



Leveraging Consumer Demand to Become an Essential Ingredient

Stacey Humble, Moderator





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Leveraging Consumer Demand to Become an Essential Ingredient

Presenters:

Kate Thomson, Sterling Rice Group

Lu Ann Williams, Innova Market Insights

Stacey Humble, ABC



Consumer Demand and Manufacture Awareness

Kate Thomson, Sterling Rice Group





How Much Further Can We Go?



- 1. What do manufacturers think about almonds now?**
- 2. Do consumers even want to see more almond products?**
- 3. How much more could almonds grow in CPG?**



Manufacturer Perceptions



Manufacturer Perceptions

Almonds are currently the favorite nut among manufacturers!

- Primarily due to a dominant position among food manufacturers in North America

Favorite Nut to Use as an Ingredient in New Products

	Total	N.A.	E.U.
Almonds	17%	24%	12%
Hazelnuts	13%	7%	18%
Peanuts	13%	14%	12%
Cashews	11%	11%	12%
Pecans	10%	14%	7%
Pistachios	9%	8%	10%



Manufacturer Perceptions

Manufacturers in North American and the EU believe almonds are the nut that *delivers best* on the top four most important ingredient attributes: food safety, taste appeal, consumer demand, and overall health profile



Rank	Food Safety	Taste Appeal	Consumer Demand	Overall Health Profile
#1	Almonds	Almonds	Almonds	Almonds
#2	Pecans	Peanuts	Peanuts	Walnuts
#3	Peanuts	Cashews	Walnuts	Pistachios



Manufacturer Perceptions

They also believe that their *consumers* prefer almonds over other nuts

Perceptions of Consumer Preference for Nuts and Almonds (strongly/somewhat agree)

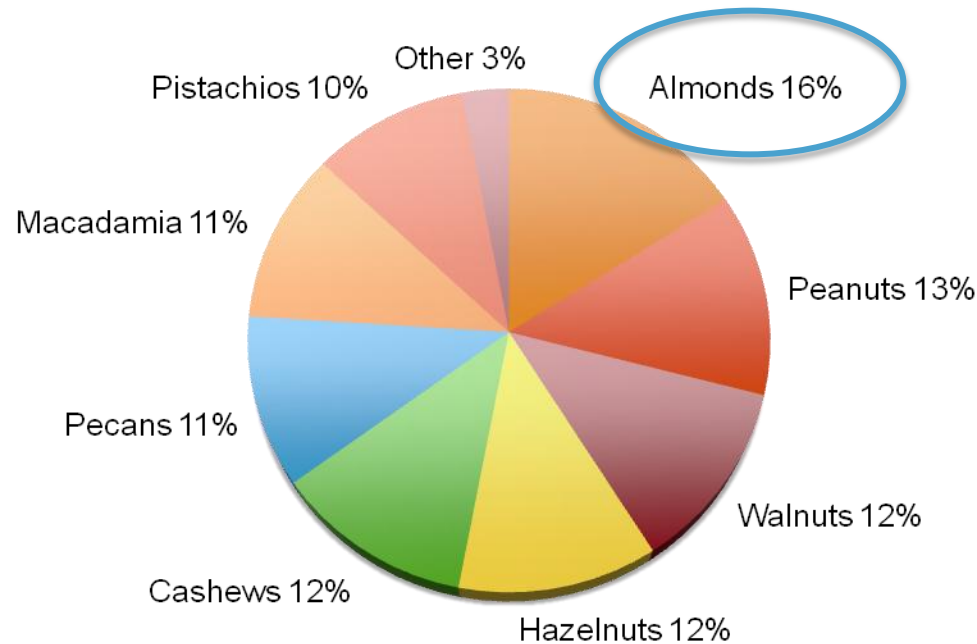
<i>Most Consumers...</i>	
Are willing to pay more for products with healthy ingredients	85%
Prefer products with almonds over other nuts	84%
Prefer products with almonds over those without almonds	83%
Are looking for products with almonds	83%
Are willing to pay more for products with almonds	82%



Manufacturer Perceptions

Almonds were the top nut included when developing new products in 2010, accounting for 16% of all new nut items across categories

Share of New Products or Menu Items



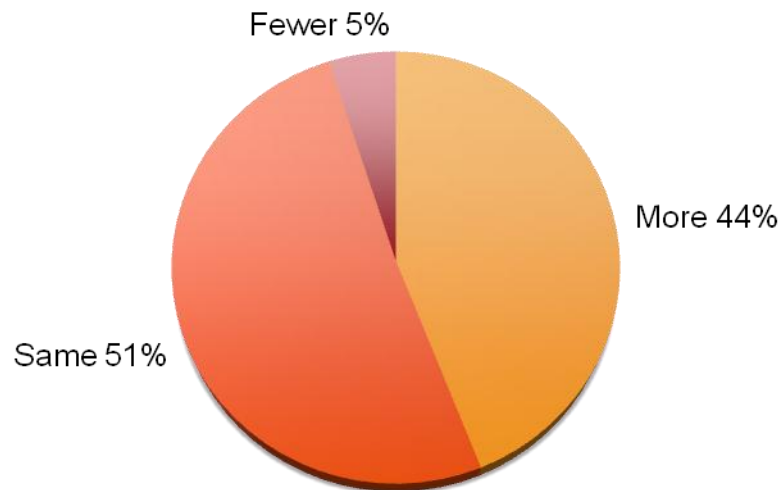


Manufacturer Perceptions

Nearly half (44%) of manufacturers surveyed reported using more almonds in products now compared to a year ago

- Still an opportunity for over half of manufacturers to increase usage of almonds

Are you incorporating more, the same, or fewer almonds in products now compared to a year ago?



Primary reason for incorporating more almonds...

Consumer demand/appeal **22%**
Health **13%**
Taste **7%**



Consumer Perceptions



Consumer Perceptions

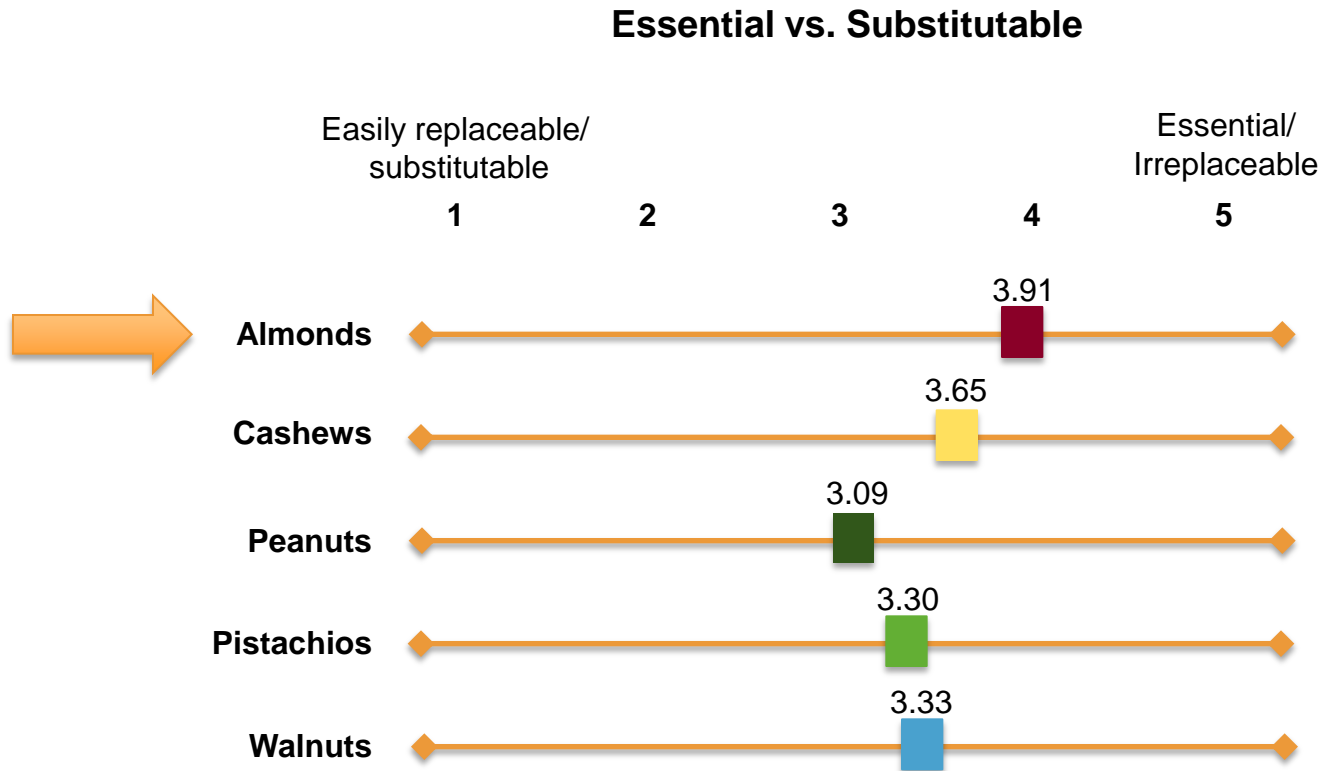
Among consumers, almonds also score well across attributes when compared to other nuts

Nut best described by the following...						
Attribute	Almonds	Cashews	Peanuts	Pistachios	Walnuts	Don't Know
Healthy	50%	7%	6%	6%	17%	10%
Nutritious	47%	7%	8%	6%	16%	10%
Balanced	33%	9%	10%	6%	14%	22%
Crunchy	33%	11%	19%	8%	12%	9%
Natural	30%	8%	14%	9%	17%	15%
Energetic	26%	9%	17%	9%	9%	24%
Versatile	23%	6%	23%	4%	19%	12%
Satisfying	22%	25%	16%	11%	9%	9%
Fresh	20%	14%	13%	13%	11%	19%
Sophisticated	17%	23%	4%	20%	6%	16%
Best Tasting	17%	35%	9%	15%	6%	7%
Indulgent	11%	33%	7%	21%	5%	11%
Best Value	11%	5%	57%	3%	7%	14%



