



Almonds and Chocolate The Dynamic Duo



Karen Lapsley
The Almond Board of California





Almonds and Chocolate The Dynamic Duo



Session Outline

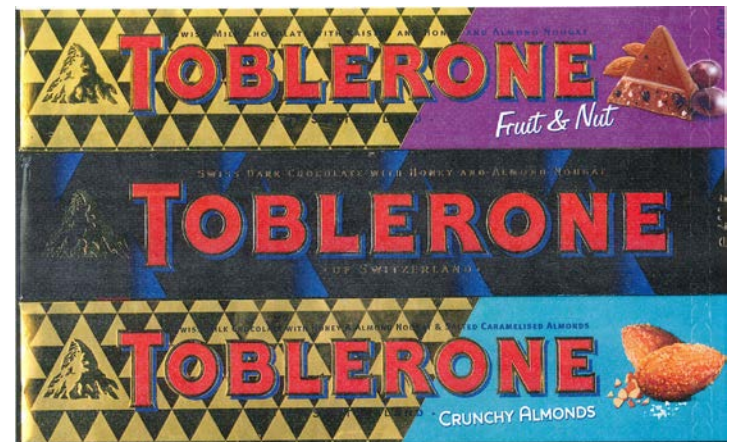
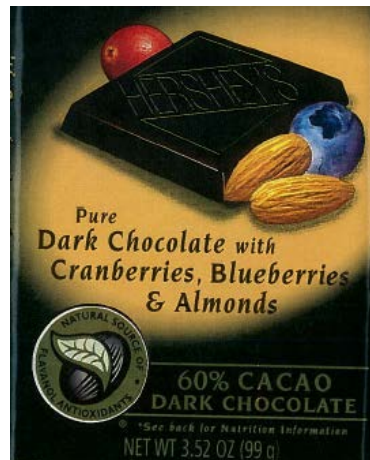
Dr Karen Lapsley, Chief Scientific Officer, ABC

The scientific rationale for almonds and chocolate being a perfect match



Peggy Fyfe, Associate Director, Trade Stewardship, ABC

Marketing insights for almonds and chocolate - the perfect pairing



Scientific overview



- **Nuts and Health** – latest research
- **Almonds** – composition and science update
- **Cocoa and Chocolate** – composition, processing and health benefits
- **Putting them all together** – ongoing research

Eat a handful of nuts daily and you may live longer



The NEW ENGLAND JOURNAL of MEDICINE

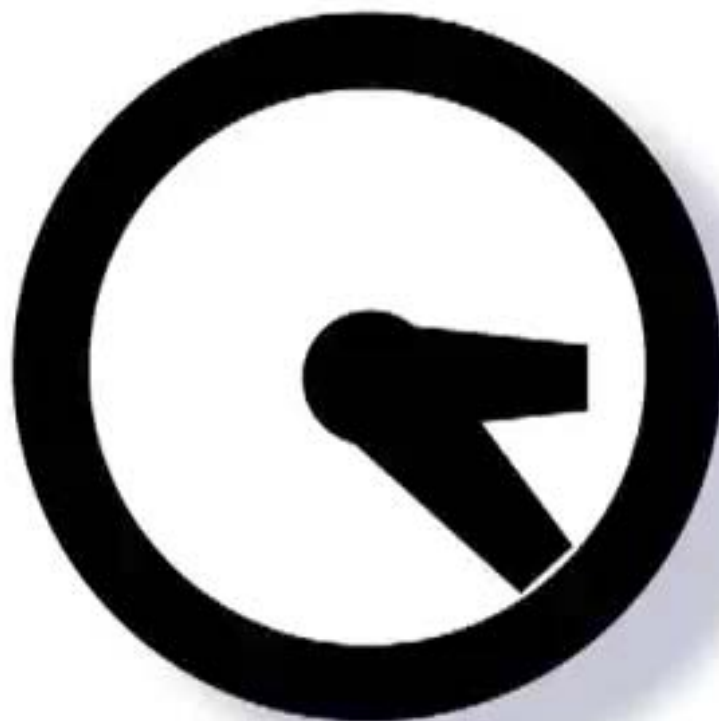
Association of Nut Consumption with Total and Cause-Specific Mortality

Ying Bao, J. Han, F. Hu, E. Giovannucci, M. Stampfer, W. Willett, & C Fuchs
Harvard School of Public Health and Dana Farber Cancer Institute, Boston



This Week at 21, 2013





PREDIMED study - 7000 subjects over 5 years

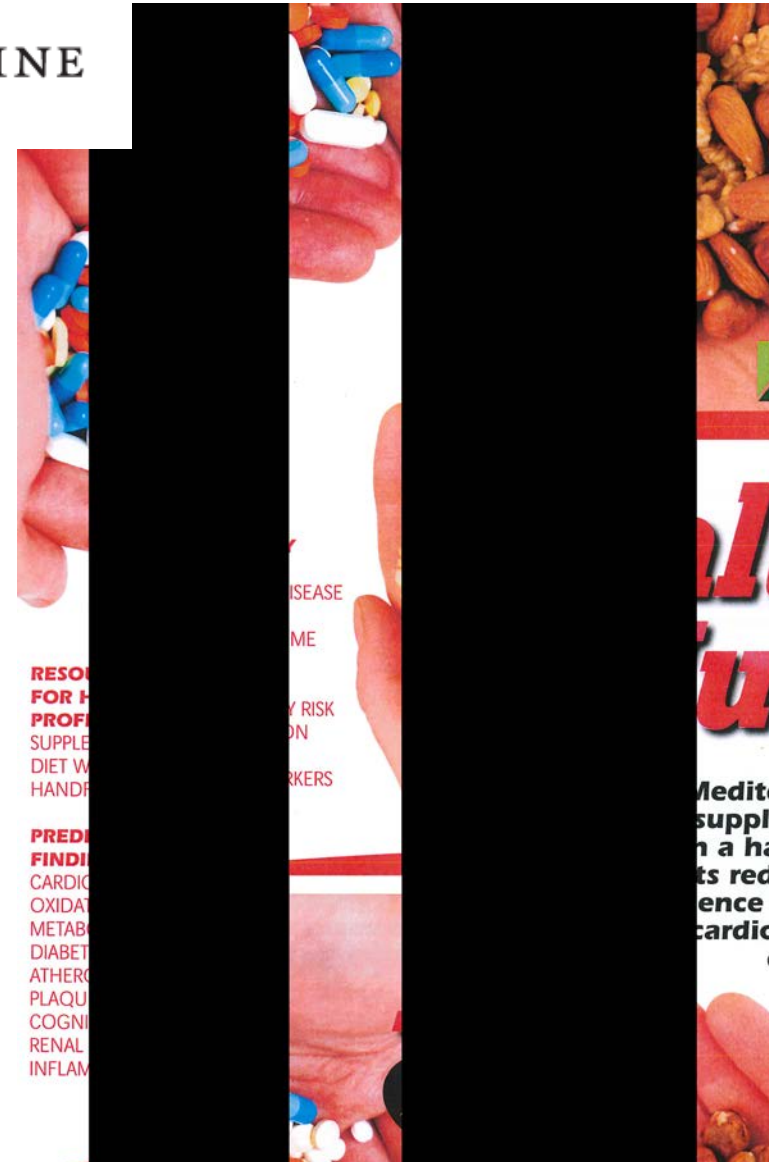


The NEW ENGLAND JOURNAL of MEDICINE

Primary Prevention of cardiovascular disease with Mediterranean diets: the PREDIMED trial.

R. Estruch, E. Ros, J. Salas Salvado and collaborators in 7 communities across Spain. February 2013

- Long term nutritional study to assess the role of the Mediterranean diet to prevent heart disease
- The Med. Diet was supplemented with extra-virgin olive oil or treenuts and compared to the control low fat diet
- Results showed the two Med. Diets reduced risk of heart disease by 30% compared to control, plus risk of stroke was also reduced
- To date 90 papers published from the study



Nuts, legumes and seeds - key nutrient contents



	Water	Protein	Dietary fiber	Sugars + Starch	Total lipid (fat)
Almonds	4-6	21	12	4	49
Pistachios	4-6	20	10	9	45
Walnuts	3-5	15	7	3	65
Chickpeas*	60	9	8	5	3
Lentils*	70	9	8	2	<1
Soybeans*	63	17	6	3	9
Sesame	4-5	18	12	<1	50
Sunflower	5	21	9	3	51
Pumpkin	5	30	6	3	49

* cooked

California almond composition for US food labelling



Nutrient	Units	Whole natural	
		100g	1oz
Mandatory Nutrients			
Calories	kcal	575	163
Total Fat	g	49.4	14.0
Saturated Fat	g	3.7	1.1
Monounsaturated Fat	g	30.9	8.7
Polyunsaturated Fat	g	12.1	3.4
Trans Fat	g	0	0
Cholesterol	mg	0	0
Sodium	mg	1	0
Total Carbohydrate	g	21.7	6.1
Dietary Fibre	g	12.2	3.5
Sugars	g	3.9	1.1
Protein	g	21.2	6.0
Voluntary Nutrients			
Vitamin E (alpha-tocopherol)	mg	26.2	7.4
Magnesium	mg	268	76

Everything that 1 serving of almonds offers



Crunch Power

It takes a pretty amazing snack to give you the power to take on whatever life brings. The crunch of California Almonds helps you stay on your "A" game. That's because ounce for tasty ounce few snacks pack more powerful nutrition, like energizing protein, hunger-fighting fiber, and heart-healthy nutrients. So each crunch unleashes everything you need to be your best anytime and anywhere—whether it's showing the treadmill who's boss, owning that PTA meeting, or fiercely planting those petunias. Plus that lively crunch makes everyday snacking more satisfying and delicious, whether you eat almonds by themselves or paired with other foods. So, grab some California Almonds for the one-of-kind crunch you need to bring it all day every day.



30 g Almonds

Protein	6 g
MUFA	9 g
PUFA	3 g
Dietary Fiber	3.5 g
Magnesium	76 mg
Phytosterols	39 mg
Vitamin E	7 mg
Polyphenols	174 mg



10 years later heart health is still important !!



2003 FDA Issued First Qualified Health Claim for Nuts

“Scientific evidence suggests but does not prove that eating 1.5 ounces per day of most nuts, such as almonds, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease.”

