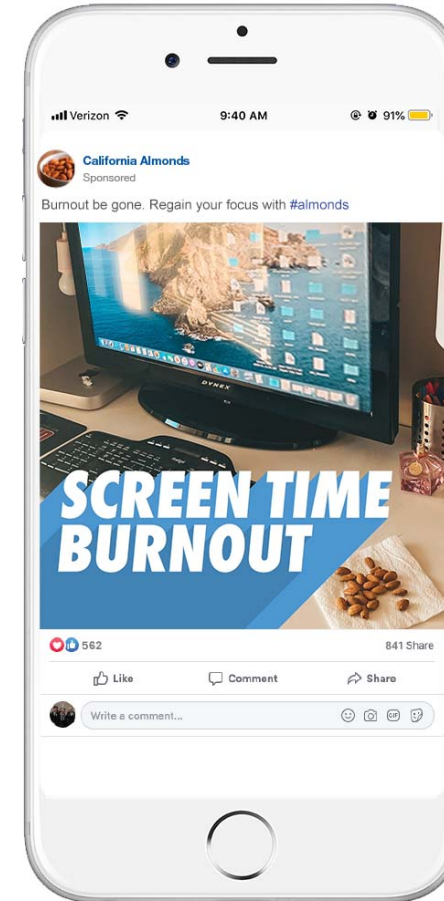
Make
almonds
part of their
lives

Connect at a Deeper Level

Research indicated Millennials
strive to be their best selves.