Consumer Perceptions

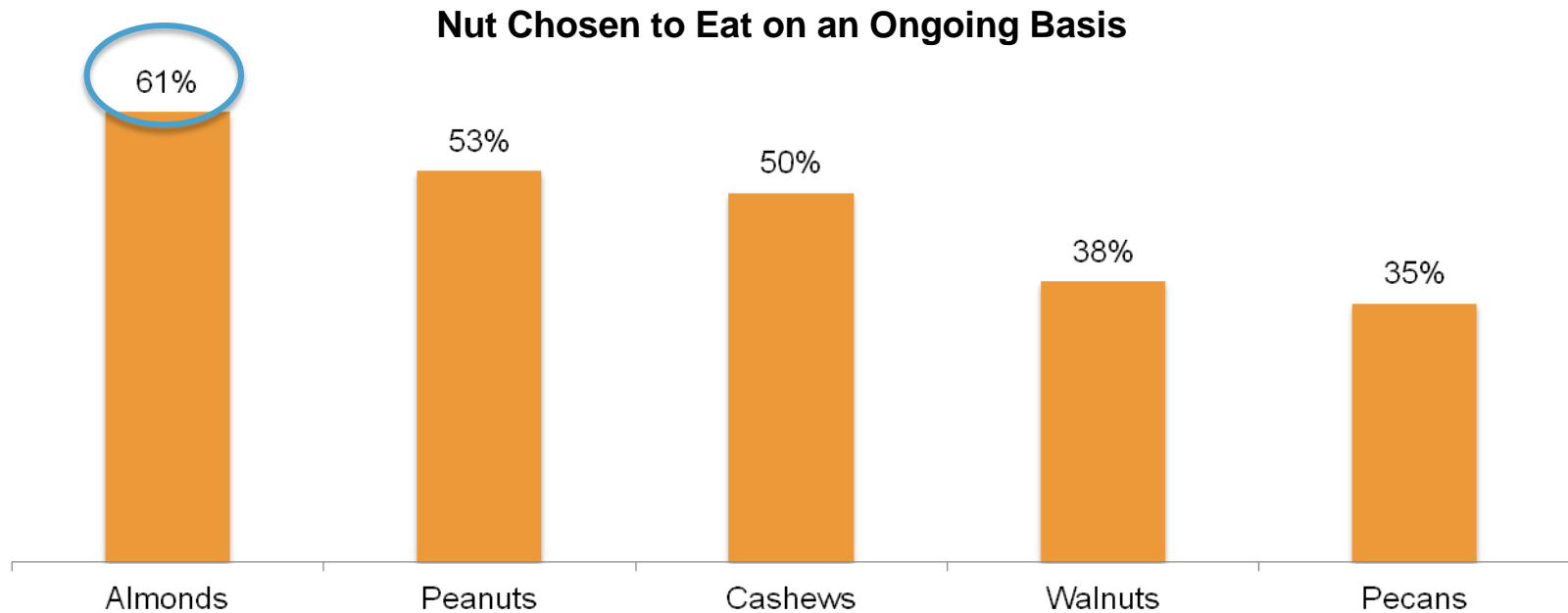
Almonds are deemed by consumers the most "essential/ irreplaceable nut"





Consumer Perceptions

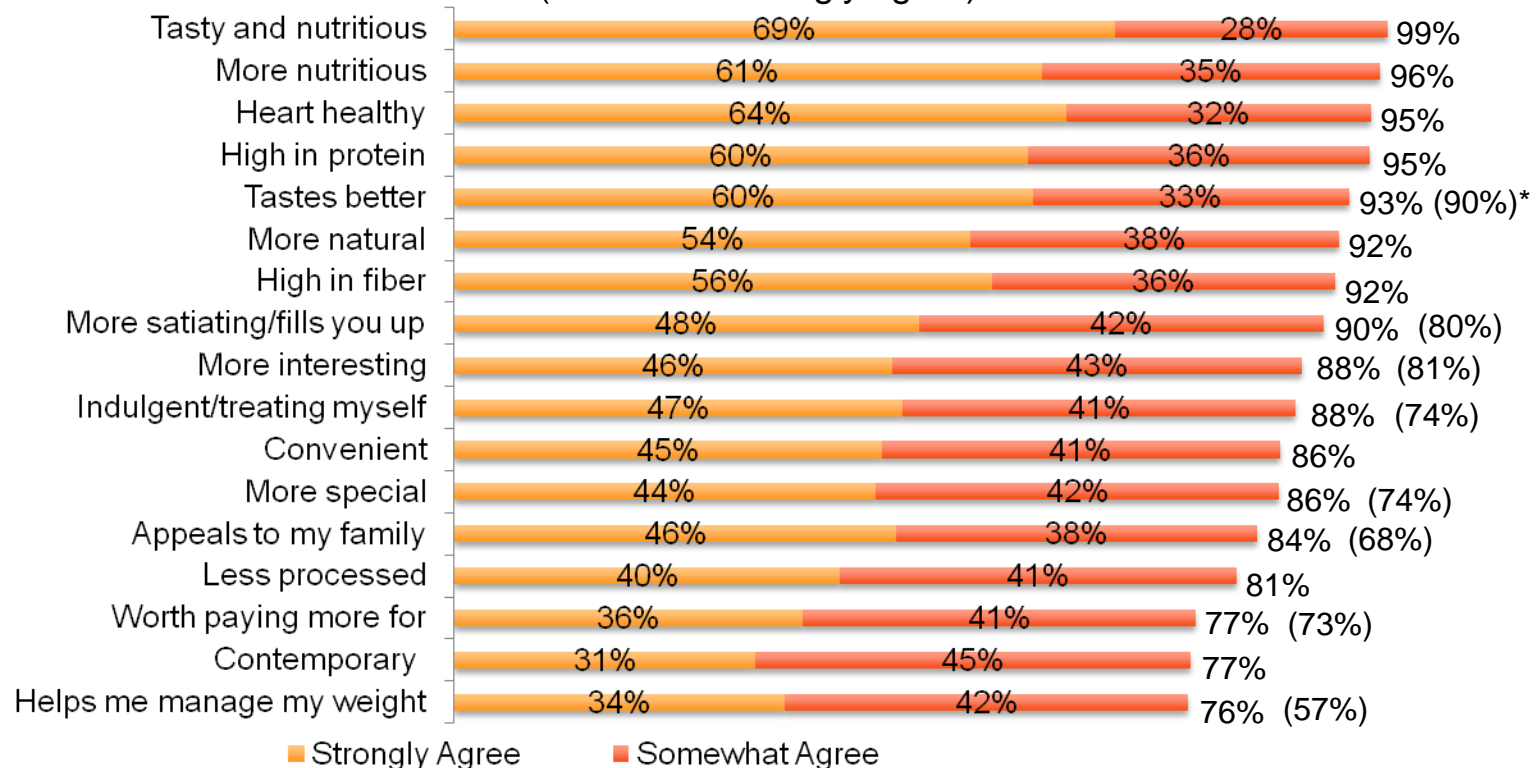
Almonds are, therefore, the top nut consumers report choosing to eat on an ongoing basis (as a snack and/or in other foods)



Consumer Perceptions

Among the Almond Board's primary North American consumer target audience, attitudes toward almonds are extremely positive and leverageable

A Product Containing Almonds is... (somewhat/strongly agree)

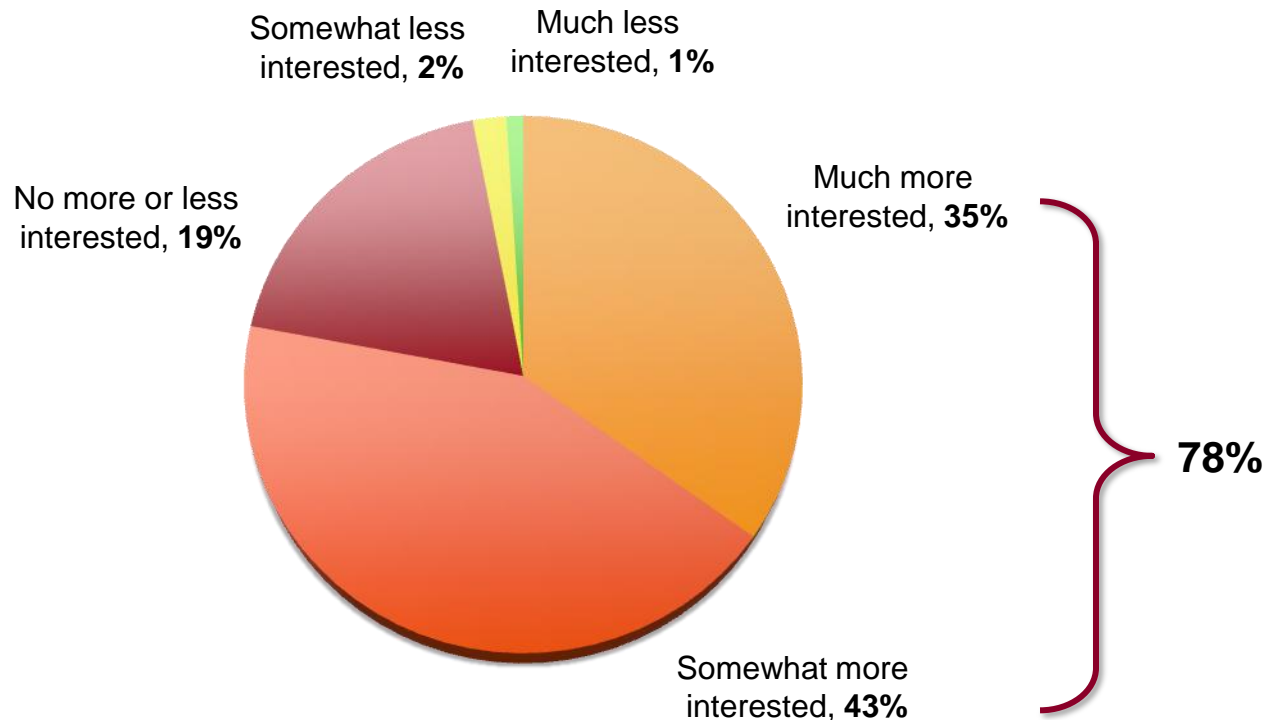




Consumer Perceptions

Over three-fourths of the Almond Board's primary target audience (i.e. Jane) is more interested in an almond product than a product without almonds at a grocery store

When a Product Contains Almonds, I Am...
(among those positive or indifferent to almonds, n=1,475)





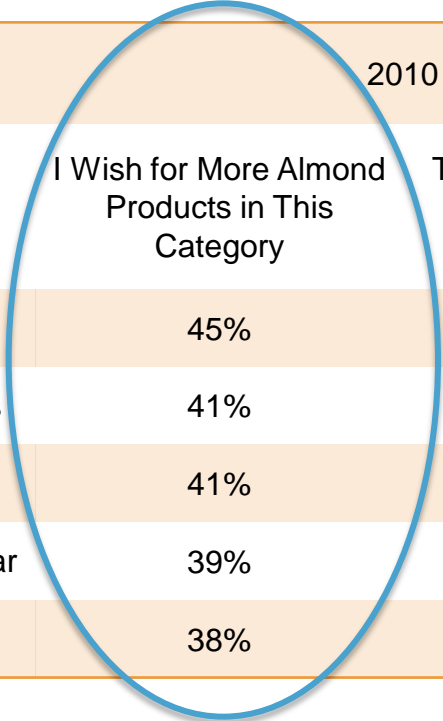
Upside Potential for Almonds



Upside Potential!