July 14, 2003 FDA

Stay tuned for new almond heart health research in 2014



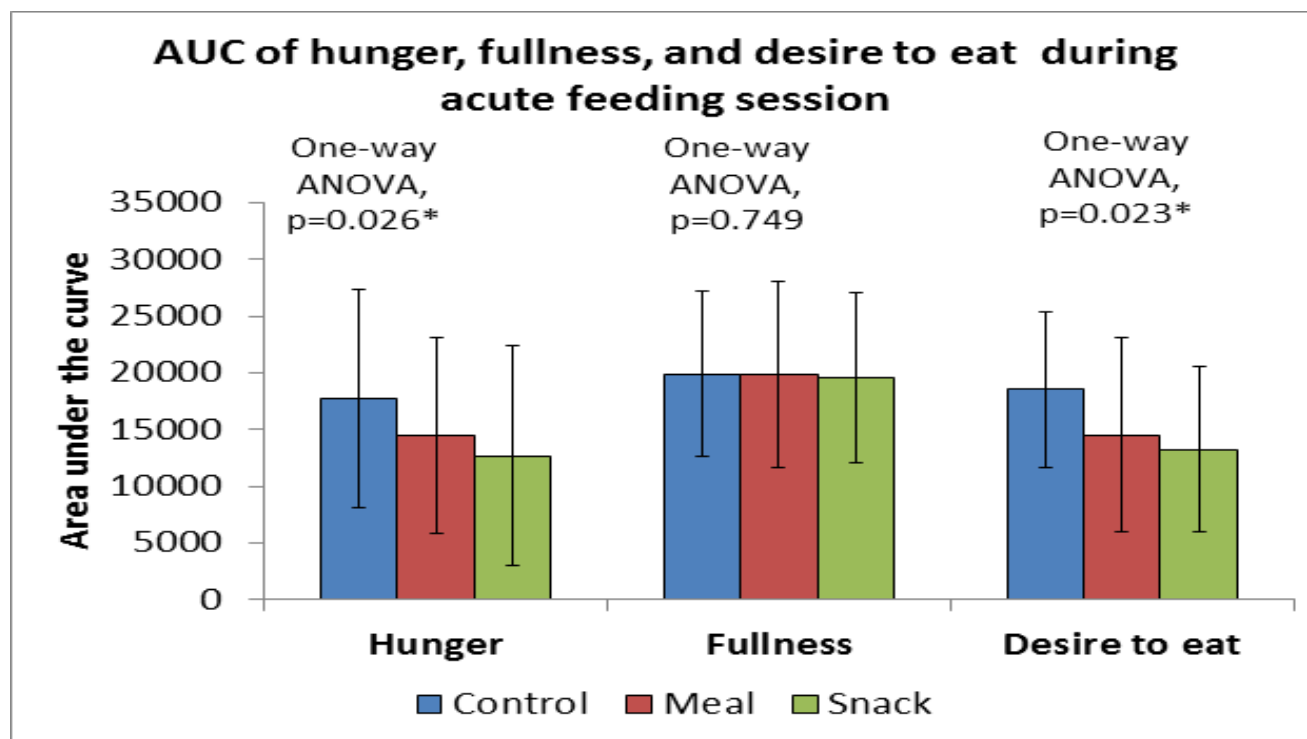
Total Cholesterol ↓ and LDL Cholesterol ↓ and almonds the only nut with 2 dose response clinical trials

Almonds & Snacking – latest research



Tan, S-Y. and R.D. Mattes. 2013. **Appetitive, dietary and health effects of almonds consumed with meals or as snacks.** Eur. J. Clin. Nutr. October 2013

Snacking on 43g (1.5 oz) of almonds daily can reduce hunger and the desire to eat





The Skinny on the Energy Value of Almonds

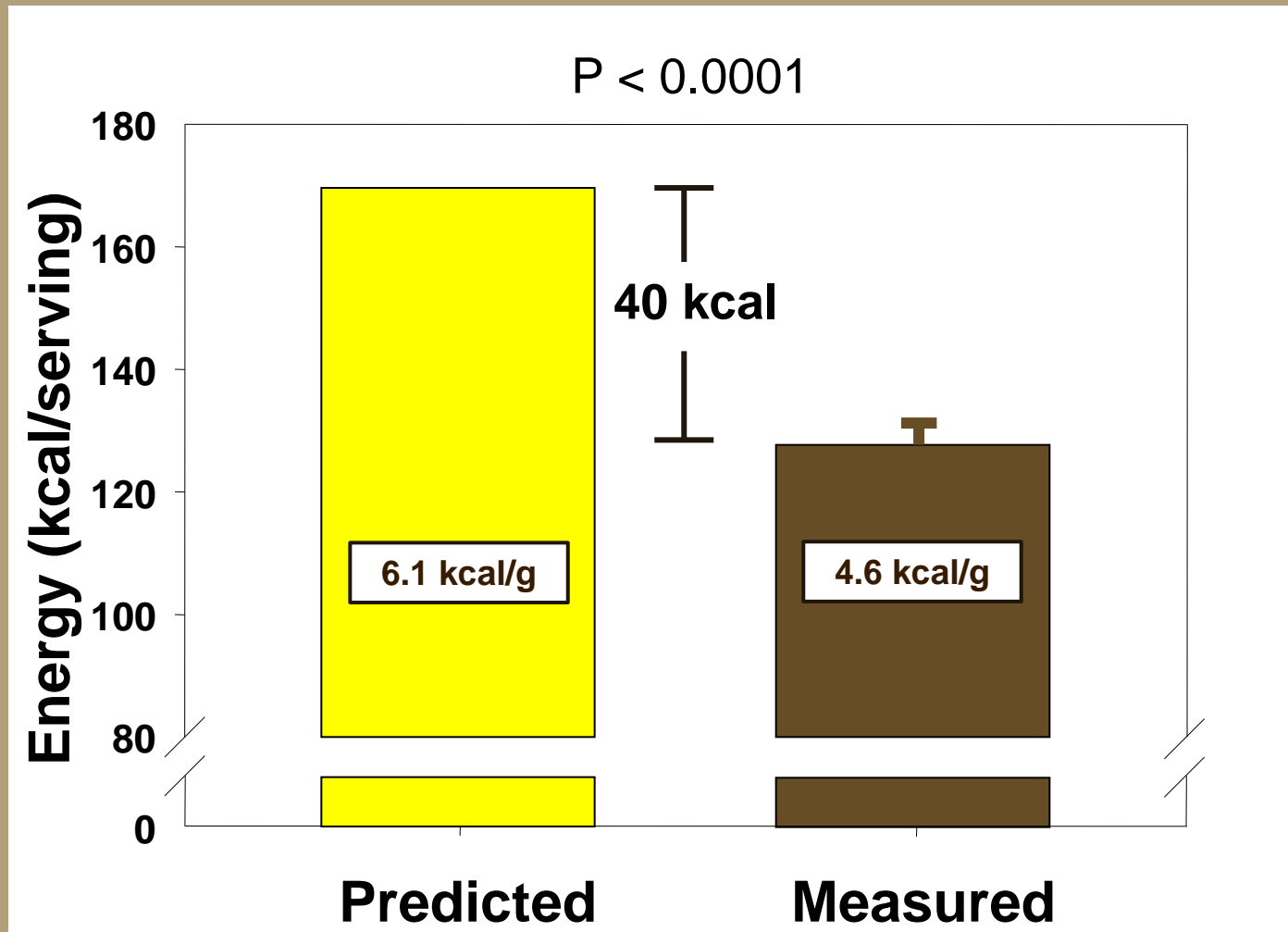
D, Baer, J. Novotny, S Gebauer
Food Components & Health Laboratory USDA
Beltsville Human Nutrition Research Center

Controlled-feeding

- Participants were required to consume all foods provided during diet periods
- Not permitted to consume any outside foods
- Breakfast and dinner consumed at the Beltsville Human Nutrition Research Center, Mon-Fri
- Lunch and weekend meals were packed for offsite consumption



Measured energy value of almonds



Cocoa is a ...fruit

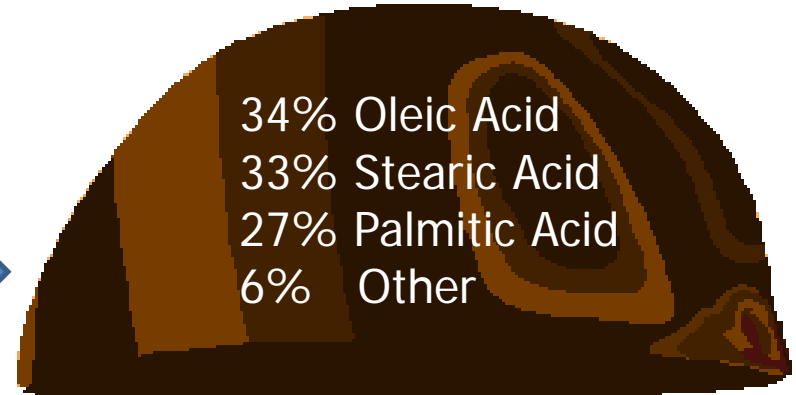
- A natural product grown in very specific geographic regions
- Very little processing occurs during manufacturing
- Used for hundreds of years in a variety of applications



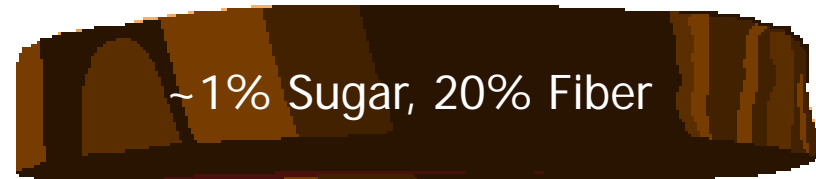
What nutrients are in the cocoa bean?

By weight...

