

**ALMOND INTELLIGENCE
(AI) REPORT:**

EMBRACING TRENDS OF INNOVATION, INDULGENCE AND AUTHENTICITY



Consumers are increasingly seeking unique, indulgent and authentic food experiences. Almonds, with their versatility and well-rounded nutritional profile, are ideally positioned to capitalize on these trends. This report highlights key trends and explores innovative almond-centric products and recipes that align with these exciting new consumer preferences.

CULINARY EXPLORATIONS: BEYOND FAMILIAR EXPERIENCES

Consumers are driven by a craving for novel encounters and a curiosity about diverse cultures. This trend is evident in the growing popularity of experimenting with unfamiliar ingredients and innovative cooking techniques (i.e. home fermentation and smart cooking appliances). Almonds can play a pivotal role in this space due to their versatility which lends to an adaptability in various culinary applications.

Innovative and Trending Almond Foods

1. **A Couple Cooks Romesco Dip:** This simple yet flavorful dip is a staple in Spanish cuisine. Made from fire-roasted tomatoes, red pepper, almonds, garlic and olive oil, it's become a favorite at gatherings.

2. **HighKey Snacks:** Known for their almond and coconut flour-based cookies, cereals, and other treats, HighKey caters to the keto and paleo diet markets, providing delicious alternatives to traditional high-carb snacks.

3. **Philosopher Foods Gut Nuts Fermented Almonds:** These crunchy, fermented almonds provide superior gut support through probiotic delivery and a unique flavor profile akin to nutty sourdough bread.

New Product Idea:

Almond Milk Brew: This coffee beverage is made by cold steeping coffee grounds directly into creamy almond milk, then straining to deliver a rich, coffee-infused almond milk beverage.



DECADENCE SERVED: PALATE- PLEASING INDULGENCE

Consumers are embracing indulgence, seeking out extravagant and decadent food and beverage experiences. They embrace culinary indulgence as a form of self-care and gratification, with a focus on rich, luxurious ingredients. A perfect place for almonds to intersect.

Indulgent Almond Foods:

1. **Auntie Anne's Sweet Almond Pretzel:** Auntie Anne's famous pretzel, with an added twist. This now features a sweet and salty toasted almond crunch topping bursting with sweet almond flavor and a delightful crunchy texture.
2. **Big Spoon Roasters:** Featuring a lineup of decadent flavors like Hummingbird Cake, Black Forest Cake and Vanilla Caramel, Big Spoon Roasters delivers craveable, indulgent flavors in the form of blended almond butters.
3. **Starbucks® Iced Sugar Cookie Almondmilk Latte:** Sugar cookie-flavored syrup combined with Starbucks® Blonde Espresso Roast and rich almondmilk over ice.

New Product Idea:

Almond Chocolate Fudge Sauce: Combine the rich and toasty flavors of almond butter with decadent chocolate fudge to create the ultimate topping for your sundae – or just eat it with a spoon, we won't tell. Additionally, this can be aligned with vegan diets.

WHERE TRADITION MEETS THE TABLE: AUTHENTICITY YOU CAN SAVOR

Consumers are increasingly drawn to products that exude authenticity, with a strong emphasis on unique, artisanal, and traditional qualities. This showcases a shift towards valuing products and recipes crafted with care, attention to detail and rich cultural representation.

Authentic Almond Foods:

1. **BBC Good Food Moroccan Cauliflower and Almond Soup:** A rich, vegan soup that combines the earthy flavors of cauliflower with the nuttiness of almonds, providing a warm and comforting dish.
2. **Siete Foods Grain Free Cookies:** Siete Foods has earned well-deserved national success with their authentically Mexican grain-free products. Their new line of cookies is no exception. Featuring a grain-free flour blend starring almond flour as the first ingredient, flavors include Mexican Wedding, Fresas con Crema and Mexican Vanilla Chocolate Chip.
3. **Livwell Foods Calabrian Chili Pepper Romesco Pasta Sauce:** This sauce is a bold balance of charred tomatoes, garlic, almonds, and roasted red peppers enhanced with Calabrian chili peppers for an extra kick.

New Product Idea:

Almond Flour Naan: A savory, gluten-free naan featuring almond flour, providing an authentic yet innovative and nutrient-rich option for consumers with dietary restrictions.

ALMONDS AND THE GLP-1 DIET

The GLP-1 diet focuses on regulating appetite and promoting weight loss using medications that are GLP-1 receptor agonists. This approach has gained popularity due to its effectiveness in managing diabetes and aiding weight loss. Individuals utilizing these products have noted decreased appetite and slowed digestion. Incorporating almonds into the GLP-1 diet can be highly beneficial due to their dense nutritional profile and satiating properties. Other benefits include:

1. **Plant-Based Protein and Fiber:** Almonds are a plant-based source of protein and fiber, both of which are essential for promoting satiety and reducing overall calorie intake. A one ounce serving of almonds (28g) provides 6 grams of protein and 4 grams of fiber. This makes them an ideal snack for those on the GLP-1 diet.
2. **Healthy Fats:** The monounsaturated fats in almonds help in maintaining healthy cholesterol levels and providing long-lasting energy, which is crucial for managing weight and overall health. A one ounce serving of almonds has 13 grams of "good" unsaturated fats and just 1 gram of saturated fat.
3. **Low Glycemic Index:** Almonds have a low glycemic index, meaning they have a minimal impact on blood sugar levels. This helps in maintaining steady glucose levels, which is particularly important for individuals with diabetes.

Foods Developed for the GLP-1 Diet:

1. **Nestlé Vital Pursuit:** A new line of frozen foods intended to be a companion for GLP-1 weight loss medication users and consumers focused on weight management. The products are high in protein, a good source of fiber, contain essential nutrients, and they are portion-aligned to a weight loss medication user's appetite.
2. **Daily Harvest GLP-1 Companion Food Collection:** A dietitian-curated collection of pre-portioned, calorie-conscious meals that are delicious, high

in fiber, low in saturated fat, free of cholesterol, with no added sugar. Featuring rotating items like Cold Brew Almond Smoothies and an Apple + Cinnamon Breakfast bowl with almond butter.

3. **Original ChopShop Berry Shop Salad:** A salad of lettuce, strawberries, blueberries, golden raisins, smoked almond and goat cheese with strawberry basil vinaigrette. With a hearty amount of almond protein and fruit and vegetable fibers, it's a great complement to GLP-1 diets.

New Product Idea:

Almond Protein Clusters: A blend of whole almonds, almond butter, oat protein, chia and flax seeds folded with date paste and dark chocolate chips for a high protein, high fiber indulgence that caters to the growing demand for healthy, convenient snacks aligned with the GLP-1 diet.

Because of these factors, almonds are an ideal ingredient for those participating in the GLP-1 diet. By utilizing nutrient dense, satiating almonds as a primary ingredient, recipe and product developers can easily align their creations with the above consumer trends under the umbrella of GLP-1 friendly claims.

EMBRACING THE EVOLUTION OF EATING

The trends of seeking unique experiences, indulging in luxurious flavors and valuing authenticity provide fertile ground for almonds to excel. Their nutritional benefits and versatility make them a perfect fit for these consumer demands, from innovative almond snacks to indulgent almond treats. Moreover, their compatibility with the GLP-1 diet underscores their role in modern health-conscious eating. By embracing these trends and promoting almond-centric innovations, we can reinforce almonds as a staple in the evolving culinary landscape, ensuring they remain a key player in creating memorable and satisfying food experiences.