Across categories tested, about 40% of Janes would like to see more almond products

Almond Products				
	2010		2007	
	I Wish for More Almond Products in This Category	Typically Find Almond Products in This Category	I Wish for More Almond Products in This Category	Typically Find Almond Products in This Category
Cereal	45%	74%	32%	78%
Granola/snack bars	41%	77%	23%	60%
Ice cream	41%	52%	28%	56%
Chocolate candy bar	39%	84%	25%	75%
Snacks or trail mix	38%	87%	27%	86%

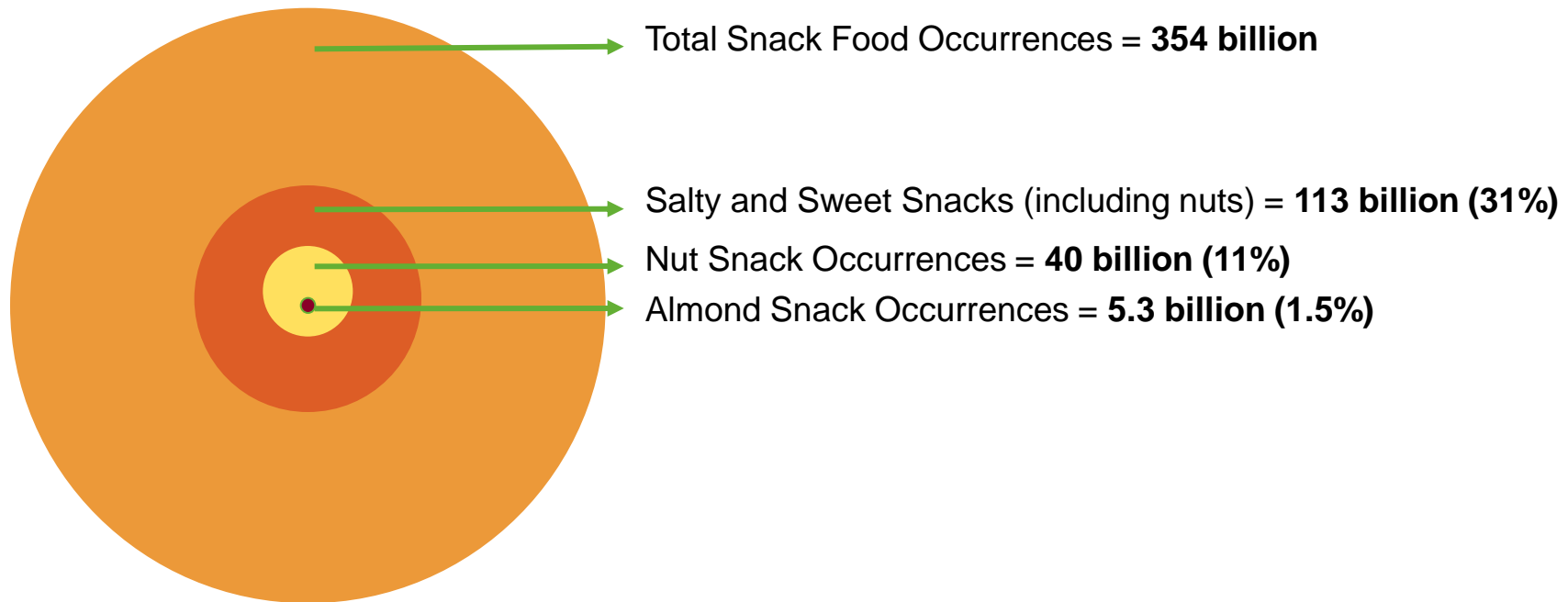




Upside Potential!

The world of snacks is large, and there is room to grow for almonds

- Almonds account for only 1.5% of total snack occurrences





Upside Potential!

Almonds are the number one ingredient selected for the “ideal” cereal with 45% of respondents including them in their ideal cereal product!

Inclusions
(select all that apply, if any)

Grains
(select at least one)



Oats, 60%

Wheat, 46%

Rice, 20%



Dried blueberries, 37%

Dried cranberries, 35%

Dried strawberries, 33%



Cinnamon, 37%

Honey, 36%

Brown sugar, 31%



Almonds, 45%

Pecans, 35%

Walnuts, 34%



Flax seeds, 34%

Dried yogurt, 22%

Sunflower seeds, 22%

Pumpkin seeds, 15%



Upside Potential!

Almonds were also the number one inclusion selected for an ideal granola bar as 50% of respondents chose

Inclusions
(select all that apply, if any)

Grains
(select at least one)



Oats, 72%

Wheat, 37%

Rice/puffed rice, 19%



Cranberries, 40%

Raisins, 34%

Dried blueberries, 33%

Dried cherries, 30%



Chocolate, 38%

Honey, 33%

Cinnamon, 32%



Almonds, 50%

Pecans, 35%

Walnuts, 33%

Peanuts were the 6th nut with 18% inclusion



Chocolate chips, 43%

Flax seeds, 34%

Sunflower seeds, 33%

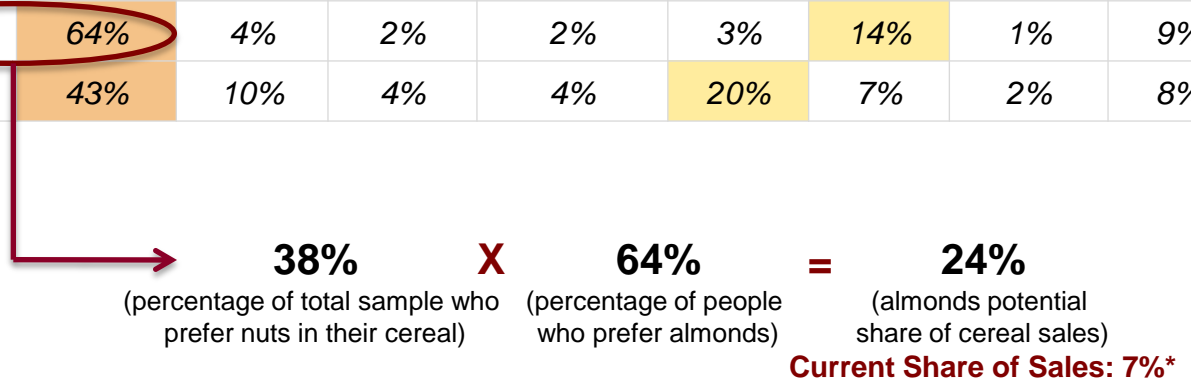


Upside Potential!

Currently, almond share of breakfast cereal in the U.S. is only 7% but could potentially be 24% based on stated consumer preference

Percentage of Total Sample Who Prefer Product with Nuts and Nut Preferred

	% prefer nuts	Almonds	Cashews	Hazelnut	Macadamia	Peanuts	Pecans	Pistachios	Walnuts
Cold cereal and granola	38%	64%	4%	2%	2%	3%	14%	1%	9%
Bars (cereal, granola, treat)	23%	43%	10%	4%	4%	20%	7%	2%	8%

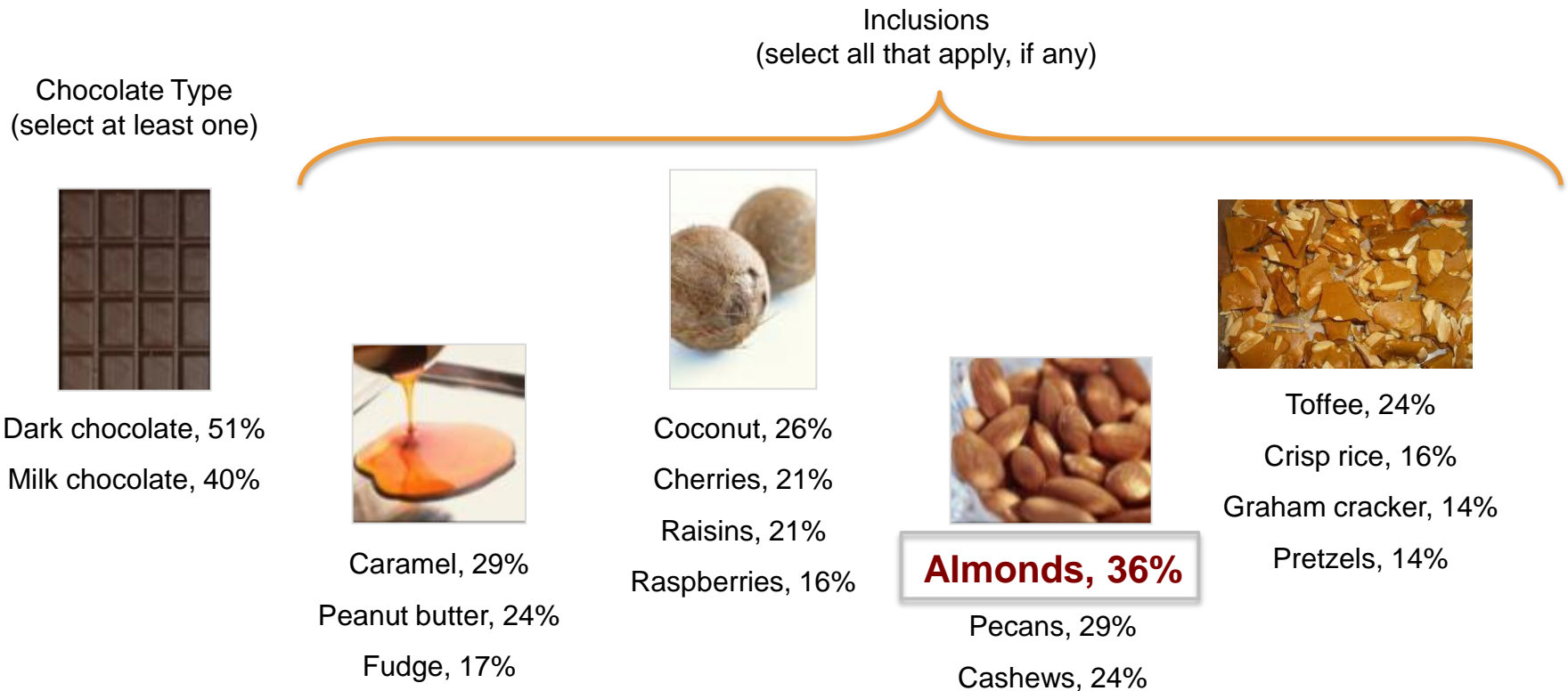


Q29: For each of the following, please indicate whether you generally prefer to eat products *with* or *without* nuts.
 Q32: For each of the following types of food you indicated preferring nuts in, please indicate which nut you like best as an ingredient in that type of food.