52% Cocoa Butter



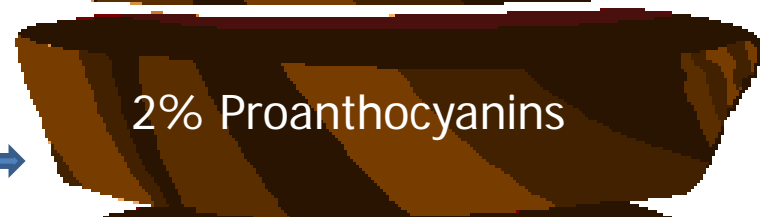
21% Carbohydrates



17% Protein



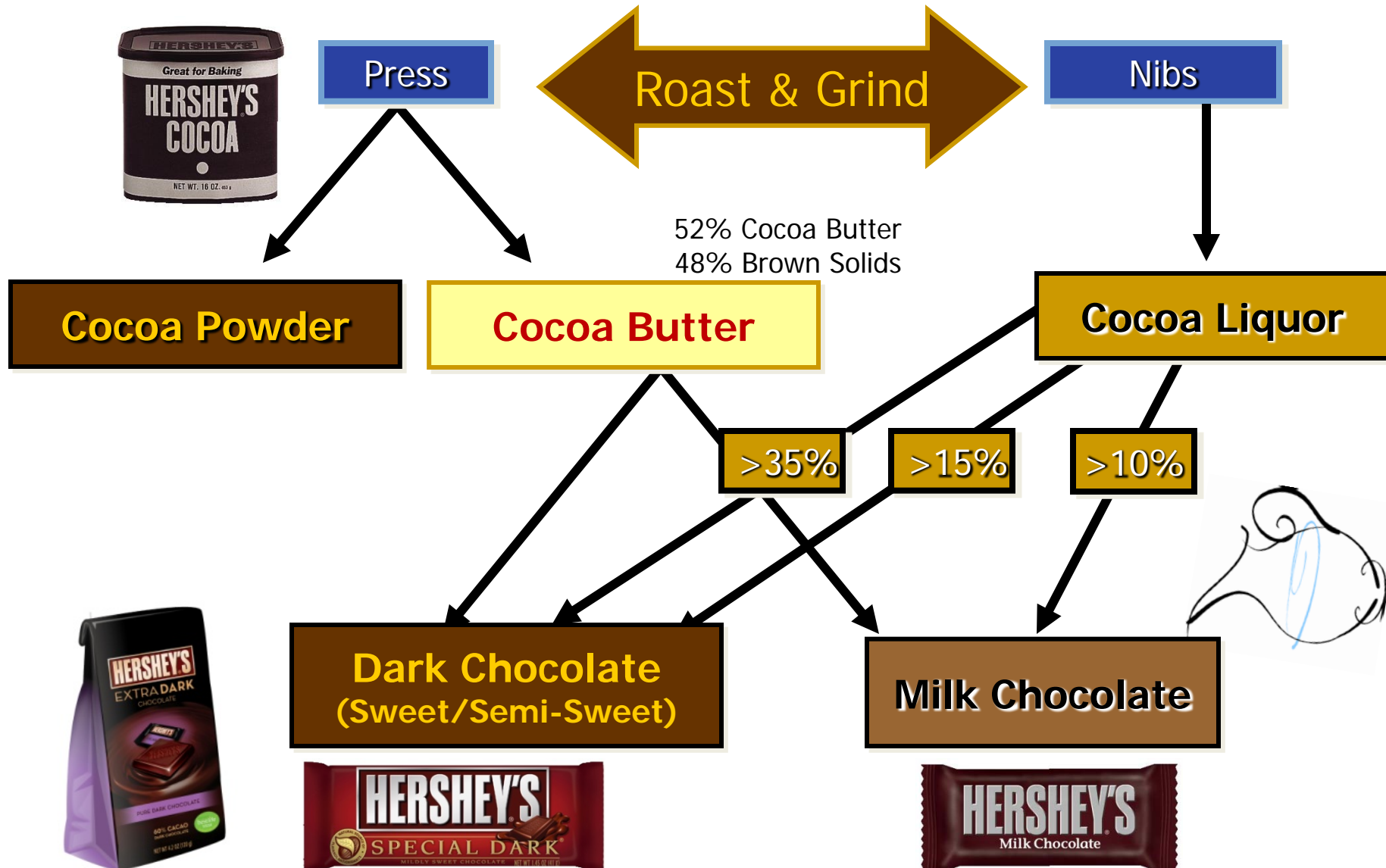
10% Polyphenols



Minerals

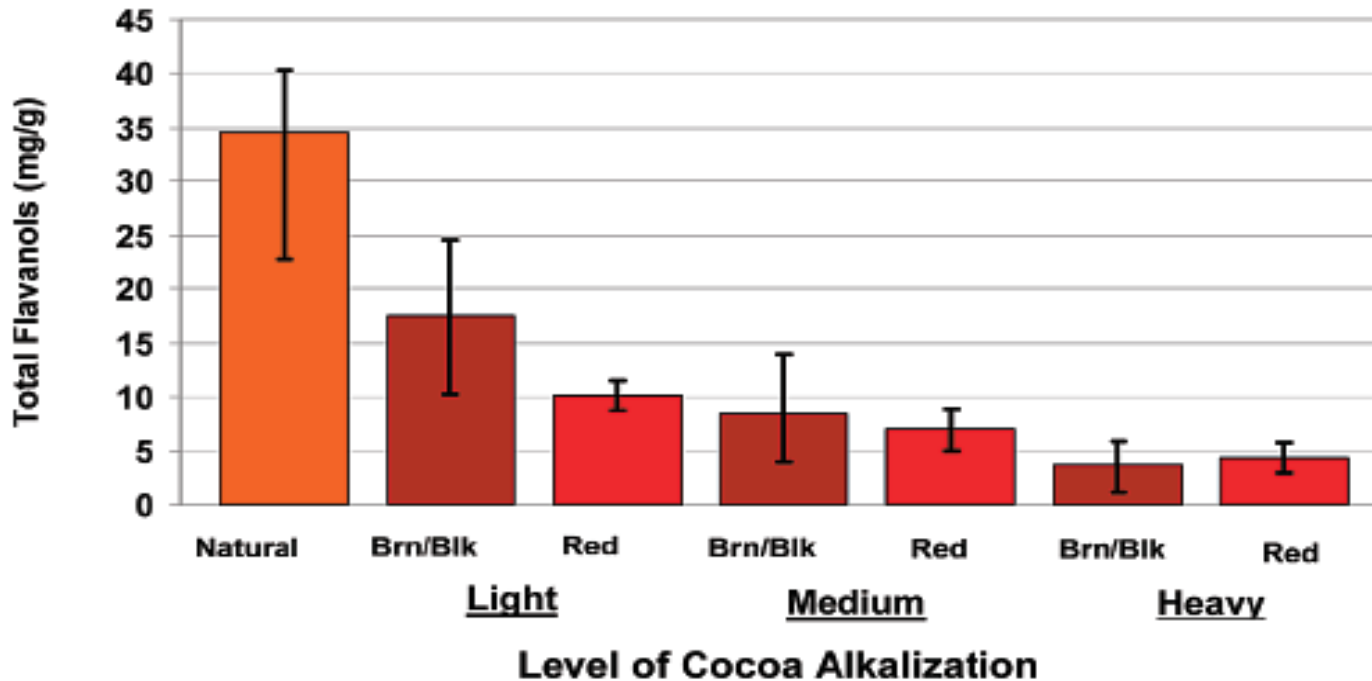


From cocoa beans to chocolate bar.....

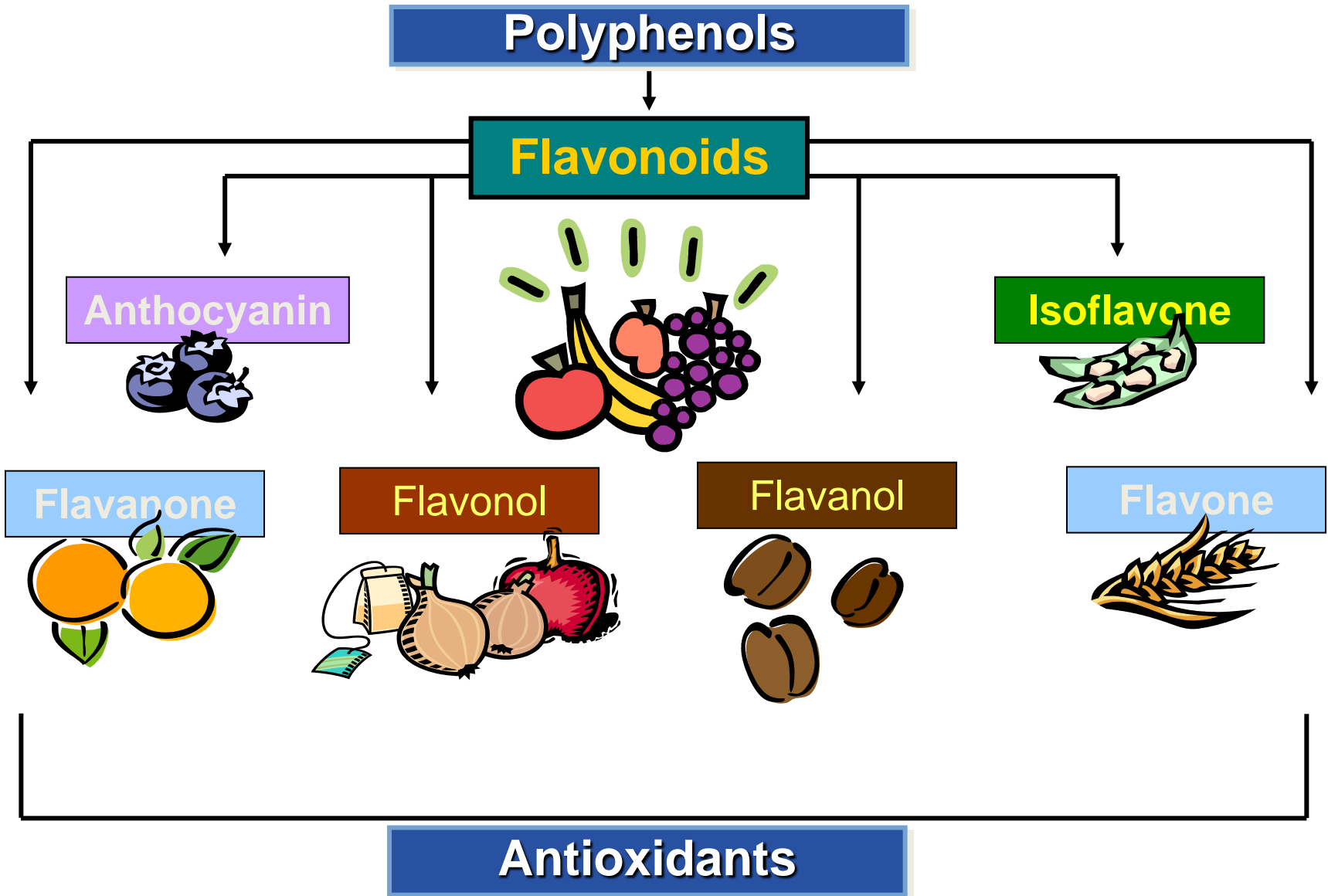


Not all cocoa is created equal.....

- Most chocolate flavored beverages use alkalized or “dutched” cocoa
- Cocoa is alkalized to reduce bitterness and to enhance the solubility of cocoa
- The alkalization process also reduces the flavanols in cocoa:



Cocoa Flavanols fall within the polyphenol family of bioactives



Ancient Uses of Cocoa: A Modern Example

KUNA Amerindians:

- Indigenous population off the coast of Panama
- Traditional high salt diet
- Have much lower rates of CVD and Type 2 Diabetes
- Showed no rise in blood pressure with age
- Immigrants did develop hypertension



Island dwelling
Kuna's consume an
average of **5 cups
of cocoa per day**



Interventions targeted traditional and emerging risk factors:

Traditional

Blood lipids and lipoproteins

Blood Pressure

Emerging

Oxidized LDL Cholesterol

Platelet Aggregation

Endothelial Function

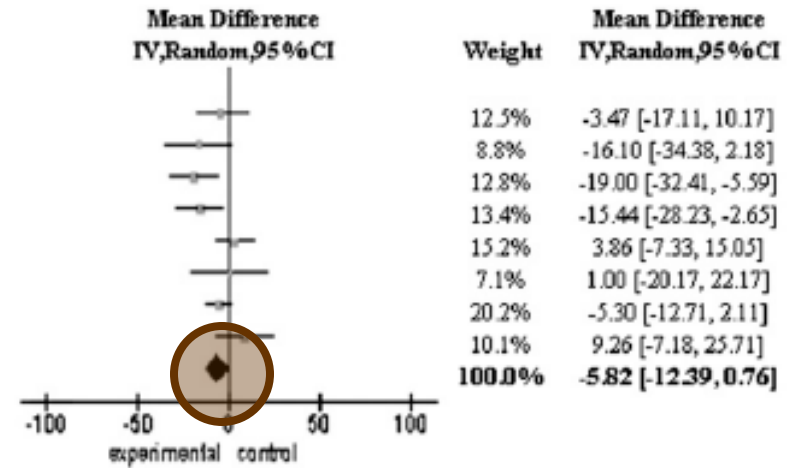


Meta-Analysis: Cocoa Consumption Reduces Total Cholesterol and LDL-Cholesterol

Total Cholesterol

Study	Year	N	Experimental Changes in TC		N	Control Changes in TC	
			Mean(mg/dL)	SD		Mean(mg/dL)	SD
Baba (12)	2007	13	-7.33	13.92	12	-3.86	20.06
Balzer (19)	2008	21	-6.30	27.83	20	9.80	31.67
Fraga (17)	2005	27	-18.00	33.13	27	1.00	12.88
Grassi (11)	2005	20	-15.44	21.57	20	0.00	19.65
Grassi (18)	2005	15	3.86	17.81	15	0.00	13.10
Muniyappa (20)	2008	20	-12.00	34.15	20	-13.00	34.15
Taubert(15)	2007	22	-2.70	10.79	22	2.60	14.07
Wan (14)	2001	23	5.79	28.45	23	-3.47	28.45
Total (95% CI)		161			159		

