



Almonds and Chocolate: Trends, Science and Consumers All Agree Almonds and Chocolate Are a Perfect Match

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- Karen Lapsley, Almond Board of California (Moderator)
- Rob Renegar, Sterling Rice Group
- Dr. Penny Kris-Etherton, Penn State University





**Karen Lapsley,
Almond Board of California**

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Rob Renegar, Associate Insights Director, Sterling-Rice Group

- Rob's analytical mind has been developed through a career across various aspects of market research. He has been involved in a wide range of analyses, including qualitative and quantitative methodologies. Rob got his start at Cannondale Associates, followed by a brief stint at IRI working on the Diageo businesses. Rob then moved to an internal market research position with Pepperidge Farm, supporting the marketing and brand teams. Subsequently, Rob moved to Colorado, joining SRG in 2013.



Dr. Penny Kris-Etherton, Distinguished Professor of Nutrition at Penn State University

- Dr. Kris-Etherton's research expertise is cardiovascular nutrition. For more than 20 years, she has conducted many controlled clinical nutrition studies designed to evaluate the role of diet on established and emerging cardiovascular disease risk factors.



A top-down view of a dark, textured wooden surface. In the upper right, there are pieces of dark chocolate, some with almonds. In the lower right, a metal spoon is filled with brown cocoa powder, with some powder spilled onto the surface. A few whole almonds are scattered around. A green rectangular box with a white border is centered on the left side, containing the text.

**CHOCOLATE &
ALMONDS
IN THE GLOBAL
MARKET**

"ALMONDS AND CHOCOLATE CREATE A FLAVORFUL COMBINATION when paired in baked goods and other confections. Aside from their universal taste appeal, these foods provide a **WEALTH OF NUTRITIONAL BENEFITS** that earn them high points on the health scale. "

– Dr. Tracey Roizman, BS in Nutritional Biochemistry, www.healthyeating.sfgate.com

"THE PAIRING OF ALMONDS AND CHOCOLATE has become increasingly popular as demand for indulgent and nutritious snacks has continued to develop. Not only can the **TASTE AND TEXTURE OF ALMONDS CONTRIBUTE TO THE INDULGENT IMAGE** of chocolate products, but the **HEALTH ATTRIBUTES OF ALMONDS** are also becoming increasingly recognized by consumers." – Lu Ann Williams, Director of Innovation at Innova Market Insights