Upside Potential!

Almonds (36%) are the number one ingredient chosen in ideal chocolate candy bars among N.A. Janes





Upside Potential!

And almonds are the number one ingredient chosen among consumers WORLDWIDE*

Ideal Chocolate Product (n=4,521)

Inclusions (select all that apply, if any)

Chocolate Type (select at least one)



Milk, 65%

Dark, 51%

White, 20%

Filling and Flavors



Caramel, 30%

Coffee, 23%

Strawberry, 20%

Honey, 18%

Fruit Pieces



Raisins, 24%

Coconut, 21%

Cherries, 19%

Strawberry, 20%

Nuts



Almonds, 41%

Hazelnuts, 35%

Cashews, 29%

Walnuts, 27%

Other



Wafer, 25%

Crisp Rice 22%

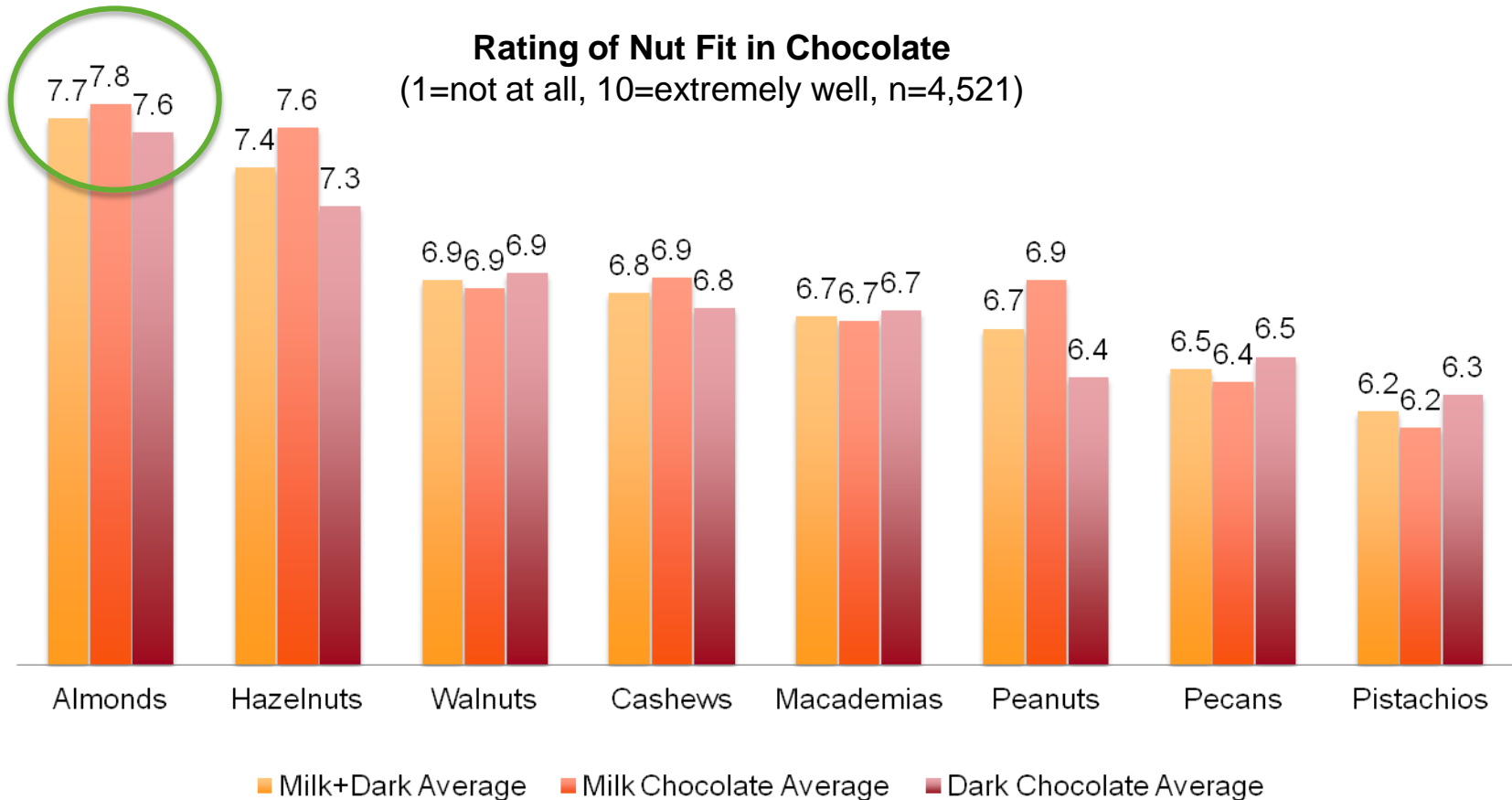
Toffee, 21%

Biscuit, 18%



Upside Potential!

- When asked what nut is the *best fit* with chocolate, respondents feel **almonds are the best fit**, followed by hazelnuts (which are particularly strong in milk chocolate)

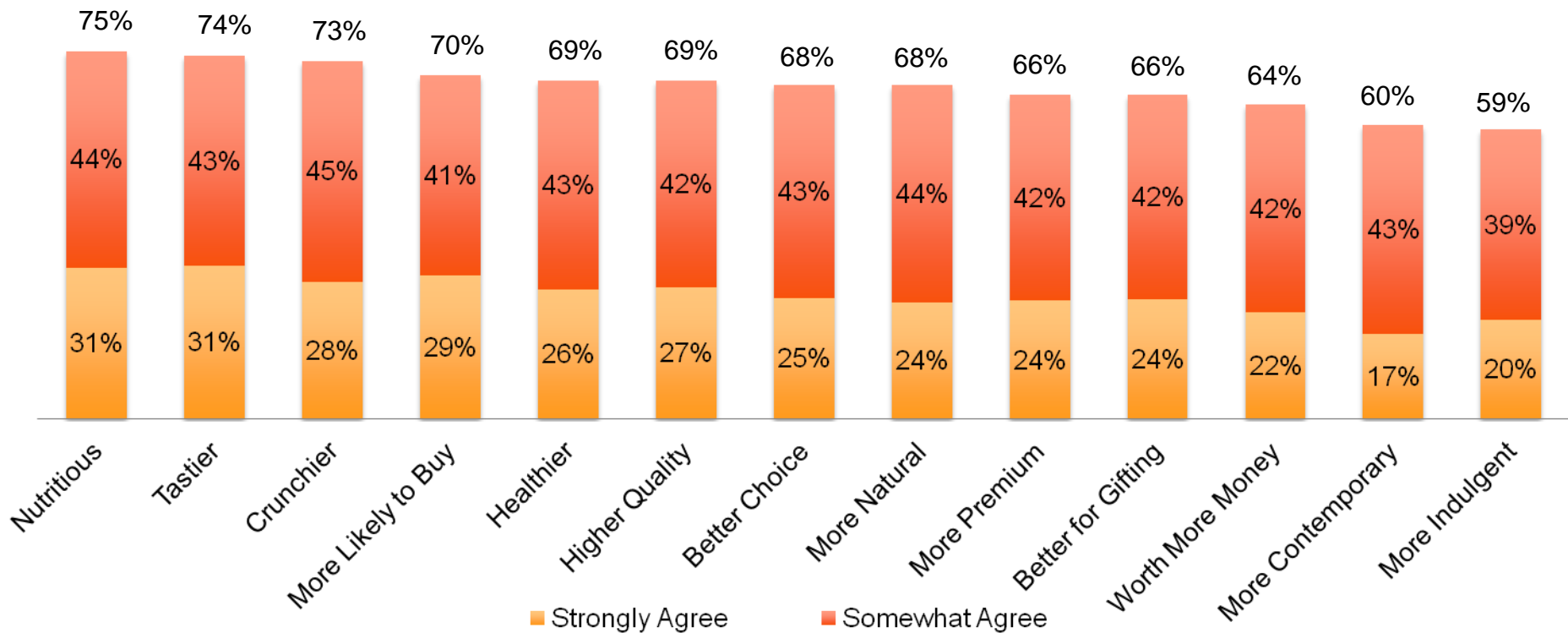




Upside Potential!

Respondents feel chocolate with almonds is more nutritious (75%), tastier (74%) and crunchier (73%) compared to chocolate without almonds

Chocolate with almonds is...
(somewhat/strongly agree, n=4,521)





Upside Potential!

Almonds have enormous upside potential in chocolate as over three times the people who are currently consuming almonds in chocolate *want* almonds in their chocolate

41% of the total sample selected almonds as the number one inclusion for their ideal chocolate bar



Currently only **13%** of the total sample report having almonds in their last chocolate experience



Upside potential!



Thank You



New Product Applications Using Almonds to Meet Consumer Needs

Lu Ann Williams, Innova Market Insights





Presentation Scope



Presentation contains analysis of global new product launches tracked by the Innova Database

- **Almond New Product Launch Activity Overview**
- **Almond Health Benefits In Product Context**
- **Texture Variations**
- **Flavor Combinations**
- **Almonds As A Necessary Ingredient**
- **Almond Applications With Potential**

Insights



What's Happening With Almonds



It's all good news!



Spotted in India!

Fuel your inner beauty with almonds

Ever wondered how many hours our glamorous Bollywood icons spend on looking drop dead gorgeous? Most women feel that maintaining their beauty is a rigorous task involving a lot of effort. But it seems that for some of our leading ladies, looking and feeling beautiful is not as tedious as it may seem to appear! We spoke with veteran Bollywood star Karisma Kapoor, who feels the secret to inner beauty lies in eating right! Lolo, who has been glowing even more post her recent delivery says she believes in healthy eating, and not crash dieting! But when we asked her what was the reason behind her glowing persona, she revealed that after Samaira and Kiaan - her new bundle of joy, it was - 'Almonds'.