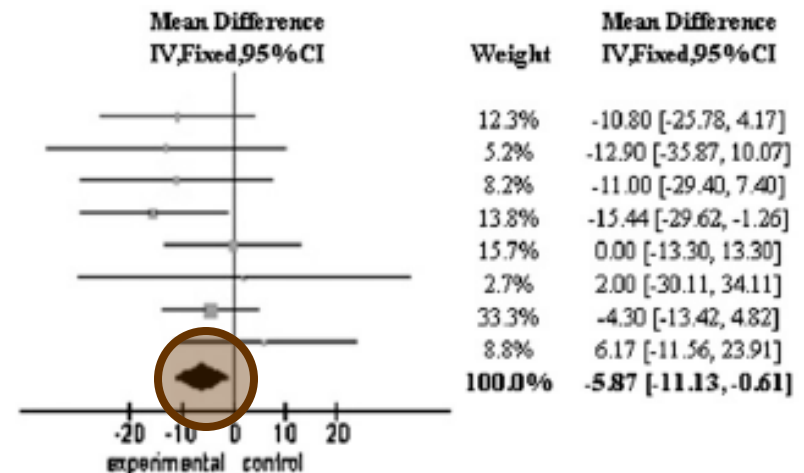
Heterogeneity: $\tau^2 = 41.55$; $\chi^2 = 13.74$, $df = 7$ ($P = 0.06$); $I^2 = 49\%$
 Test for overall effect: $Z = 1.73$ ($P = 0.08$)



LDL-Cholesterol

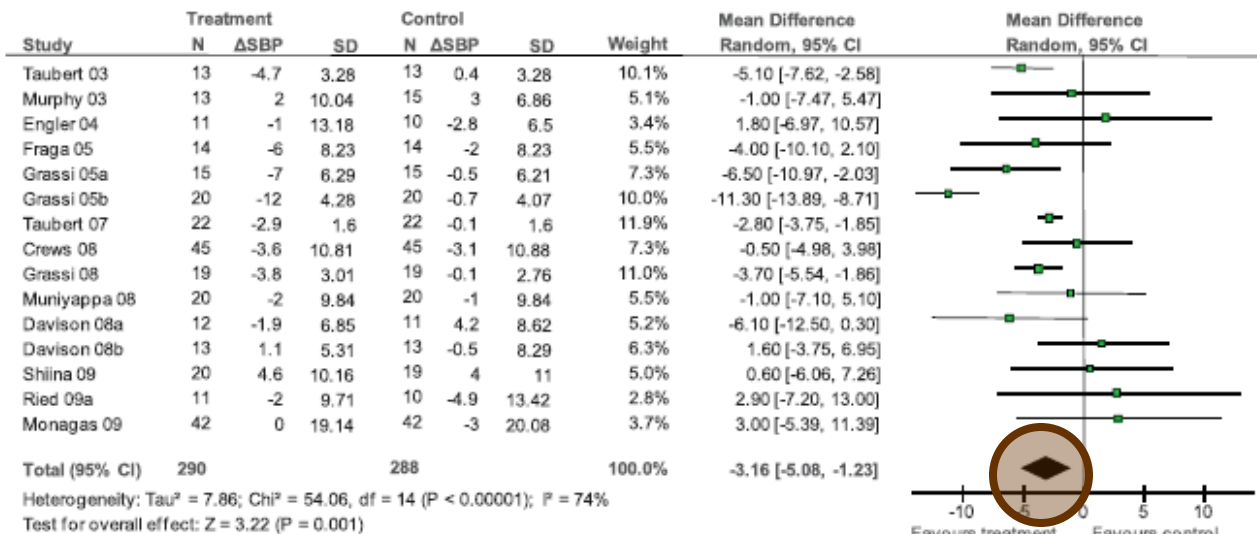
Study	Year	N	Experimental Changes in LDL		N	Control Changes in LDL	
			Mean(mg/dL)	SD		Mean(mg/dL)	SD
Baba (12)	2007	13	-16.98	19.48	12	-6.18	18.72
Balzer (19)	2008	21	-8.50	33.44	20	4.40	41.01
Fraga (17)	2005	27	-16.00	33.54	27	-5.00	35.43
Grassi (11)	2005	20	-15.44	24.04	20	0.00	21.66
Grassi (18)	2005	15	0.00	19.76	15	0.00	17.33
Muniyappa (20)	2008	20	-9.00	52.84	20	-11.00	50.74
Taubert(15)	2007	22	-2.30	9.38	22	2.00	19.70
Wan (14)	2001	23	8.49	35.92	23	2.32	24.33
Total (95% CI)		161			159		

Heterogeneity: $\chi^2 = 5.69$, $df = 7$ ($P = 0.58$); $I^2 = 0\%$
 Test for overall effect: $Z = 2.19$ ($P = 0.03$)

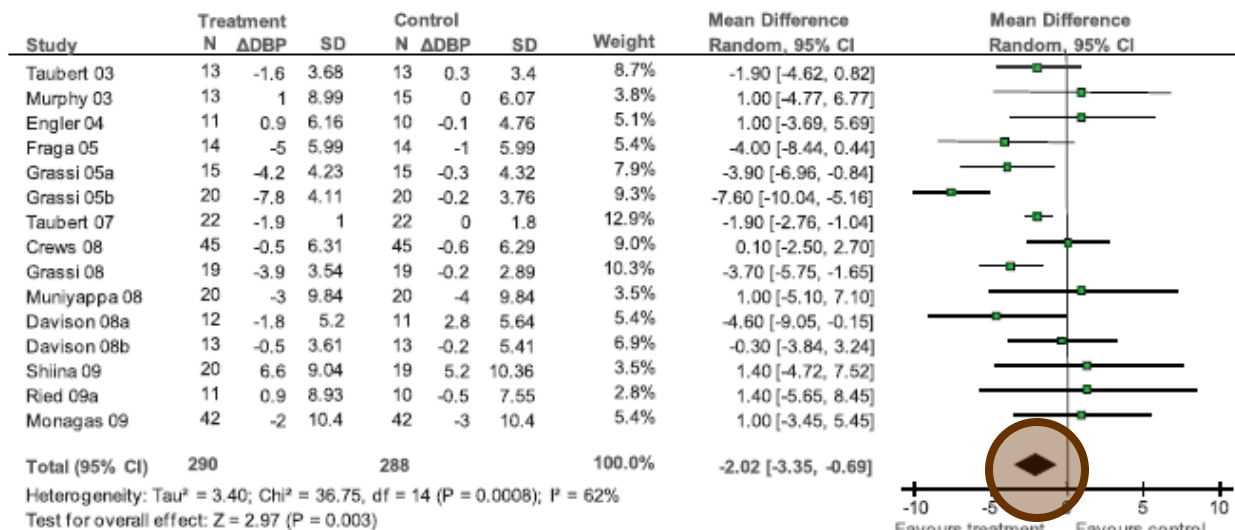


Cocoa Products Reduce Blood Pressure: Meta-Analysis

Systolic
Blood
Pressure



Diastolic
Blood
Pressure



Dark Chocolate and Blood Pressure

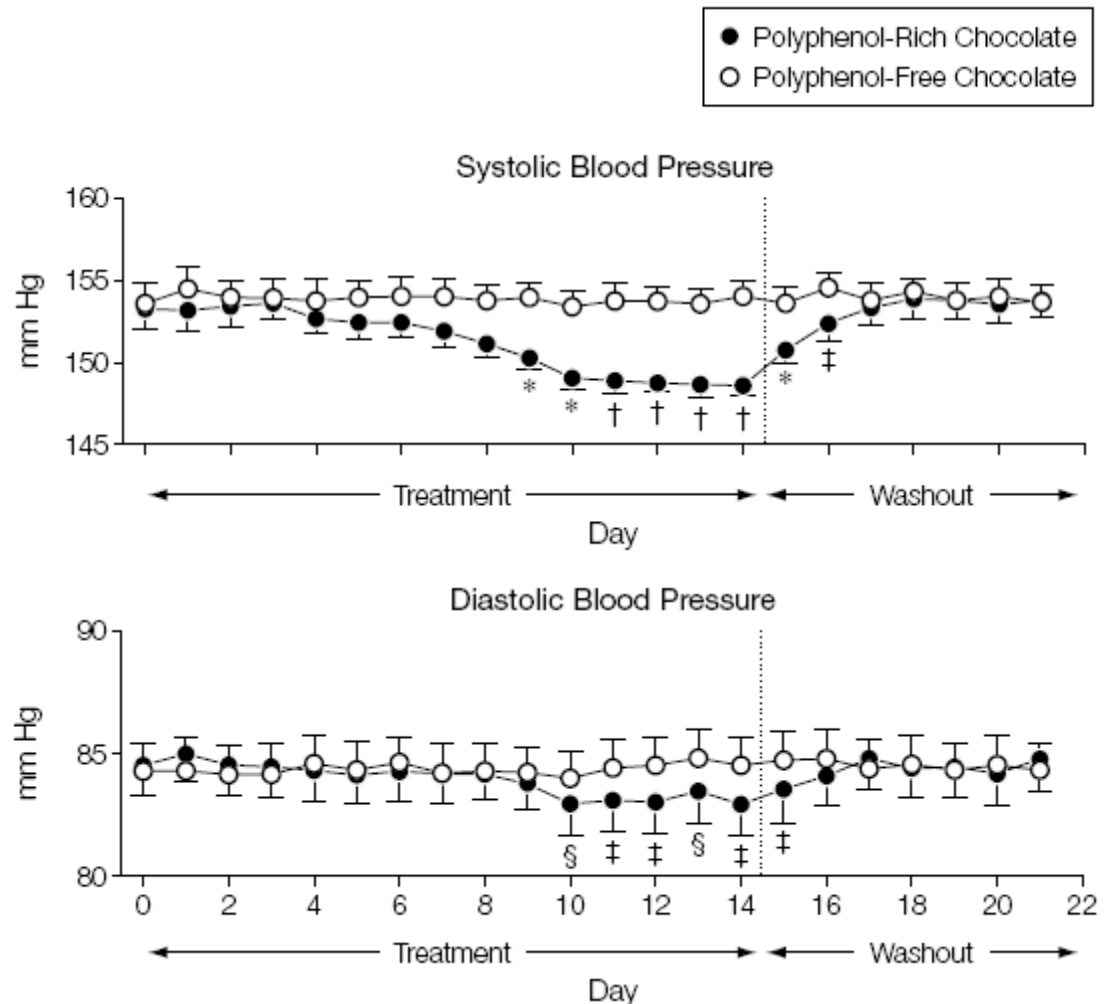
Taubert D et al. JAMA 2003.