ALMONDS + CHOCOLATE

A MATCH MADE IN HEAVEN



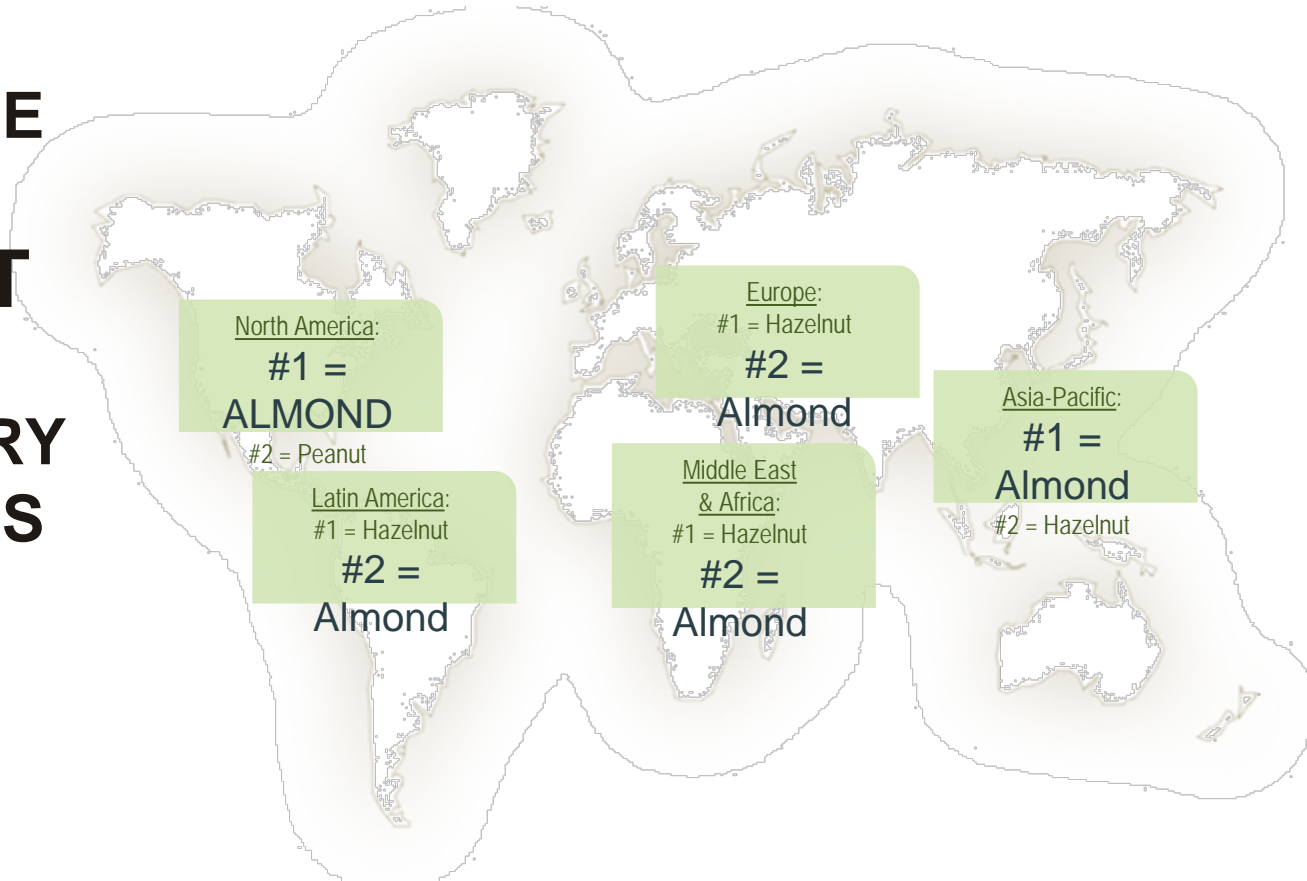
CHOCOLATE IS THE #1 CATEGORY FOR NEW ALMOND PRODUCT INTRODUCTIONS

Global Almond Introductions by Category (Top 5): Change from 2014–2015

Category	2014	2015	% Change	2015 Share of Global Almond Introductions
CONFECTIONERY	2,191	2,364	+8%	26%
Bakery	1,630	1,613	-1%	18%
Snacks	1,554	1,601	+3%	18%
Bars	1,088	1,312	+21%	15%
Cereals	702	762	+9%	9%



**ALMONDS WERE
THE
#1 OR #2 NUT
USED IN
CONFECTIONARY
INTRODUCTIONS
ACROSS ALL
REGIONS**



North America:

**#1 =
ALMOND**

#2 = Peanut

Latin America:

#1 = Hazelnut

**#2 =
Almond**

Europe:

#1 = Hazelnut

**#2 =
Almond**

Middle East
& Africa:

#1 = Hazelnut

**#2 =
Almond**

Asia-Pacific:

**#1 =
Almond**

#2 = Hazelnut

INNOVA HAS IDENTIFIED SIX KEY TRENDS IN THE CHOCOLATE CATEGORY

INDULGENCE

HEALTH

FREE FROM

SUSTAINABILITY

CLEAR LABEL

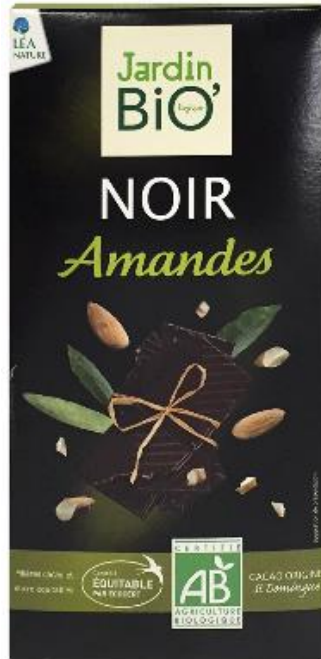
ARTISANAL



INDULGEN
CE



FREE
FROM



CLEAR
LABEL



HEALTH




SUSTAINABILITY



ARTISANAL





**PRODUCTS WITH ALMONDS ARE
SEEING LARGE GAINS
AND GROWTH WORLDWIDE,
AND ALMONDS ALIGN
WITH NEW/EMERGING TRENDS**

*So what about consumers?
How do they feel about almonds?*

ALMONDS ARE HIGHLY LIKED, RATED #2 JUST BEHIND CASHEWS

Nut Variety	Average Liking Score
Cashews	8.28
Almonds	8.23
Peanuts	8.05
Walnuts	7.96
Pistachios	7.81



ALMONDS ALSO VIEWED THE 2ND HEALTHIEST NUT GLOBALLY

Nut Variety	Average Healthfulness Score
Walnuts	8.58
Almonds	8.55
Pine Nuts	8.09
Hazelnuts	8.02
Cashews	7.99