The stylish actress shares her top three reasons for going nuts over almonds:

Almonds get to the heart of natural beauty

For Karisma, good health starts with a sound mind and a healthy body that can be achieved by reconnecting oneself to nature. She believes in eating as much fruits and vegetables as she can. "I have to travel a lot for my shoots and at times it becomes difficult to eat right, but I make sure I do it by carrying a box of almonds in my bag whenever I step out! I feel almonds are power packed nuts that keep replenishing your health. Packed with multiple nutrients, almonds nourish and rejuvenate our overall feeling of wellness, helping us look, and more importantly, feel good!" Many of us are familiar with the natural bounties packed in this small nut, courtesy the traditional remedies used by our mothers and grandmothers. Almond based, home-made face packs are a weekly ritual in many Indian homes to get that perfect, blemish free skin. Add to that the fact that you can head for a handful of almonds whenever hunger beckons between meals.



Almonds, the nut-ritious food!

When it comes to nutrients, almonds really know how to shine! This all in one nut is packed with multiple benefits that help in weight management, maintaining blood glucose levels and providing essential nutrients. Almonds are an excellent source of vitamin E, magnesium, manganese, and a good source of fiber, copper, phosphorous, and riboflavin. Add to this, almonds are cholesterol free. "While you work, travel, are on the go, or at home, try out a handful of wholesome almonds. These crunchy

nuts taste good and once I eat them, I know that I'm doing something good for myself. For me it is simple, if I eat healthy it will invariably keep me happy from within," says Karisma. Why only stars, all of us can possess that 'inner radiance' if almonds figure on our list. And even better, if we want our little girls to build a healthy foundation for life, so perhaps we should pack a few of these healthy nuts in their lunch box. Start early, remain smart for life.

Almonds are good for expecting mothers

For Indians, consuming almonds is a tradition passed on from one generation to the other. "My mother used to treat me to almonds each morning before school. My grandparents had it before going to bed, with milk at night. In fact, when I was expecting Kiaan- my second child, my mother fed me on almonds throughout my pregnancy. This is what I love about our culture, we are so rooted in ancient remedies; almonds therefore were my power booster, helping me overcome post pregnancy stress and weakness too!" adds Karisma.

Almonds can be consumed all through the year in multiple ways. So, whether it is winters or summers, grab a handful of almonds to get that sunny shine!