- **Population:**

- N=13 (55-64yrs) with stage 1 HTN
- Mean systolic BP 153.2 mm Hg
- Mean diastolic BP 83.8 mm Hg

- **Treatment:** (14d, 480 kcal)

- 100g dark chocolate (500mg TP)
- 90g white chocolate



Dark chocolate and cocoa ingestion and endothelial function: a randomized controlled crossover trial

Faridi et al., Am J Clin Nutr 2008;88:58-63



45 healthy overweight adults

Objective: To examine the acute effects of solid dark chocolate and a hot cocoa beverage on endothelial function and blood pressure.

Phase 1

74 g Solid dark chocolate bar

74 g Cocoa-free placebo bar



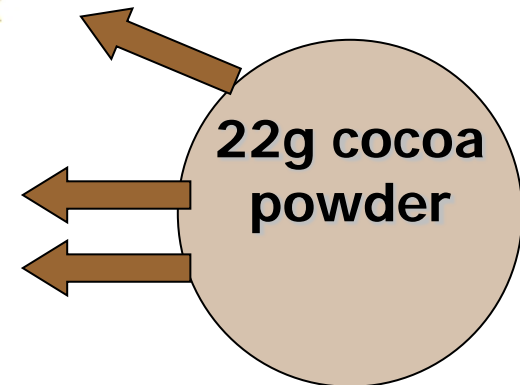
EXTRA DARK

Phase 2

Sugar-free hot cocoa beverage

Sugared hot cocoa beverage

Cocoa-free placebo hot beverage



From the Science to Consumers

6.3g
Dark Chocolate



1.4 HERSHEY'S
SPECIAL DARK
KISSES

30 Calories

~1 g Cocoa



2 HERSHEY'S EXTRA
DARK Tasting Squares

90 Calories

~6 g Cocoa



3 pieces of
HERSHEY'S BLISS
Dark Chocolate
100 Calories
~5 g Cocoa



Chocolate Maker Obtains for EU Health Claim



Sept. 4, 2013 EU Commission approves Barry Callebaut's health claim
Cocoa flavanols support a healthy blood circulation

Official validation: Cocoa flavanols contribute to normal blood circulation in human body by helping to maintain elasticity of blood vessels

Barry Callebaut's ACTICOA® process preserves cocoa flavanols

200 mg cocoa flavonols from cocoa beverage (with 2.5 g high flavanol cocoa) or 10 g high flavanol dark chocolate
Contributes to normal blood flow

Barry Callebaut has proprietary rights for five years to this technology



The Effects of Chocolate and Almonds on Heart Disease Risk Factors



Hypothesis

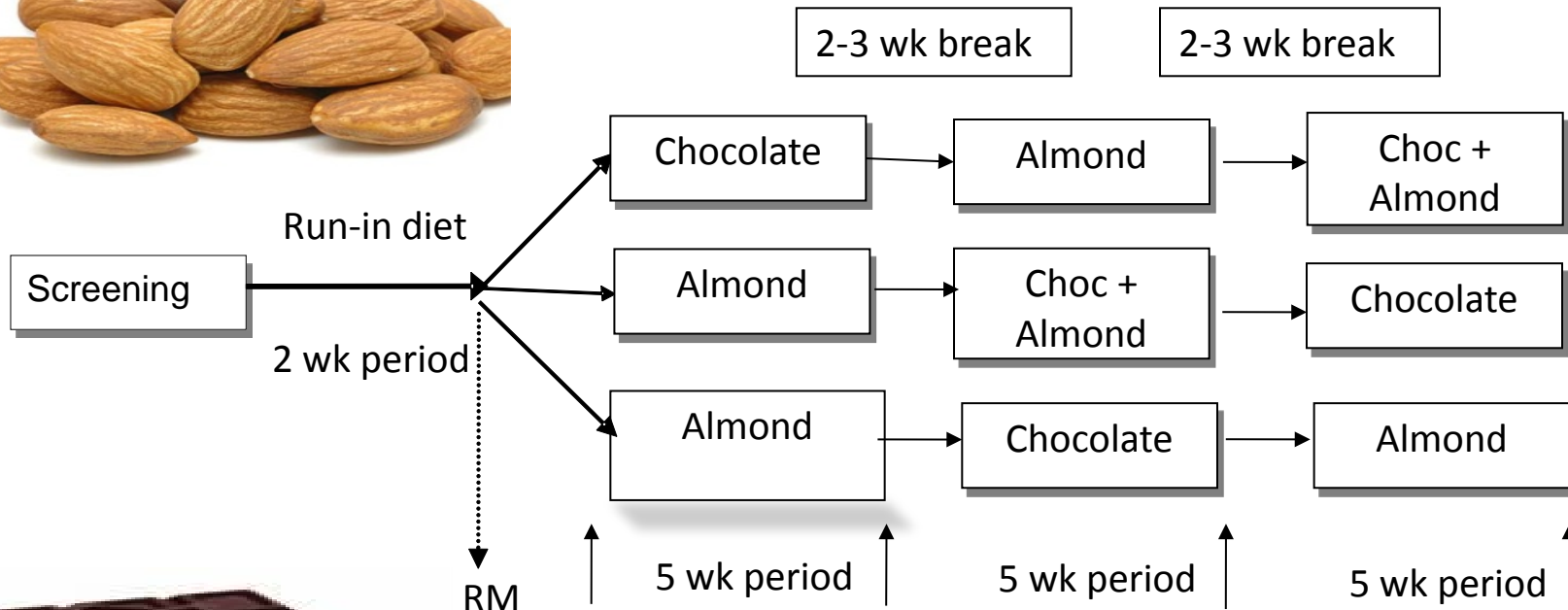
Together with the potential heart benefits demonstrated for both almonds and dark chocolate, there will be an additive effect of consuming the two foods together on heart health risk factors.

Objectives

To evaluate the independent and additive effects of dark chocolate and almonds on heart risk factors. Specifically, to assess the independent effects of each food on vascular endothelial function and serum markers of inflammation, and identify any potential additive effect(s).

Study Design at Penn State 2012-2014

Joint collaboration and funding between The Hershey Company and ABC;
Dr. Penny Kris Etherton, Penn State University with Tufts collaboration



Research on effects of polyphenol-rich dark chocolate & almonds on cardiovascular risk factors



Primary

- Fasting lipid, lipoprotein profile (total cholesterol, LDL cholesterol, HDL cholesterol and triglycerides)
- Blood Pressure and arterial health
- Inflammatory markers - CRP, IL-1, IL-6 and TNF- α .

Secondary

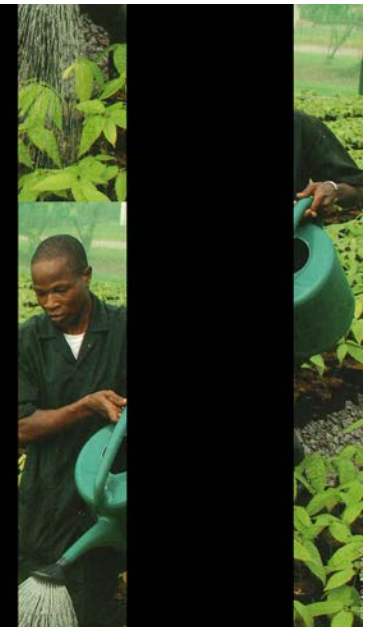
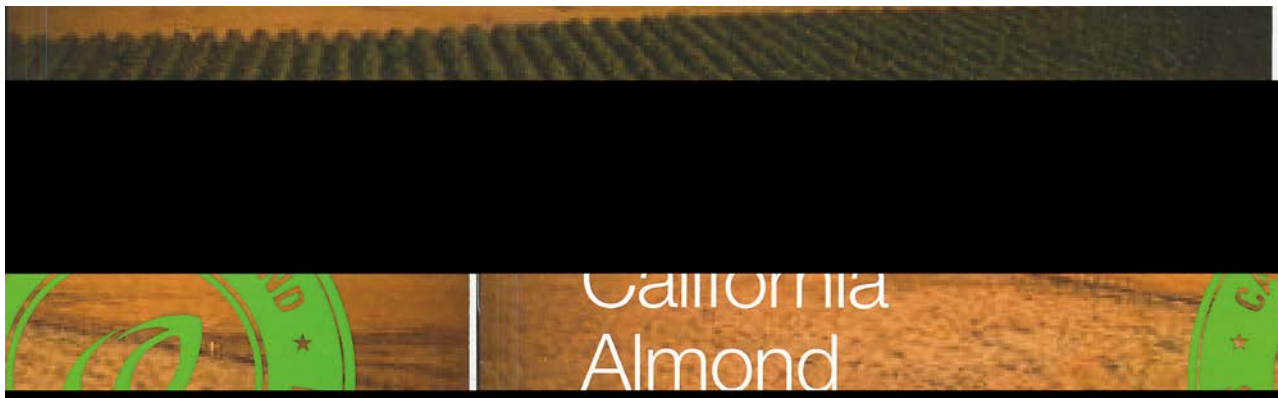
- LDL Particle Size and lipoprotein subclasses
- Plasma alpha-tocopherol, flavanols/metabolites, urinary isoprostanes, LDL oxidation

Exploratory

- HDL function – reverse cholesterol transport

What a sustainable partnership !!

Almonds and Cocoa





Almonds and Chocolate: The Dynamic Duo



Peggy Fyffe

The Almond Board of California





Overview

- Why Chocolate and Almonds?
- 2013 Global Chocolate Report
 - Background
 - Sample details
- A Closer Look at Consumer Demand
 - Chocolate and almonds
- Innova Research
- Almond Board of California
 - Chocolate and almond support



Global Chocolate Marketing Program

- By 2016, the global chocolate market is estimated to be almost \$100B
- Confectionery is the most important category for almonds, but hazelnuts dominate confectionery
- Trade Stewardship is challenged to turn this around and help make almonds the confectionery nut of choice globally

We wanted to better understand how people eat **chocolate**, what drives decisions when it comes to chocolate, and how those things vary in different markets around the world

What **type** of chocolate do people prefer?



What would people include in their “**ideal**” chocolate product?