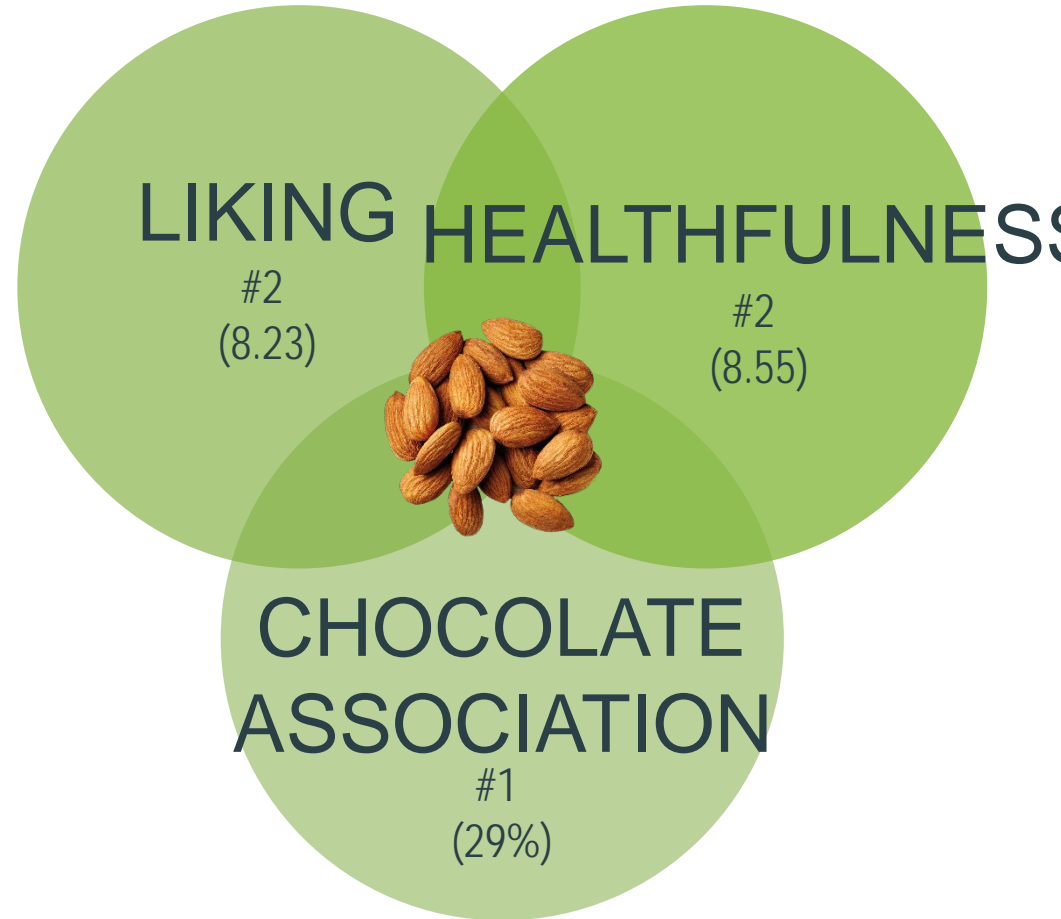


GLOBALLY, ALMONDS HAVE THE HIGHEST ASSOCIATION WITH CHOCOLATE AMONG ALL NUTS

Nut Variety	Top Nut Associated with Chocolate
Almonds	29%
Hazelnuts	27%
Peanuts	21%
Cashews	7%
Walnuts	6%



**Almonds hit the
“sweet spot” in the
consumer trifecta of
liking, healthfulness,
and chocolate
association**

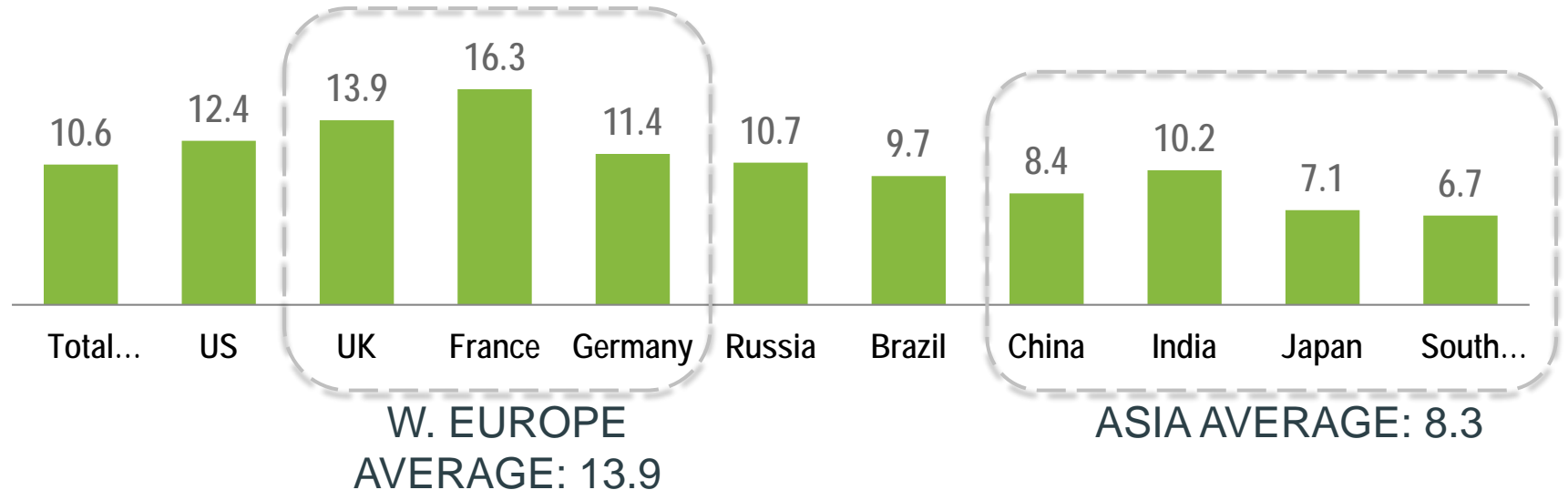


2016 ALMOND BOARD GLOBAL CHOCOLATE STUDY RESULTS



CHOCOLATE IS CONSUMED AN AVERAGE OF NEARLY 11X PER MONTH

MONTHLY CHOCOLATE BAR CONSUMPTION
(By Country)



MAJORITY OF CONSUMERS ARE EATING THE SAME AMOUNT OF CHOCOLATE AS LAST YEAR

CHANGE IN CHOCOLATE CONSUMPTION HABITS
(Total Sample, n=5,400)