Almonds.
A handful of goodness

Weight Wise • Heart Healthy • Nutrient Dense • Antioxidant Rich

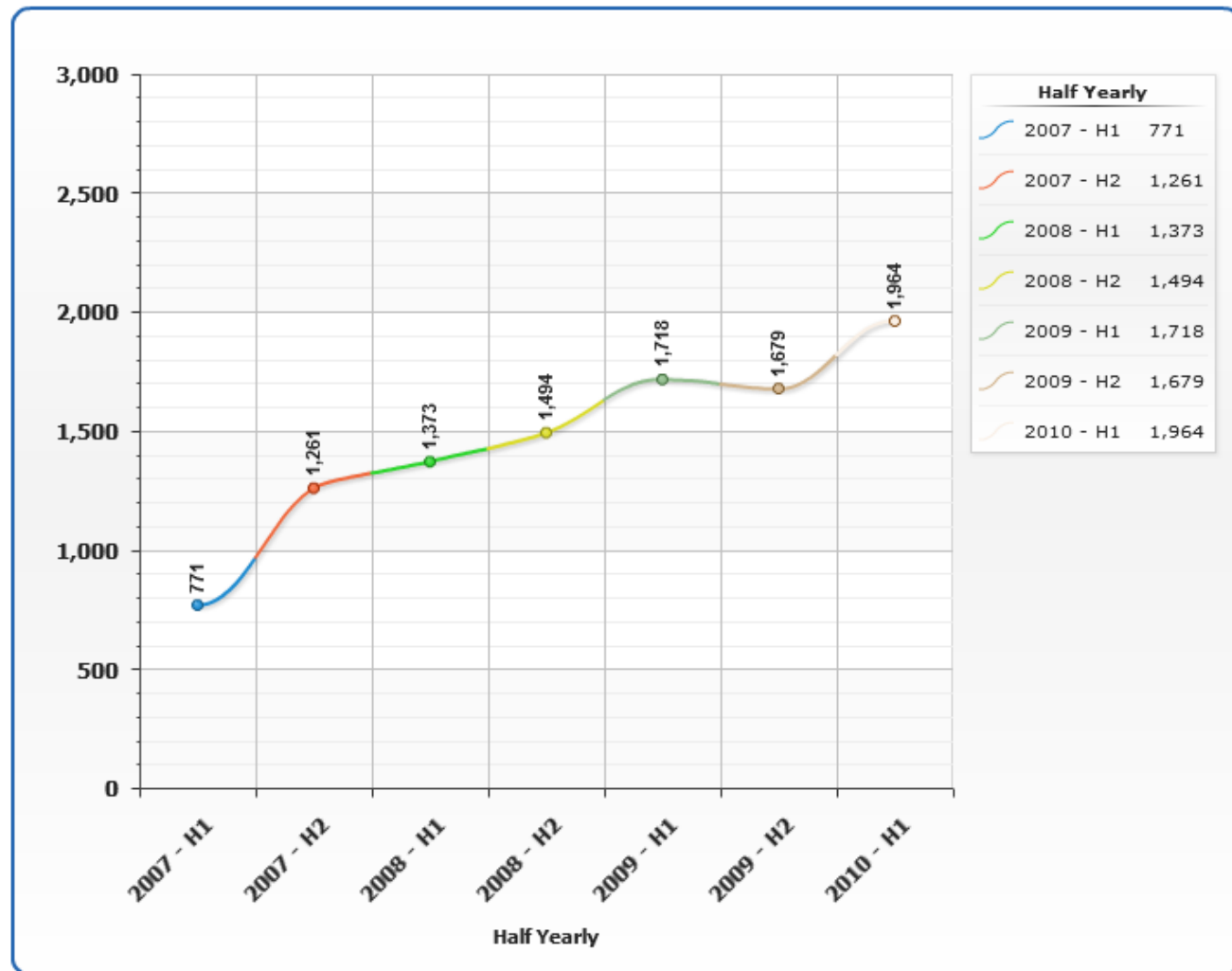
california
almonds™

CA-949-03



We're Tracking a Lot of Almond Usage

- Increased use in H2 of each year



Source: Innova Database – new product launches

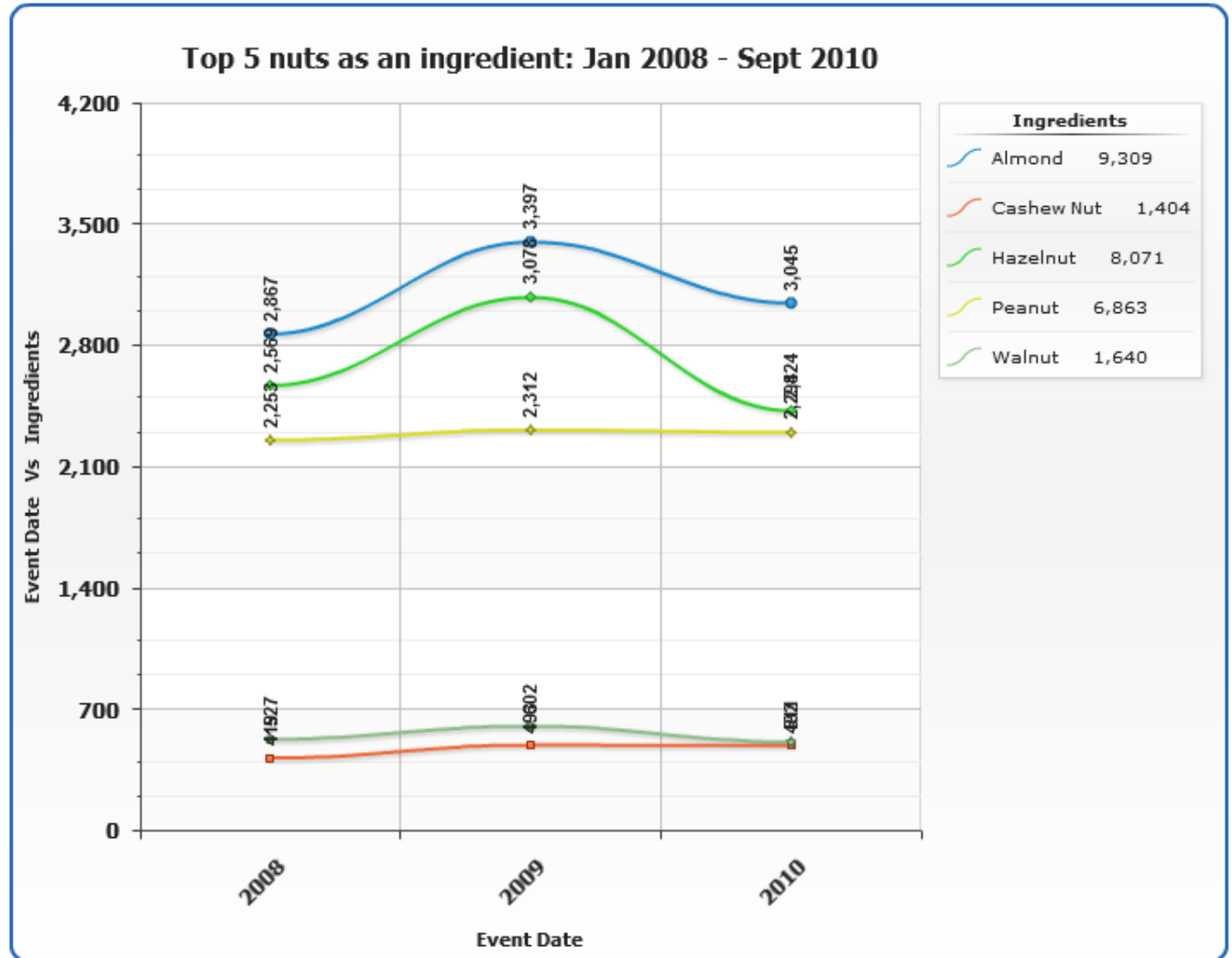


Almonds Are The Clear Leader

#1: Almonds

#2: Hazelnuts

#3: Peanuts



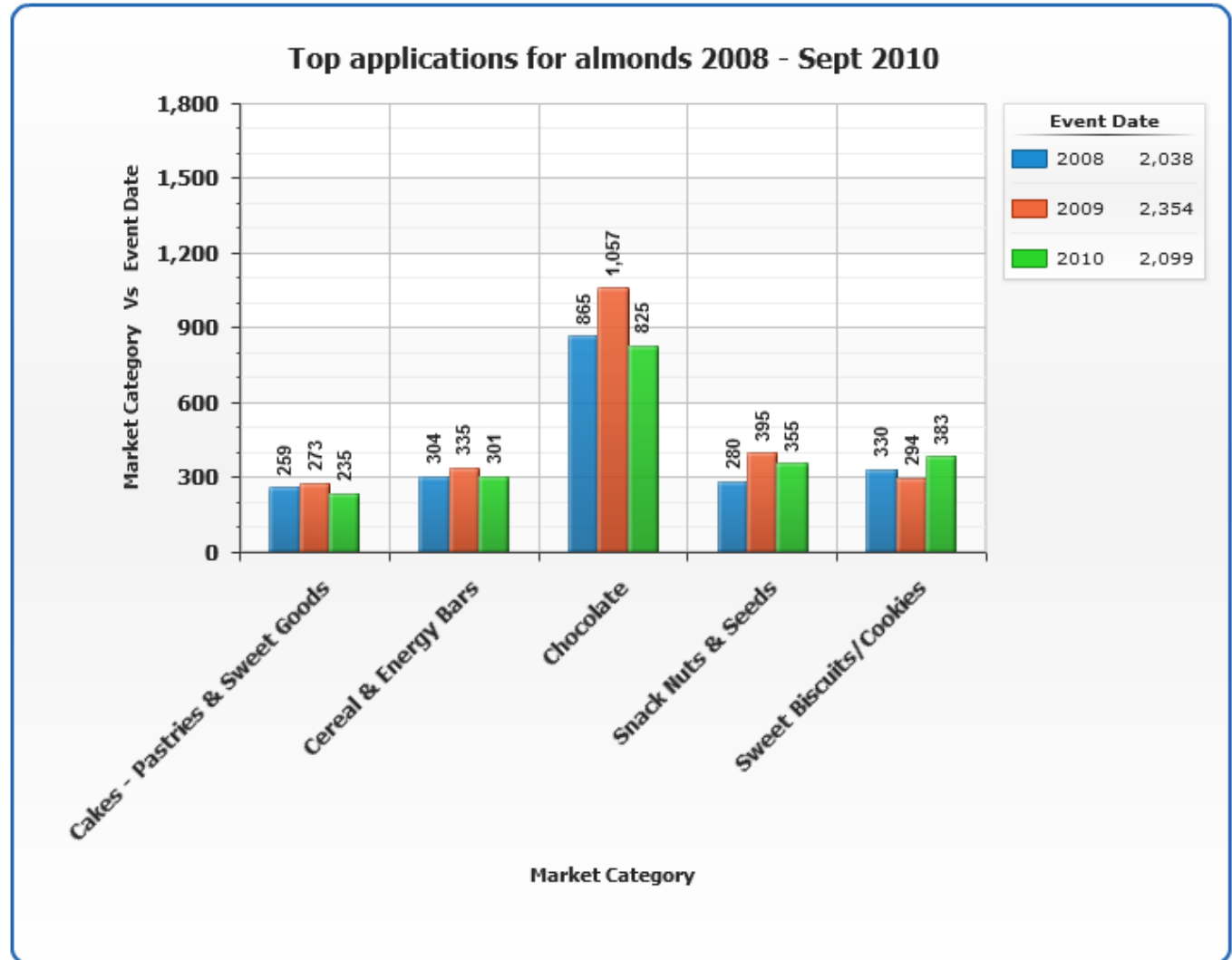


Top Almond Applications

#1: Chocolate

#2: Bakery

#3: Snacks

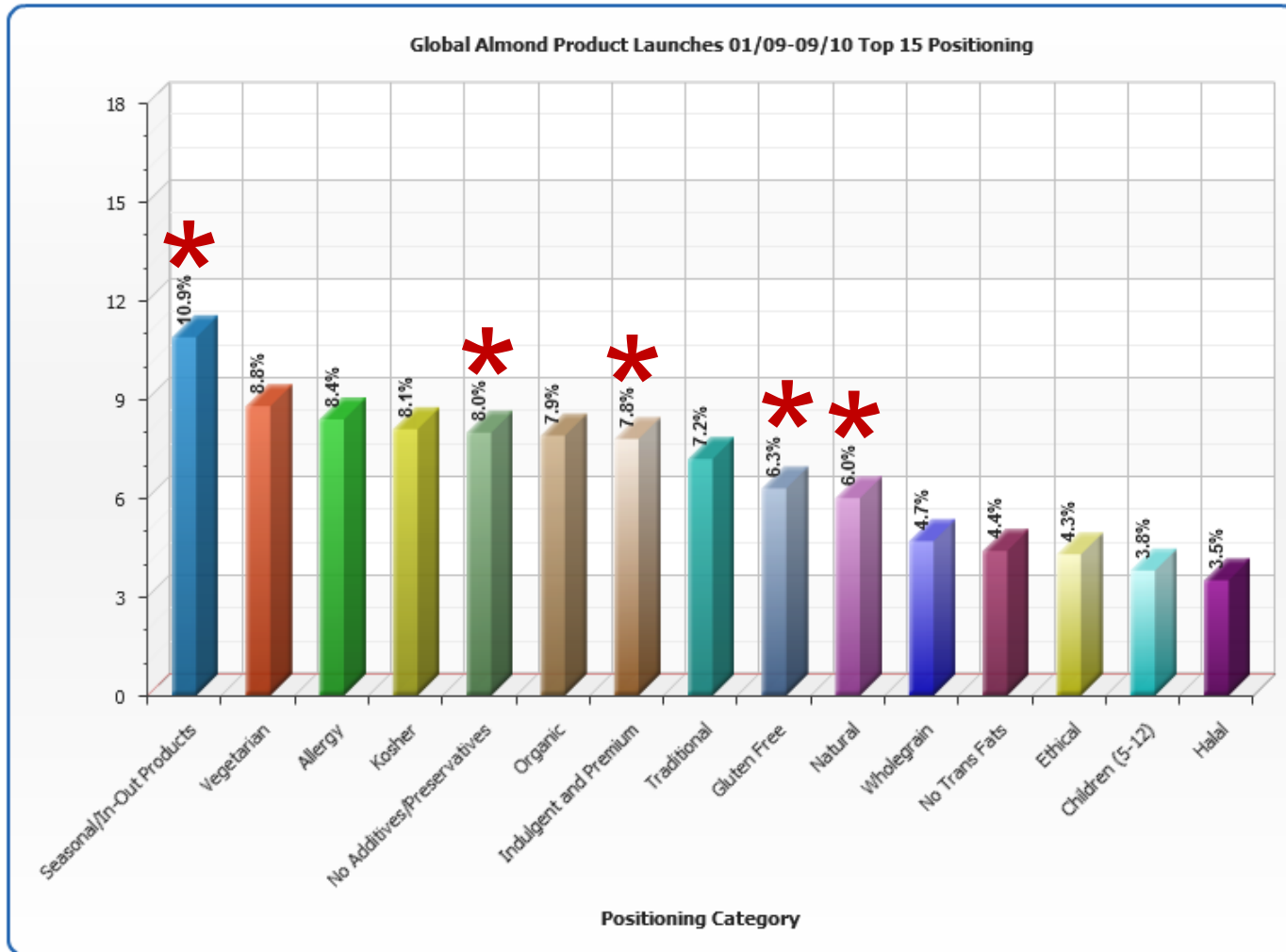




Almond New Product Launch Activity Overview



Positioning Analysis





Company Analysis

Global Almond Product Launches 01/09-09/10

COMPANY	Count in (%)
KRAFT	3.3
LINDT	3.3
NESTLE	1.7
LIDL	1.3
KELLOGG	1.2
MARS	1.2
GENERAL MILLS	0.9
WORLDS FINEST CHOCOLATE	0.9
WOOLWORTHS	0.8
CADBURY	0.7
MEIJI	0.7
HEMA	0.6
AUGUST STORCK	0.6
BAHLSEN	0.6
ELENIS	0.5
Other COMPANY	81.7
Total	100



Almond Health Benefits In Product Context



Natural Energy

Sweden: Den Lille Nøttefabrikken Berry Fusions Energi Trigger: Almond, Macadamia, Cashew, Cranberry & Raisin. A snack with almonds, macadamia, cashew nuts, cranberry, and raisin infused with juice.



UK: Bounce Almond Protein Hit Natural Energy Ball. A **natural energy** ball containing a chewy mix of almonds and whey protein. **100% natural.** With 12g protein. 0g trans fats. GM free. No artificial preservatives, flavors or colors. Gluten free.



Omega-3



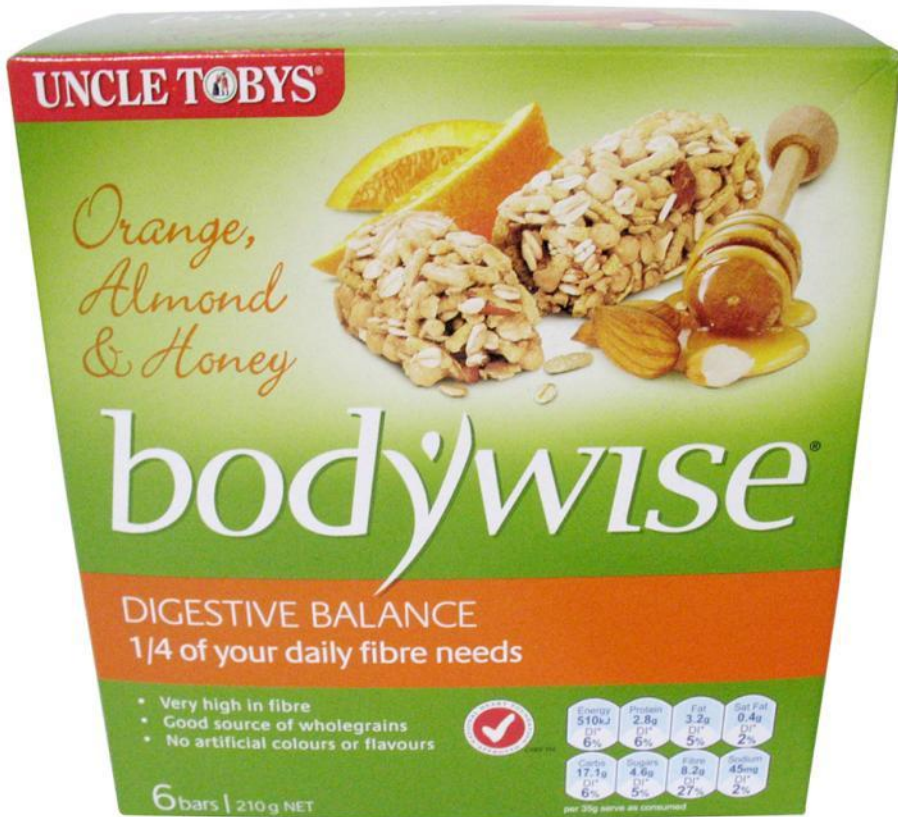
USA: Nature's Harvest Granola with Cocoa, Cherries, Almonds & Pecans. 100% natural. Wholegrain. Cherries contain high levels of good-for-you antioxidants. Cocoa is rich in many essential minerals, including magnesium, calcium, and iron. **Almonds and pecans are rich in omega 3s and a good source of protein and energy.**



USA: Total Plus Omega-3s Cereal: Honey Almond Flax Flavor. Wholegrain cereal flakes with a delicious honey, almond crunch, honey-sweetened almond, and crunchy flax clusters.