New “Mental” Health Advertising and PR



Spokesperson Koya
Webb, Wellness
Influencer



First-Ever **Digital Experiential** Event to Give Back

LEVERAGE
EXISTING COMMUNITIES



RALLY AROUND SHARED
CAUSE



SPREAD THE
MESSAGE

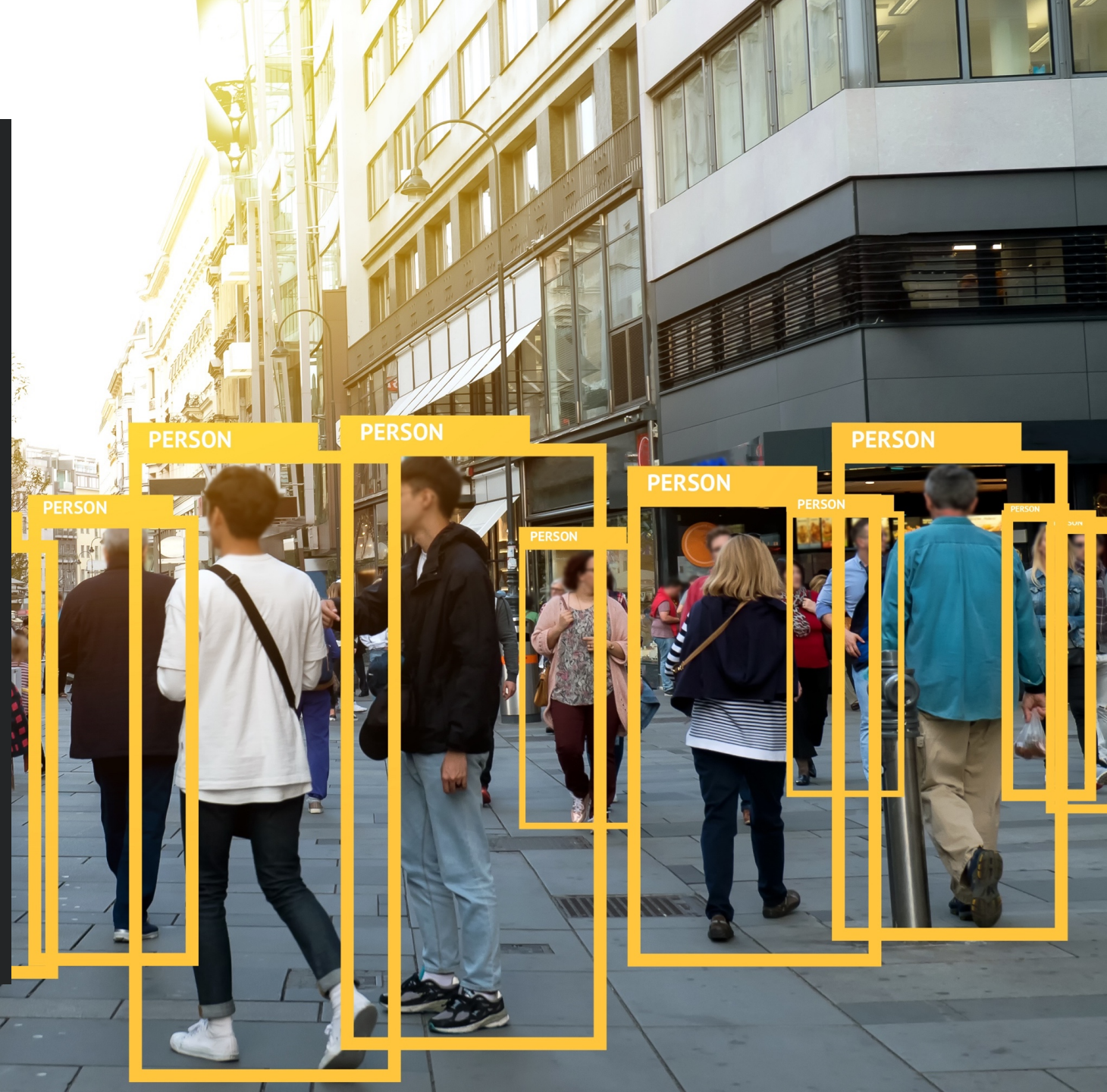


2

Reach
them where
they are

Reaching the Elusive Millennial

Evolved media tools to reach
even more Millennials.



Even More **Millennial** Focused Media

Doubled Connected TV



90% of Millennials watch
digital video

Custom High-Impact Digital



40%+ growth in reach

NEW: Amazon Alexa



Over half of owners are
Millennials

Olympics 2021 Spokesperson **Kerri Walsh Jennings**





**WITH THE
EVER-CHANGING WORLD
OF MILLENNIALS,
WE ARE ON IT!**

**This year...
1.2 billion impressions
10% higher than last year!**



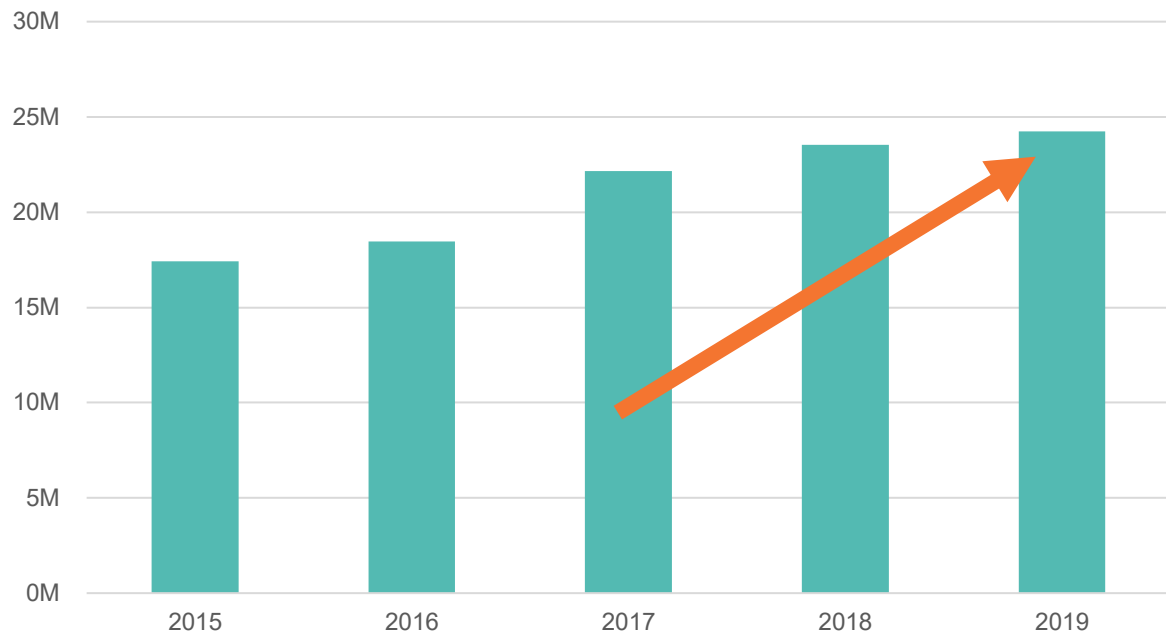
PONTE ALMENDRA

Mexico Market
Review



MEXICO MARKET OVERVIEW

5-year Compound Annual Growth Rate: 5.5%



A Few Facts

New Market for ABC

Shipments 24 Million Pounds

Big Upside:

- Large population: 126 million
- Relevant health concerns – weight, heart, diabetes
- Established almond milk market

Key Issues:

- Sugar Tax
- USMCA Free Trade Agreement
- Front of Package Labeling Requirements

HUGE OPPORTUNITY IN **SNACKING**



Successful Savorists

WE
KNOW OUR
TARGET
AUDIENCE



30.83% of Mexico
39 Million Adults



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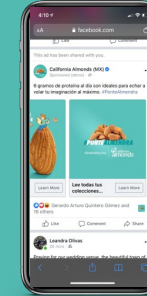
PROGRAM HIGHLIGHTS

Mexico Market Review



Connecting with Consumers Where They Need Energy and Motivation

Increased Impressions by 114% over previous year using high impact outdoor and paid social.



Utilizing Research to Drive Awareness and Usage

Key Stat: Increased Earned Media Impressions by 140% over previous year leveraging nutrition research studies like wrinkles and heart health.



Inicio | Más salud | Consumo de almendras podría reducir arrugas

Consumo de almendras podría reducir arrugas

10 de octubre de 2019 | por Nancy Cervantes



Las almendras, además de aportar proteínas y fibra, proporcionan vitamina E, la cual se

OTROPAÍS NOTICIAS

INICIO | COMERCIO | QUERIDO | NACIONAL | INTERNACIONAL | CULTURA | DEPORTES | OPINIÓN

Consumo de almendras podría reducir arrugas

México 10 de octubre de 2019 | 10:46 AM | 19 | 000000

Consumir un puñado de almendras, aproximadamente 10 gramos al día, puede beneficiar nuestra apariencia de la piel y reducir arrugas, señaló la nutricionista Karla Martínez.

En un estudio con **Nutrasearch** explicó que las almendras, además de aportar proteínas y fibra, proporcionan vitamina E, la cual se relaciona mucho con la salud de la piel como proteger contra los radicales y el daño del cuerpo.

Además, refirió que de acuerdo con un estudio realizado más allá por la Universidad de California al consumo de este

THE HAPPENING

TRAVEL | HOME | HEALTH | STYLE | WELLNESS | LANGUAGES

InStyle LAS MEJORES MODAS DE MODERNA, POCO, COLABORANDO Y ESTILO DE VIDA

El consumo de almendras te ayudará a eliminar arrugas faciales

Antes de cambiarlo en por Alejandra Pérez

Tienen ciertos estudios nutricionales que confirman los beneficios de las almendras. El consumo de este fruto ayuda a mejorar la salud cardíaca, reducir el peso y la azúcar en nuestra sangre, fortalecer huesos y dientes, reforzar el sistema inmunológico y nos llenan de energía, por eso son una de las opciones de refrigerios más saludables.

Lee también: De acuerdo a un nuevo estudio, la salada y el ajo pueden reducir el riesgo de cáncer de mama

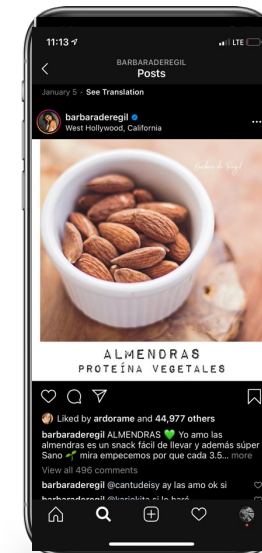
¿Pero ¿cómo que consumir almendras como acompañamiento beneficia para la piel? Por su alto contenido en vitamina E y vitamina de la juventud, esta se encarga de reducir la oxidación o el daño que las células del organismo sufren con el tiempo, además también en nuestro cuerpo más allá del cuerpo de la piel.

What's Next with: Barbara de Regil

Mexican actress known for
her tough fitness regimen
and loves almonds!



Partnership
kicking off
early 2021





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Questions?



Thank
You!