30%



Ate more chocolate in the past year versus the prior year

61%



Ate about the same amount of chocolate in the past year as in the prior year

8%

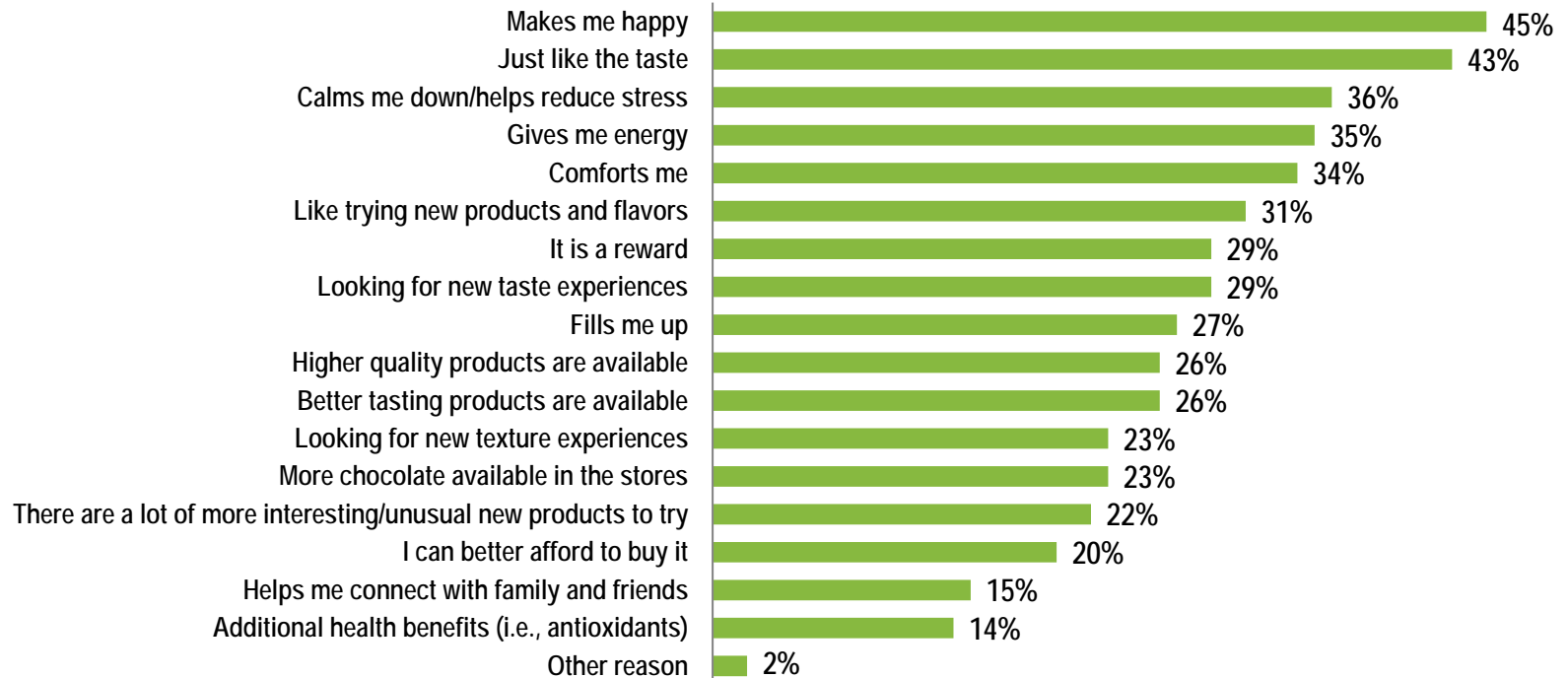


Ate less chocolate in the past year versus the prior year

AMONG THOSE EATING MORE CHOCOLATE, EMOTIONAL AND ENJOYMENT FACTORS ARE THE KEY DRIVERS OF THEIR INCREASED CONSUMPTION

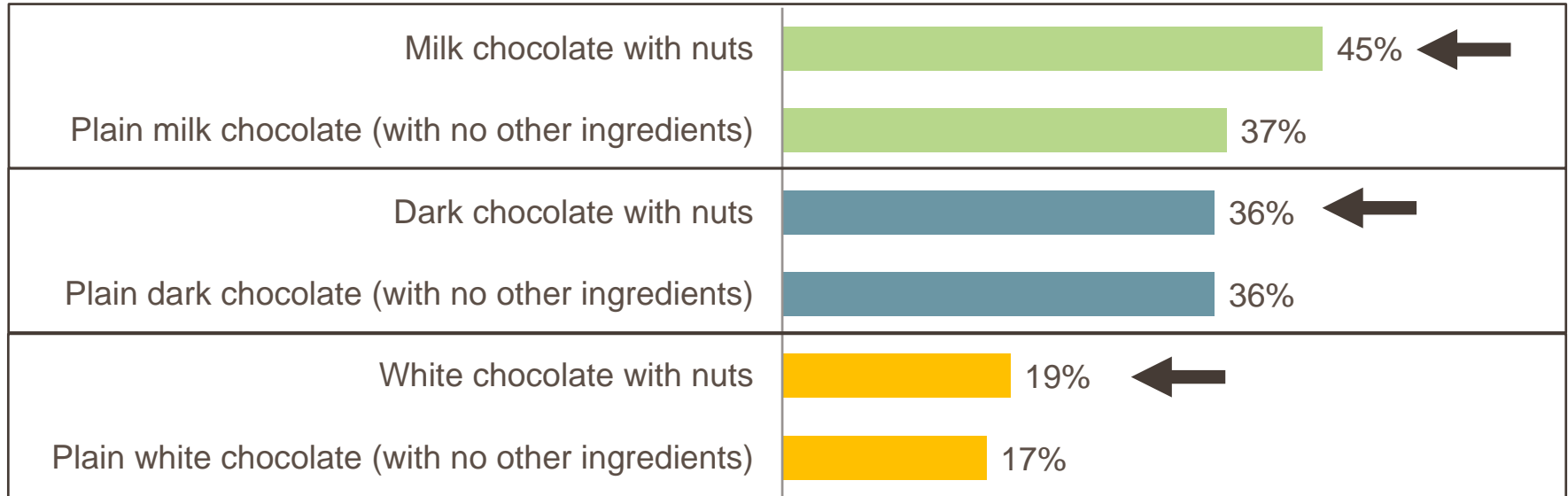
REASONS FOR EATING MORE CHOCOLATE

(Of those who ate more chocolate in the past year, n=1,637)



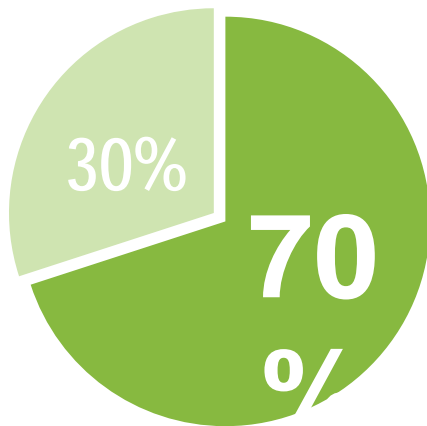
ACROSS ALL TYPES OF CHOCOLATE, THE MOST FREQUENTLY CONSUMED HAVE NUTS

Top Varieties by Chocolate Type
(Total Sample, n=5,400)



GIVEN A CHOICE, THE GLOBAL CONSUMER CLEARLY PREFERS CHOCOLATE WITH NUTS OVER PLAIN CHOCOLATE

Nut Preference in Chocolate
(Total Sample, n=5,400)