Fiber & Digestion

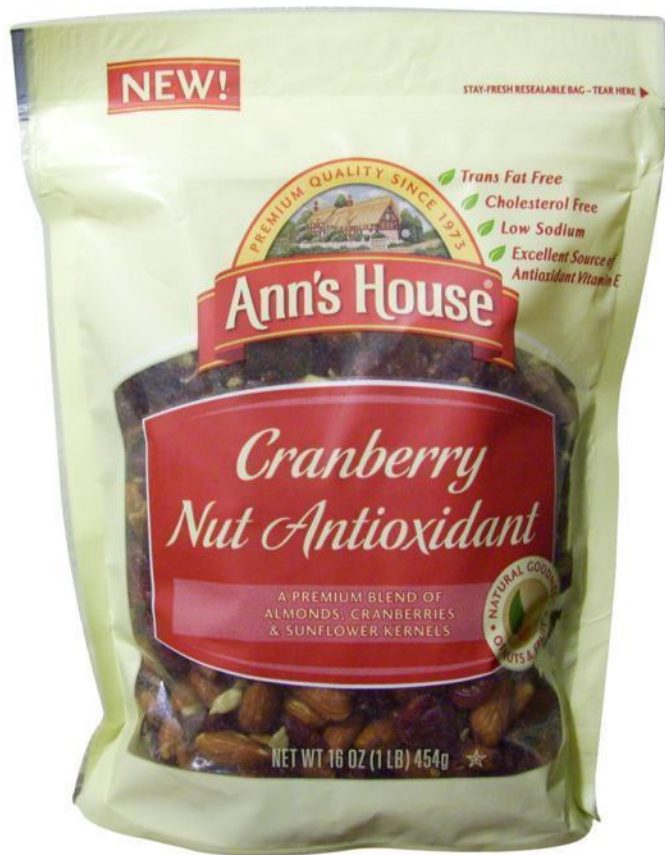


Australia: Uncle Tobys Bodywise Cereal Bars: Orange, Almond & Honey. Digestive balance. 1/4 of your daily fiber needs. Very high in fiber. Good source of whole grains. No artificial colors or flavors.



Canada: President's Choice Blue Menu Natural Almonds. Natural. No added salt. High in fiber (5g per serving). Very high in vitamin E.

Antioxidant Association



USA: POMx Bar Antioxidant Superbar: Coconut Yogurt. Made with organic coconut, natural pecans and almonds, then dipped in creamy yogurt, it's got the delicious taste of the tropical.

USA: Ann's House Cranberry Nut Antioxidant. A premium blend of almonds, cranberries, and sunflower kernels. **Good source of antioxidant vitamin E. Natural goodness of nuts and fruit.**



“Free From”

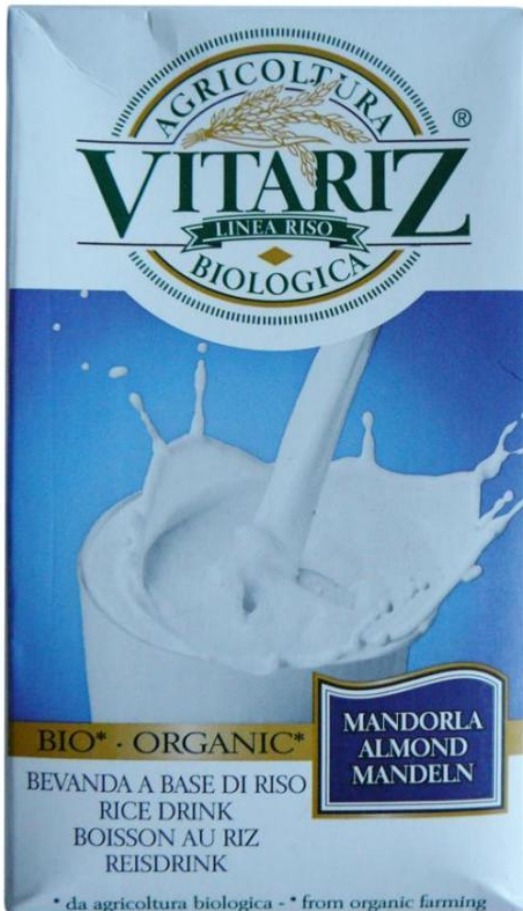
USA: Almond Dream Chocolate Flavored Non Dairy Frozen Dessert. Made from real almonds for a light, creamy, and smooth taste. All natural. **Lactose, gluten, and cholesterol free.**



UK: Tesco Free From 4 Chocolate and Walnut Brownies. Two twin packs of 4 dark chocolate brownies made with brown rice flour, **ground almonds** and tapioca starch, with walnuts. **Wheat free. Gluten free. Milk free.**



Dairy Alternatives



Netherlands: Vitariz Organic Rice Drink with Almond Paste.

**Italy: Isola Bio
Delice Riso
Mandorla:
Organic Almond
& Rice Drink.
Organic almond
and rice drink that
is free of gluten.**





Texture Variations



Crushed



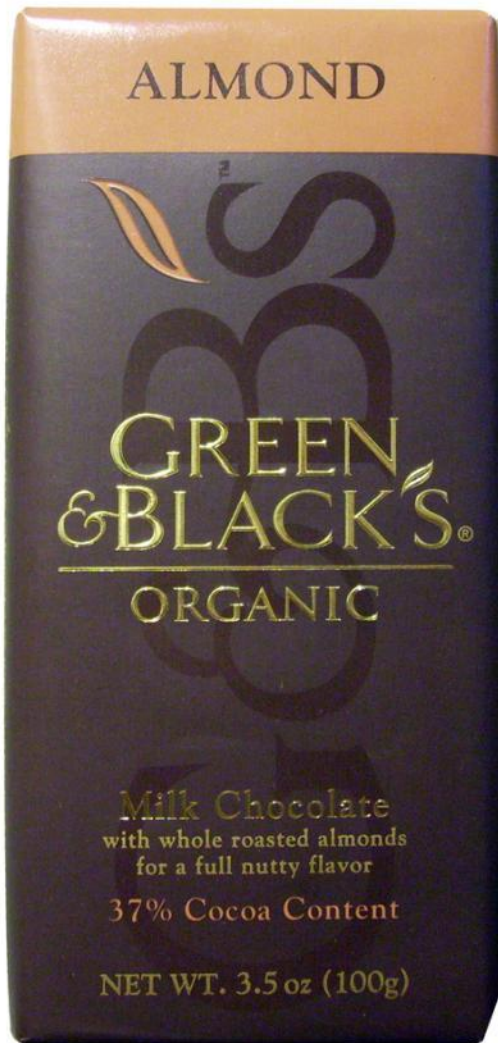
Netherlands: Godiva Dark Chocolate with Almonds. **Crushed almonds accentuate the 72% chocolate** to deliver a nutty richness to this dark chocolate.



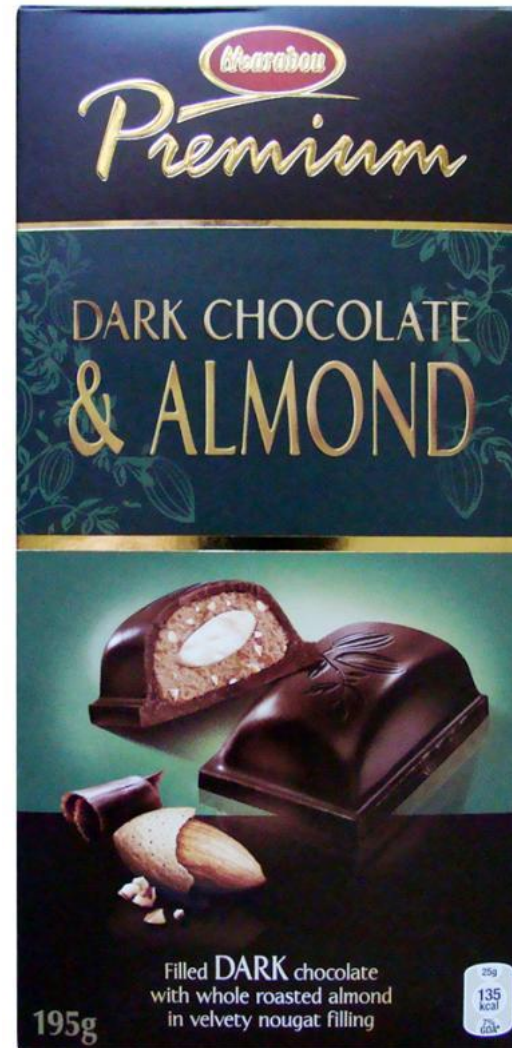
Japan: Glico Pocky Chocolate Almond Crush. Pretzels coated with chocolate **and crushed almonds**.



Whole For Big Mouthfeel



USA: Green & Black's Organic Milk Chocolate with Almond and 37% Cocoa Content. Organic milk chocolate **with whole roasted almond for a full nutty flavor.**



Sweden: Marabou Premium Dark Chocolate & Almond. Dark chocolate with a **whole roasted almond** in velvety nougat filling.



Chunky



Indonesia: Silver Queen Chunky Almond Bar
Milk Chocolate with Almonds. **The biggest
chunkiest Silver Queen almond ever!**

Germany: Lidl Favorina Mandel-Splitter:
Almond Chunks in Dark Chocolate





Soft Bites



UK: Sainsbury's Taste The Difference Soft Amaretti Biscuits. Delicate amaretti biscuits **made with sweet ground almonds, giving a soft, crumbly texture** and light marzipan fragrance.