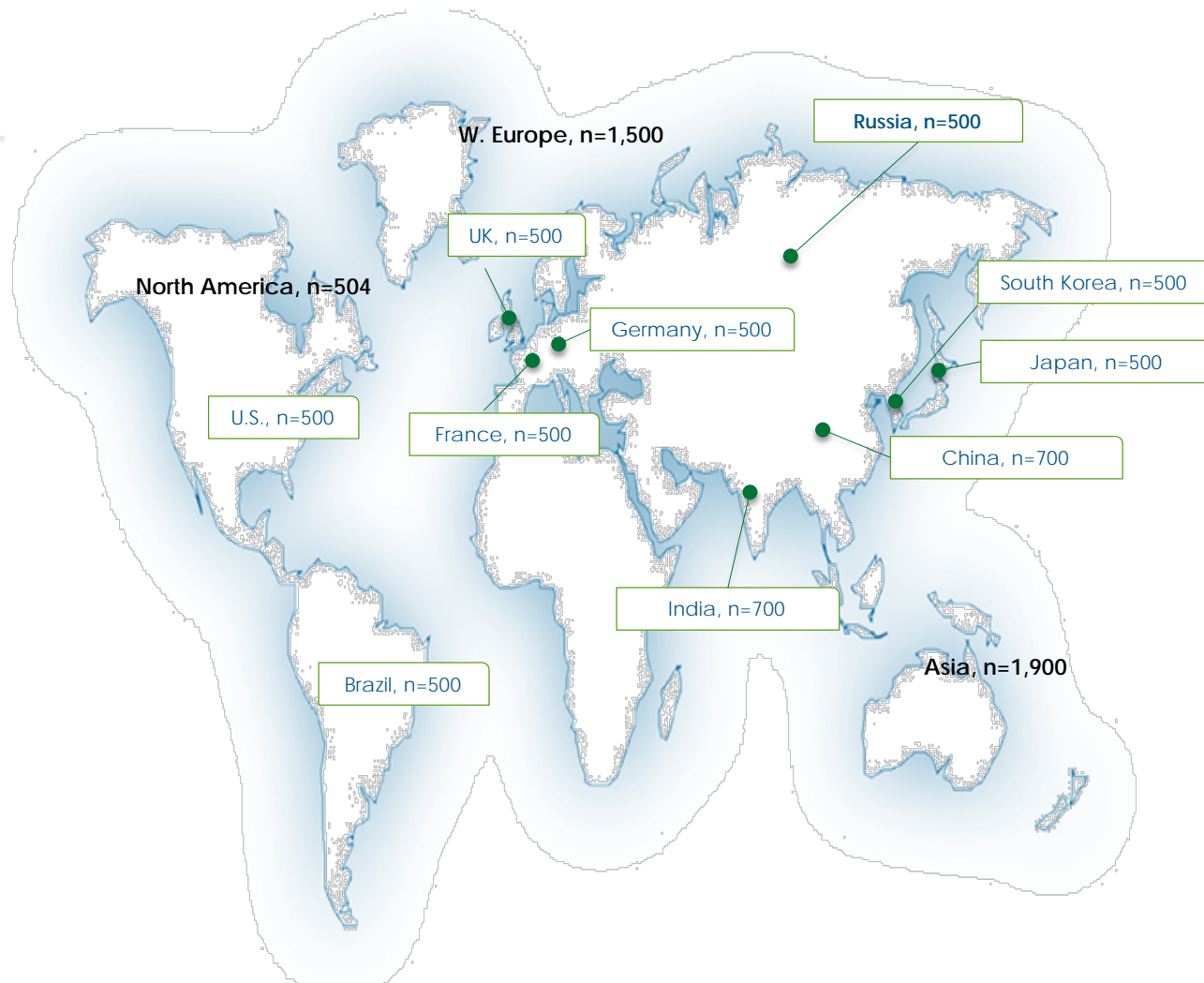
What are they **looking for** in their chocolate products?

What **mood** are people typically in when they eat chocolate?

How well are their current options **delivering** on what’s most **important** to people?

So we asked them...

Our approach:
Online study with
5,400 chocolate
consumers in 10
markets; fielded in
early February, 2013



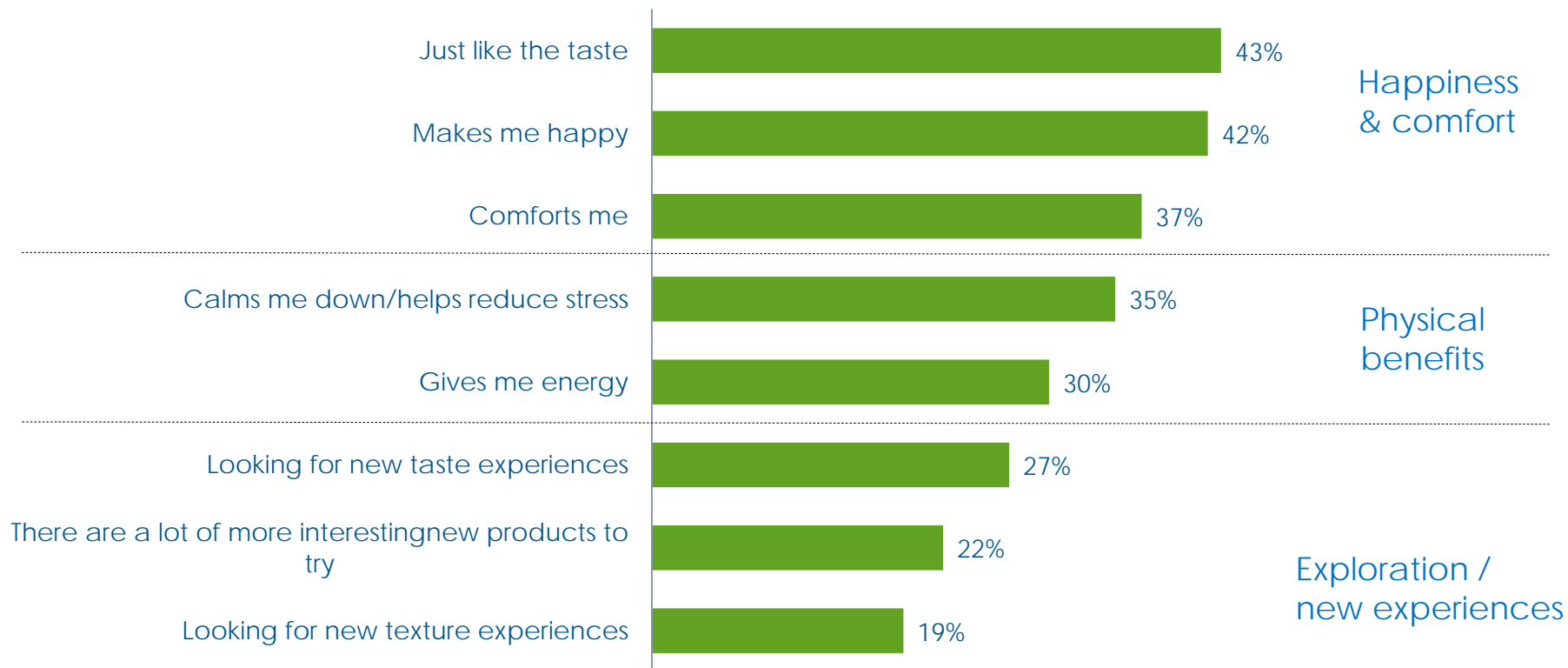
THERE'S SOMETHING SPECIAL ABOUT CHOCOLATE...



- Globally, chocolate is eaten approximately 83 times per year (or 11 times per month) with France accounting for the most consumption globally, at 15.9 times per month.
 - Europe, particularly France, reports the highest chocolate consumer at 16 times per month
 - Whereas Japan reports the lowest chocolate consumption at 7 times per month
- 90% of consumers worldwide are eating more or the same amount of chocolate in the past year versus the year prior.
 - Respondents reported eating more chocolate because they like the taste and because chocolate made them happy, comforted and helped to reduce stress levels

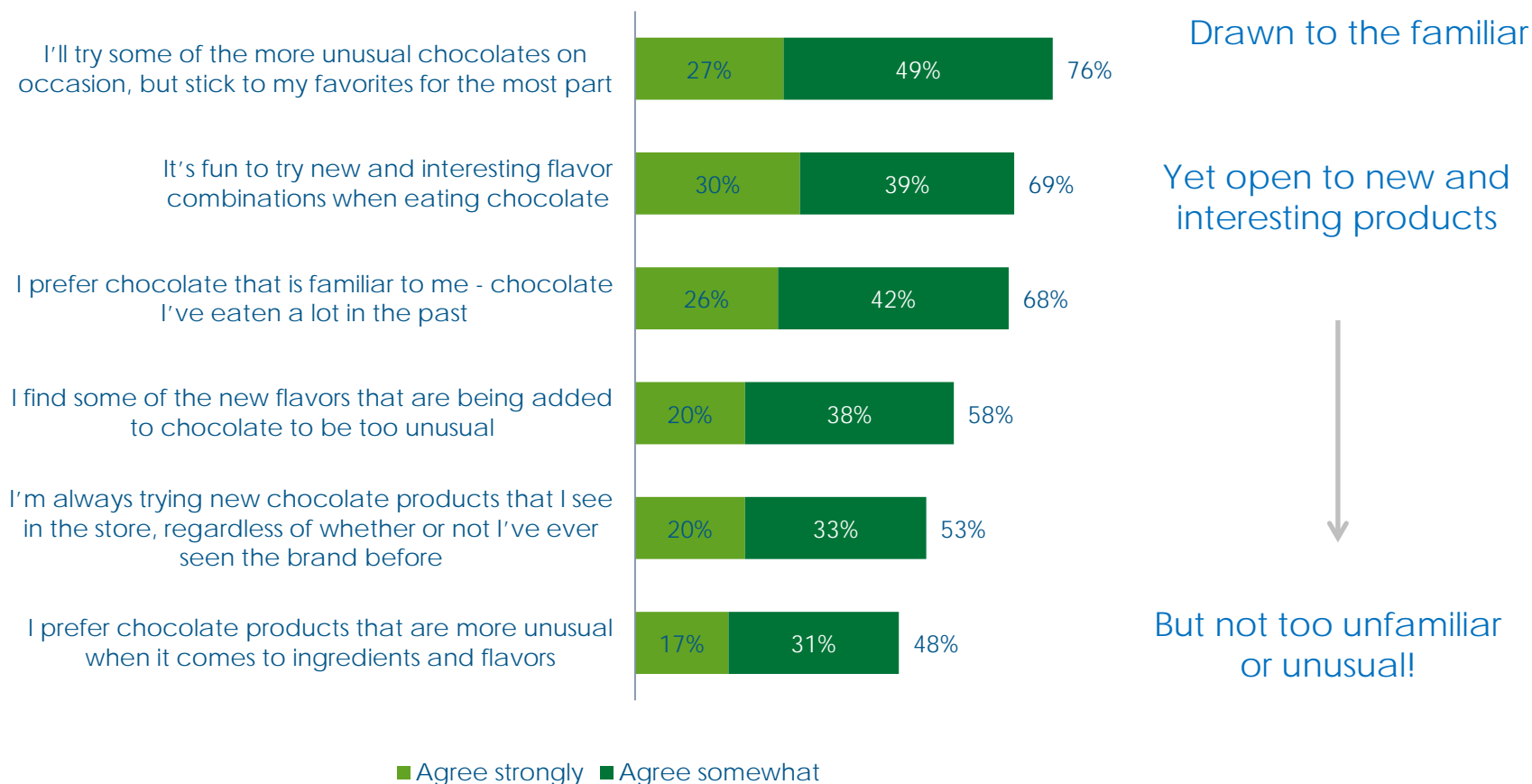
The top reasons respondents cited for eating more chocolate compared to the prior year are associated with happiness and comfort

Reasons for Eating More Chocolate
(Of those who ate more chocolate in the past year)