- I prefer chocolate with nuts
- I prefer chocolate without nuts




ALMONDS HAVE THE BEST PERCEIVED FIT WITH BOTH MILK CHOCOLATE AND DARK CHOCOLATE AMONG ALL OF THE MAJOR NUT VARIETIES

	Top3-Box for Fit with Chocolate Type	
Nut Variety	Milk Chocolate	Dark Chocolate
Almonds	68%	67%
Hazelnuts	66%	62%
Walnuts	57%	58%
Peanuts	56%	50%
Cashews	53%	52%
Macadamias	47%	48%
Pistachio Nuts	46%	49%
Pecans	42%	45%





**WE ASKED
CONSUMERS
TO CREATE
THEIR IDEAL
CHOCOLATE
BAR...**



**ALMONDS WERE
THE
#1 INGREDIENT
SELECTED FOR
THE IDEAL
CHOCOLATE BAR**

ALMONDS WERE THE #1 INGREDIENT OVERALL THAT CONSUMERS CHOSE TO INCLUDE, BEATING OUT ALL OTHER INCLUSIONS, NOT JUST OTHER NUTS

Ideal Chocolate Product
(Total Sample, n=5,400)

Inclusions
(select all that apply, if any)

Chocolate Type
(select at most two)



Milk, 60%
Dark, 52%
White, 23%

Filling and Flavors



Caramel, 28%
Coffee, 21%
Strawberry, 24%
Honey, 20%
Peanut Butter, 19%
Nougat, 17%

Fruit Pieces



Coconut, 25%
Raisins, 24%
Strawberry, 24%
Cherries, 22%
Blueberries, 20%

Nuts



Almonds 44%

Hazelnuts 35%
Walnuts 34%
Cashews 31%
Peanuts 29%
Pistachios 24%

Other



Wafer, 18%
Biscuit, 18%
Oats/grains, 18%
Granola, 17%
Toffee, 15%
Crisp rice, 14%

Texture
(select one)



Crunchy, 29%
Soft Center/Filled, 29%
Smooth, 25%
Crispy, 17%

ALMONDS ARE THE #1 PREFERRED INGREDIENT ACROSS ALL THREE TYPES OF CHOCOLATE

Ideal Chocolate Product: by Milk, Dark and White Chocolate			
Rank	Milk Chocolate (n=3,213)	Dark Chocolate (n=2,828)	White Chocolate (n=1,268)
1	Almonds 45%	Almonds 50%	Almonds 42%
2	Hazelnuts 36%	Walnuts 39%	Hazelnuts 34% Walnuts 34%
3	Walnuts 34%	Hazelnuts 37%	Cashews 32%
4	Cashews 33%	Cashews 36%	Coconut 31% Peanuts 31%
5	Caramel 32% Peanuts 32%	Peanuts 31%	Caramel 29% Strawberries 29%



WHY ARE ALMONDS THE MOST FREQUENTLY SELECTED INGREDIENT?