Consumers seem open to new chocolate products, but familiarity is key

Chocolate Attitudes

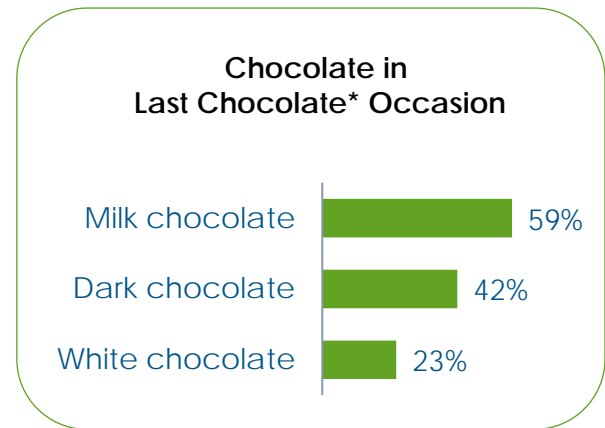
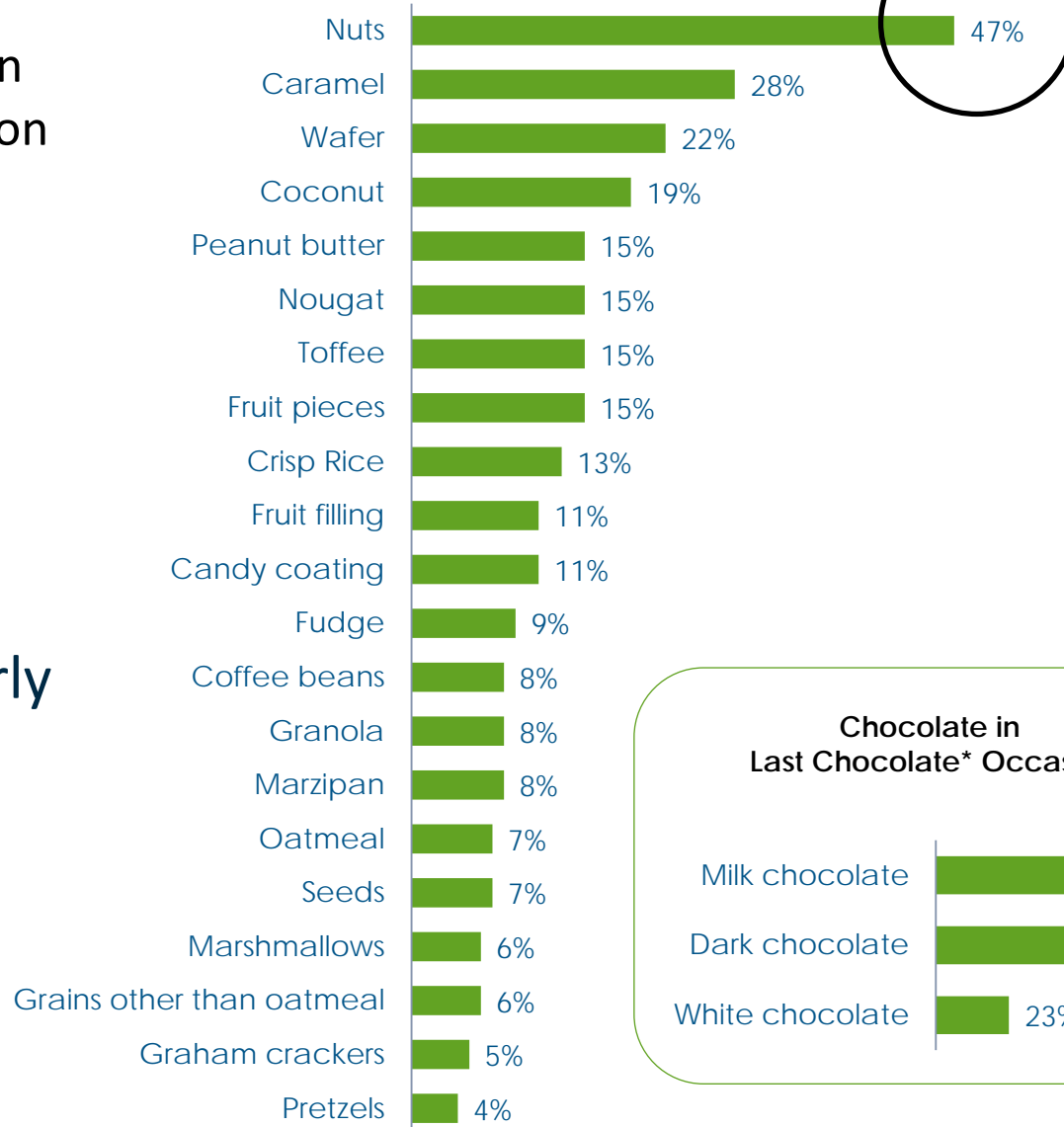


So what are they eating now?



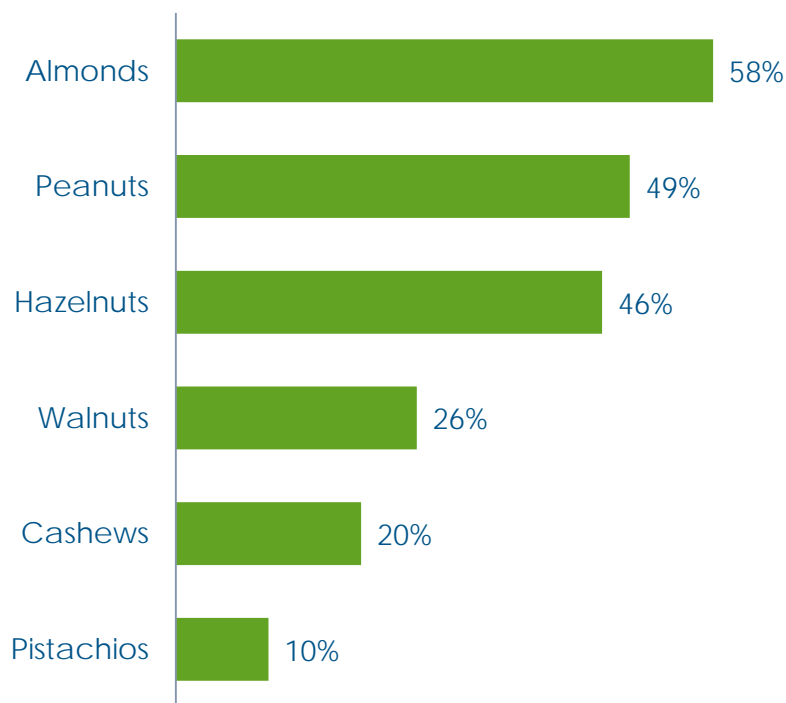
Ingredients Included in Last Chocolate* Occasion

Nuts are the most common inclusion mentioned for respondents' last chocolate occasion, and account for nearly half of all chocolate occasions globally



Almonds, peanuts and hazelnuts are the top nuts for inclusion in chocolate

Nuts Included in Most Recent Chocolate* Occasion



What are people looking for in their chocolate experience?





Most chocolate occasions occur in the home in the afternoon or evening

60% of chocolate occasions occurring in the **afternoon** (30%) or **evening** (30%)

73% of chocolate occasions occurring in the **home**

If they could design their ideal chocolate product...



“Build your own” ideal chocolate product:

Chocolate Type (select at most two)



Milk, 64%
Dark, 46%
White, 19%

Inclusions (select all that apply, if any)

(select all that apply, if any)

Filling and Flavors



Caramel, 30%
Strawberry, 21%
Coffee, 19%
Honey, 19%
Nougat, 18%
Peanut Butter, 17%

Fruit Pieces



Coconut, 24%
Raisins, 24%
Strawberry, 24%
Cherries, 21%

Nuts



Almonds, 43%

Hazelnuts, 36%
Walnuts, 32%
Peanuts, 29%
Cashews, 27%
Pistachios, 22%

Other



Wafer, 19%
Biscuit, 19%
Crisp Rice 18%
Toffee, 17%

Innova Database



INNOVA MARKET INSIGHTS



www.innovadatabase.com

A Bright Future for Almonds

- They fit well into today's trends
 - ✓ Health & wellness
 - ✓ Simplicity, transparency
 - ✓ Increased snacking / on-the-go eating
- They are versatile
 - ✓ Go with almost every flavor
 - ✓ Work as a whole food or as an ingredient
- Everyone likes them, globally



Chocolate is HOT!



Theobroma
Chocolate Lounge
Malaysia,
Australia,
New Zealand.



Denmark: Lu Cafe Au Petit Ecolier Extra Dark Chocolate Biscuits. Contains 70% cocoa.



Vintage Chocolate
Lounge Dubai Mall



← Sushi-Bar Style



Chocolate lounge
Dublin
Airport/



UK: Marks & Spencer
Belgian Triple
Chocolate Cookies
Indulgent Belgian triple
chocolate cookies with
dark, milk and white
chocolates, half coated
in Belgian dark
chocolate.

Multinationals: BFY and Almonds

- **General Mills:** Cereal & Energy Bars, Snack Nuts & Seeds
- **Nestle:** Cereal & Energy Bars, Chocolate, Yogurt
- **Kraft:** Snack Nuts & Seeds, Cereal & Energy Bars, Chocolate
- **Kellogg's:** Cereal & Energy Bars
- **Danone:** Yogurt



Christmas Treats: Premium Chocolate



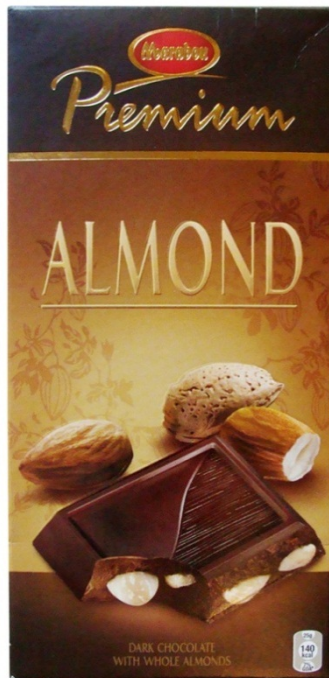
Finland: Fazer Joulusuklaa: Christmas Chocolate Christmas edition, spicy milk chocolate bar with fruit, gingerbread snaps and almonds.

Denmark: Julefryd Pralinere Dessertchokolade: Dessert Chocolate Pralines Christmas joy mini chocolates with four different dessert chocolates. The chocolates consist of marzipan (40%), coated with dark and milk chocolate (14%) and dark chocolate (31%) in cones. Dessert chocolates with marzipan, dark chocolate and milk chocolate, packed in a cardboard box.



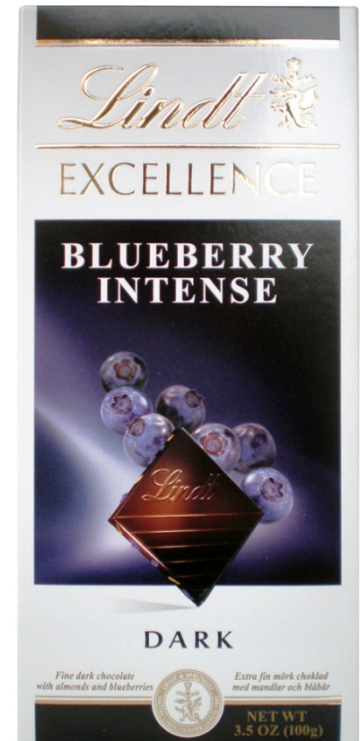
Extra Dark Chocolate, Extra Premium

- 10% of all dark chocolate product launches tracked have a premium/ indulgence positioning, while only 6.5% of all milk chocolate is premium.