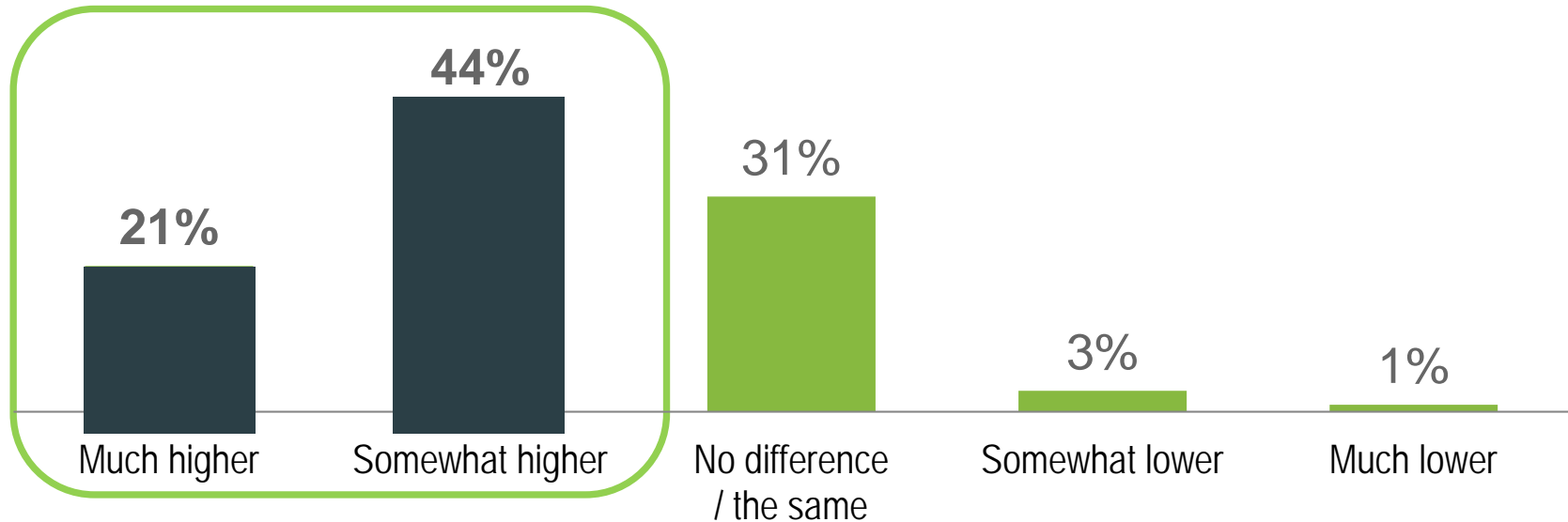
Because consumers feel that almonds make chocolate...

% that Strongly/Somewhat Agree that Almonds Make Chocolate...	
More nutritious	82%
Crunchier	81%
More filling	77%
Tastier	77%
Higher quality	77%
More energizing	76%
More satisfying	75%
More premium	74%
More interesting	74%
Special	73%



Furthermore, chocolate with almonds is perceived as being higher in nutritional value than chocolate with other nuts

NUTRITIONAL VALUE OF CHOCOLATE WITH ALMONDS
VS. CHOCOLATE WITH OTHER NUTS



ALL OF WHICH FITS WITH THE OVERALL PERCEPTION THAT ALMONDS FIT BEST WITH A WIDE VARIETY OF ATTRIBUTES

% selecting Almonds as Best-Fitting Nut for Attribute
(vs. all other nuts, top-10)

Healthy	30%
Good for skin	29%
Nutritious	28%
For beauty	27%
Best for the brain	26%
Best for managing my weight	24%
Gives me energy	23%
Satisfying	22%
Best in other foods	22%
Best for my heart	22%



GLOBALLY, ALMONDS ARE THE MOST FREQUENTLY INCLUDED NUT IN CHOCOLATE BARS WHILE STILL BOASTING A MODERATE “UNMET NEED” GAP

	% INCLUDED IN IDEAL CHOCOLATE BAR	% INCLUDED IN MOST RECENT OCCASION	IDEAL VS. RECENT OCCASION GAP
Almonds	44%	29%	15% (4th)
Hazelnuts	35%	23%	12%
Walnuts	34%	14%	20%
Cashews	31%	13%	18%
Peanuts	29%	24%	5%
Pistachios	24%	7%	17%
Macadamias	19%	7%	12%
Pine Nuts	16%	5%	11%
Brazil Nuts	15%	6%	9%
Pecans	15%	4%	11%

TO SUMMARIZE



Consumer desires are clear:
almonds and chocolate are the ideal match



Almonds align with the emerging trends in
chocolate:

- Best fit with dark chocolate
- Added health halo to chocolate products
- The crunch enhances the sensory experience of chocolate
- Aligns with the natural, wholesome ingredients consumers are seeking





THANK YOU!

Rob Renegar

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THANK YOU

A close-up photograph of a glass of almond milk on the left, which is out of focus. To the right is a glass jar filled with almonds, which is in sharp focus. The background is a warm, golden-yellow color.

■ Questions?