Sweden: Marabou Premium Almond Dark Chocolate with Whole Almonds Premium dark chocolate with whole almonds. **Contains 46% minimum cocoa.**

United Kingdom: Lindt Excellence Blueberry Intense Fine Dark Chocolate with Almonds & Blueberries Contains **47% minimum cocoa solids.**



California Almonds = *Premium Positioning*

- Manufacturers can leverage the increasing interest of consumers in the origins of ingredients by communicating the source of premium almonds from California.



Germany: Zentis Belmandel Roasted California Almonds with Yogurt Flavored White Chocolate Coating. Almonds from California.

United States: Trader Joe's Dark Chocolate Almond Toffee. Crunchy toffee and roasted California almonds, covered with premium dark chocolate.



Inclusion of Whole Almonds

- The number of global almond introductions and global chocolate Introductions with the inclusion of whole almonds is increasing.



France: Cote D Or Croquant Amande: Dark Chocolate Bar with Whole Almonds & Praline.



Netherlands: Ritter Sport Milk Chocolate with Whole Almonds. In easy knick-pack. **With almonds grown in the California sunshine.**

Chocolate Coated Almonds Popular in Yogurt



Chobani Greek Yogurt with Toasted Almonds & Dark Chocolate Chips: Almond Coco Loco.



Germany: Muller Corner De Luxe Bourbon Vanilla Flavored Yogurt with Tender Mild Chocolate Coated Almonds.



Estonia: Alma Yogurt with Almonds and Chocolate pieces.



Israel: Bio Yoplait: Cream yogurt with a separate compartment of chocolate coated nuts and almonds.

Almonds Create Texture in Ice Cream & Desserts



Greece: Ebra Varieté Mosaiko: Chocolate Flavored Ice Cream Dessert with Cocoa Syrup, Biscuit Pieces and Almonds.



Finland: Daim Mini Pear Dream Ice Cream Cone with Nuts and Almonds Coated with Milk Chocolate.



Poland: Bakoma Satino Duo Yogurt with Chocolate Sauce. The almonds are in the yogurt.

Nuts are finding more beverage applications

- Whether it be for health or indulgence, or a combination of both, nuts are being increasingly added to beverages.



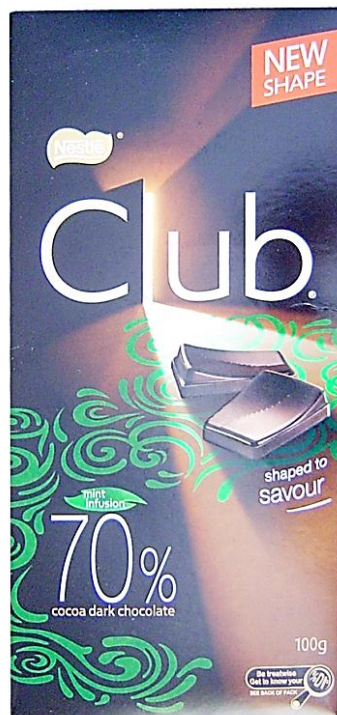
**South Africa: Woolworths Food
Chocolate Brownie Low Fat
Flavored Milk with Nuts.**

**India: MTR Chocolate Drink with Real Bits
of Almond. Fortified with vitamins and
minerals. Low fat. No preservative.**



Antioxidants: Where Indulgence Meets Health

- Chocolate products with antioxidants are good examples of combining indulgent chocolate products with a health aspect.



Australia: Nestle Club 70% Cocoa Dark Chocolate Mint Infusion. A serving of Cub Provides 178mg of antioxidant polyphenols. Chocolate contains minimum 70% cocoa solids. Recyclable packaging.

UK: Beyond Dark 70% Cocoa Chocolate Chips. A 70% cocoa dark chocolate chips with intense, smooth, and sensuous flavors. Claims: Drops of pure pleasure. Naturally rich in antioxidants



Indulgence, Pleasure and Guilt Free



Belgium: Newtree Lait Amandes Grillées Roasted Almonds Chocolate. Newtree Roasted Almonds Chocolate has the smoothness of milk chocolate enlivened by the crispness of the roasted almonds and golden flaxseeds. Less 30% fat. Contains omega 3

Clean Label has Become Mainstream



Mexico: Verde Valle Serena Mezcla Antioxidante Combinacion de Arandano, Cereza, Nuez, Almendra y Pistacho Pelado: Antioxidant Blend of Peeled Cranberry, Cherry, Walnut, Almond and Pistachio

A combination of peeled cranberries, cherries, walnuts, almonds and pistachios, in a 60g aluminum pouch. **100% natural**

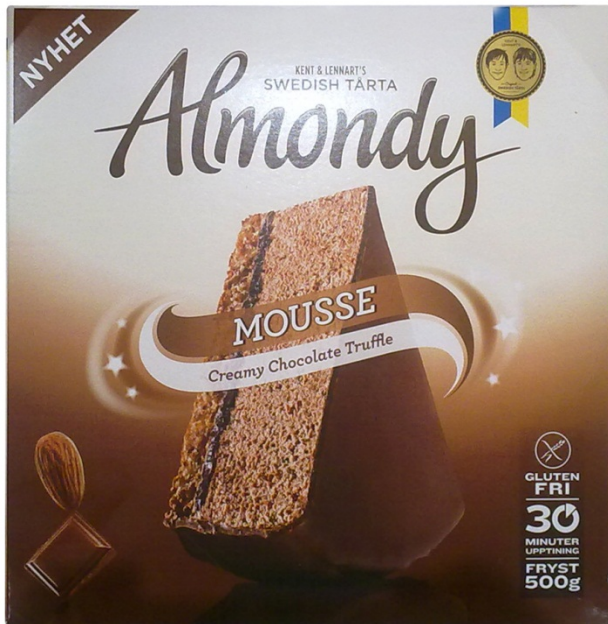
Products for the Critical Consumer

- Clean label (natural and no additives/preservatives claims) and ethical claims (recyclable, charity and sustainability) can be used in conjunction.



United Kingdom: Carmans Dark Choc Cranberry & Almond Bars Low GI rating of 53. Foods with a low glycemic index (GI) help control hunger and provide more sustained energy. Wheat free. 100% Australian made. **Made from natural ingredients.** Comes in a **recyclable packaging.**

“Free From”



Denmark: Almondy Mousse Creamy Chocolate Truffle Cake. Deep frozen chocolate truffle cake in 500g cardboard box. **Gluten free.** No preservatives or artificial colorings.

Takeaways

- Almonds are very on trend: the “perfect food”
- More than 2/3 of consumers worldwide say they’re more likely to buy chocolate with almonds than without
- Almond share of total chocolate consumption amongst global consumers increased 16% since 2010
- Better for you products: good for the bottom line
- Almonds used by most successful multinationals and by retailers in private label products
- Almonds can add premium appeal and a premium price
- Almonds bring wholesome appeal with inherent health benefits
- Almonds are versatile: work well in many applications and with all flavors – sweet, salty, ethnic



THE CHOCOLATE PHENOMENON.

Chocolate. It's rich. It's creamy. It's awe-inspiringly irresistible. For centuries, chocolate has been the culinary cue for absolute decadence, and today, more people are looking for new, unique ways to enjoy it. The fact is, consumers around the world adore chocolate and they report feeling relaxed, happy and carefree when eating it! That's why it's no wonder the category is growing by such extraordinary measures.

Globally, almonds were the number one ingredient selected for inclusion in consumers' ideal chocolate product.¹

Currently, chocolate reigns as a \$107.4 billion global industry², and the world's craving for the sweet stuff only continues to rise. The retail value of the global chocolate category has increased 25% since 2007 and is expected to grow another 27% in the next five years?

That's a lot of cocoa beans.



Worldwide, chocolate is eaten approximately 11 times per month, and 90% of consumers are eating more or the same amount of chocolate in the past year versus the year prior! Consumers also say that when eating chocolate, they're looking to indulge, relax and be entertained³—a boundless opportunity for any ingredient that dares to enhance the already-sensational stance of this enchanting treat.

GIVING CHOCOLATE THE ALMOND TREATMENT.

If there's anything that can up chocolate's ante, it's almonds. These crunchy little morsels instantly add a whole new dimension of desire to chocolate's smooth, dreamy foundation. Want proof? The numbers don't lie: 65% of global consumers prefer chocolate products with nuts, and even more importantly, they believe almonds are the nut that best fits with both milk and dark chocolate! With stellar versatility and outstanding demand, that's a story any culinary professional should be delighted to tell.



In addition, the world's most sought-after desserts and confections prove that almonds and chocolate make the perfect pair. It's where creamy meets crunchy, temptation meets satisfaction and familiar meets unexpected, which explains why:

More than two-thirds of consumers worldwide say they're more likely to buy chocolate with almonds than without;

Consumers believe the top reasons for adding almonds to chocolate are because they make products crunchier, more nutritious, tastier and higher quality;

And consumers worldwide believe almonds make chocolate more exciting, uplifting, rewarding, comforting and relaxing!

FLAVOR. TEXTURE. PERFECTION.

Adding almonds to any chocolate product creates unlimited possibilities in exceptional flavor and tantalizing texture. "Tastes great" is the number one benefit for consumers when choosing a chocolate product, and when compared to other nuts, consumers around the world agree that **almonds are the number one nut that makes chocolate tastier!** It doesn't get much more perfect than that.

Then there's that crave-worthy crunch factor. When added to chocolate, almonds' sensorial, satisfying crunch creates a deliciously multidimensional bite that feels both upscale and impossible to replicate.

Compared to other nuts, global consumers claim **almonds are the number one nut that makes chocolate crunchier!** but it's not just any crunch. It's something special—an almost indescribable quality that elevates any chocolate experience into the extraordinary.



Chocolate + Almonds

A Sweet Sensation for Global Consumers

2 OUT OF **3** consumers prefer their chocolate with almonds¹



Consumers picked almonds as the **NUMBER ONE** ingredient for their ideal chocolate bar¹



Consumers picked almonds as the **BEST FIT** with both milk and dark chocolate¹

Almonds are the nut consumers eat most often in other chocolate, cereal and bakery items²




Nuts were included in almost half of consumers' last chocolate occasions¹

65% of consumers would pay more for a chocolate product with almonds¹



¹ Global Chocolate Report, Sterling-Flice Group, 2013


² Global Perceptions Report, Sterling-Flice Group, 2013

WHAT LETS YOU STIR UP PASSION IN CHOCOLATE LOVERS?

[ALMONDS, OF COURSE.]

Because, while chocolate is the very embodiment of delicious temptation, 70% of people worldwide say it's even more enticing with almonds^{*}. Their buttery taste, distinctive crunch and high-end appeal make them indispensable to the most desirable confections. Learn more about the essential almond at AlmondBoard.com/chocolate.



Thank you