UK: Corsini Dolci E Biscotti Amaretti Morbidi: Soft Almond Macaroons



Creamy Almond Fillings



**Switzerland: Chocolat Frey
Giandor Noir: Dark Chocolate
Bar with Almond Cream
Filling.**



**Ukraine: Lubimoff Petite Cream
Flambe: Fine White, Milk and Black
Chocolate Candies with Almond
Cream**



Caramelization For Crunch



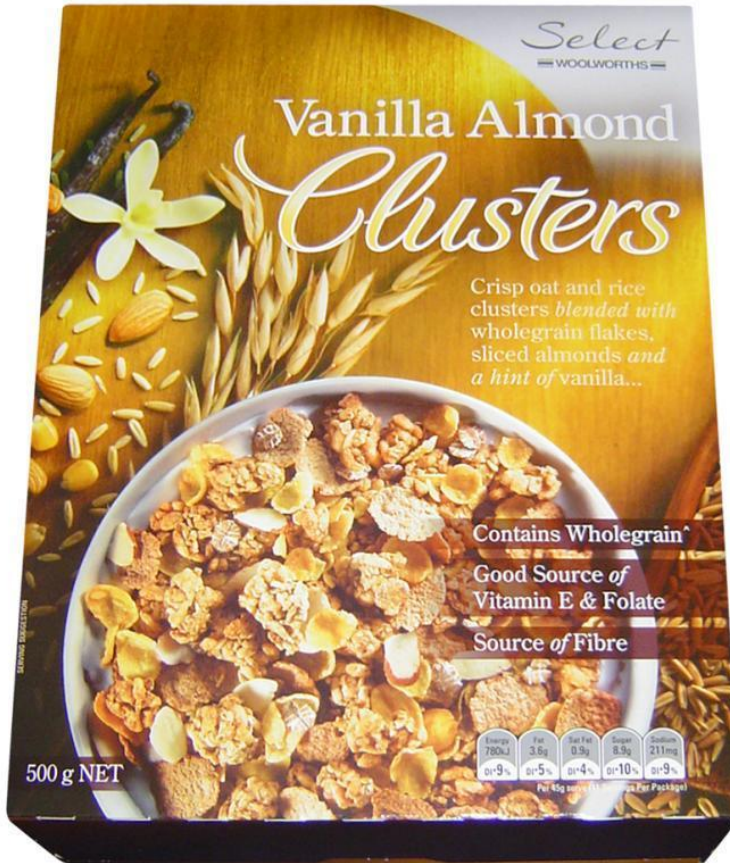
Macedonia: Nestle Aloma: Noisette Ice Cream. Ice cream with hazelnuts, wafers, and **caramelized almonds.**



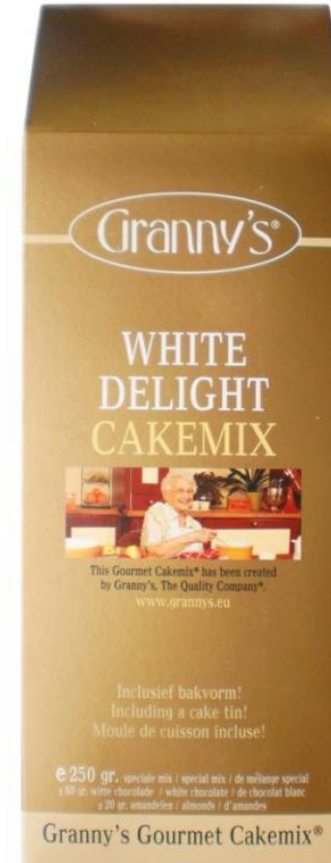
Germany: Marabou Daim King Size Milk Chocolate with Pieces of Crunchy Almond Caramel. Contains **22% almond crunch.**



Delicate Slices



Australia: Woolworths Select Vanilla Almond Clusters. Crispy oat and rice clusters blended with wholegrain flakes, **sliced almonds** and a hint of vanilla flavor.



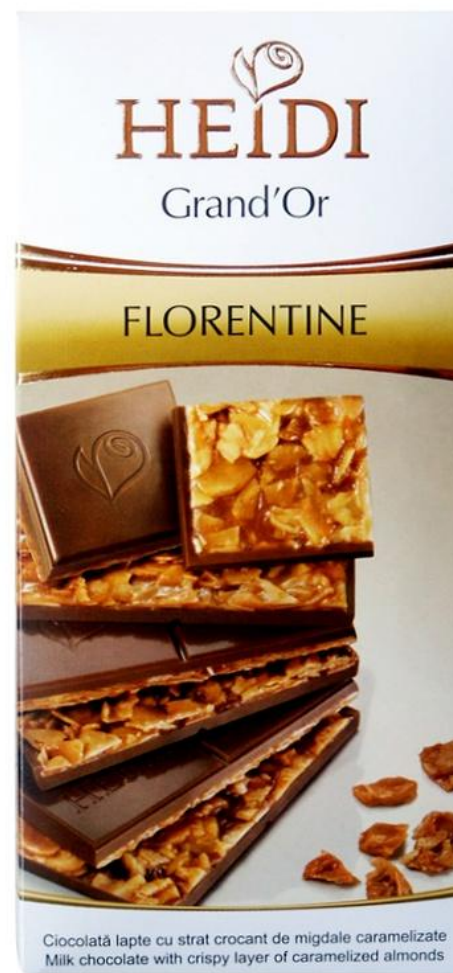
Netherlands: Granny's Gourmet White Delight Cake Mix. An elegant, refined cake with white chocolate and **almond slices.**



Almond Layers



Germany: Leibniz Mandel Spaß: Cookies Topped with Almonds in Caramel



Romania: Heidi Grand'Or Florentine Milk Chocolate with Crispy Layer of Caramelized Almonds



Flavor Combinations



Almond Top Flavor Blends

FLAVOR BLEND	Count in (%)
Chocolate, milk; Nut, almond	7.2
Chocolate, not specified; Nut, almond	4.2
Chocolate, dark; Nut, almond	3.9
Honey; Nut, almond	2.1
Nut, almond; Nut, cashew	1.5
Nut, almond; Nut, hazelnut	1.5
Nut, almond; Raisin	1.5
Cranberry; Nut, almond	1.3
Nut, almond; Vanilla, not specified	1.3
Nut, almond; Roasted	1.2
Caramel; Nut, almond	1.2
Butter; Nut, almond	1.1
Nut, almond; Nut, peanut	1
Nougat; Nut, almond	0.9
Chocolate, white; Nut, almond	0.9
Nut, almond; Oats	0.9
Cocoa; Nut, almond	0.8
Cherry, not specified; Nut, almond	0.7
Nut, almond; Salt	0.7
Granola; Nut, almond	0.7
Nut, almond; Toffee	0.7

**Global Almond
Product
Launches
Tracked by the
Innova Database
01/09-09/10**

Coffee: Emerging Flavor Combo



USA: Sahale Snacks Biscotti Crisps: Almond Vanilla Latte. Twice baked, light and thin, and all natural biscuit crisps with almond pieces and vanilla latte flavor.



Norway: Piano Yoghurt Duo Cappuccino & Mandelcrisp: Cappuccino & Almond Crisp Yogurt. Cappuccino flavored yogurt with separate portion of almond and coffee crisp.



Exotic Is The New Norm



USA: Sahale Snacks Seasoned Nuts: Almonds Barbeque with Mild Chipotle + Ranch. Sahale Snacks Barbeque Almonds are seasoned with a proprietary "Dry Rub" spice blend and accented with tangy buttermilk ranch. Then, Sahale Snacks Barbeque Almonds are slow roasted to a smokey, spicy-sweet perfection.



USA: Planters Flavor Grove Skinless Almonds with Chili Lime Flavor.



Ethnic Inspired



UK: Mr. Filbert's Kasbah Spiced Almonds with Fresh Garlic, Chilli, and Mint. Inspired by my adventures in Marrakech, with Dorset honey and lashings of Moroccan spices. Roasted almonds coated in harissa, combining with fresh mint, garlic, and chilli, in a cane sugar crust.



USA: Sahale Snacks Nut Blend Soledad Almonds. Influenced by the heat of the Mediterranean sun, this delectable snacking experience features almonds, apples, and flax seeds, tickled with date, balsamic vinegar and cayenne.



Subtle Flavoring



UK: Mr. Kipling Bakewell Tart. A traditional Bakewell tart with a pastry case layered with plum and raspberry jam and **almond flavored sponge**, topped with decorated fondant icing.

France: Super U Fraisier: Strawberry Cake. Two fluffy sponge cakes with **vanilla almond foam** topped with strawberries

Almond Introduction For Kids



Switzerland: Jamadu Honig Mandel Biscuits: **Honey Almond Cookies**



India: Complian for Growth Complete Planned Food in a **Drink with Almond Flavor.**



Fruit & Nuts For Kids Too

Germany: Disney Kim Possible Agentenfutter Trockenobst Mix: Dried Fruit and Almond Mix. Mix of almonds and dried fruits in a cardboard box, featuring Disney's Kim Possible. With free tattoos.
Contains 7 individual packs.





**Almonds As A
Necessary Ingredient**



For Salad Crunch



USA: Trader Joe's Wheatberry Salad. Ready-to-eat salad made with chicken, apples, cranberries, blue cheese, almonds, and Champagne Dijon vinaigrette.



USA: PCC Natural Markets Deli Tuscan Arugula Salad. Freshly made organic arugula salad with almonds, fennel and peppers.



Stuffings



Netherlands: Baresa
Olijven met Amandelen
Gevuld: Green Olives
Stuffed with Almonds



Greece: Xenia Green Olives **Stuffed with Natural Pepper & Almonds**. Green olives stuffed with natural pepper and almonds, in brine.



For The Home Cook



Turkey: Dr. Oetker Dört Mevsim: Four Seasons Powdered Cake Mix. Four seasons powdered cake mix with chocolate and almonds.



Germany: RUF Kirschkuchen: Baking Mix for Cherry Pie. Baking mix with cherry sprinkles, vanilla cream, and almonds, for preparing cherry pie.



Rice Accompaniment



Netherlands: Asian Home Gourmet Indian Biryani Rice: Spice Paste. A typical Indian meal always contains rice dish seasoned with spicy flesh and a piquant sauce. **Nicely garnished with roasted almonds** and raisins.



Netherlands: C1000 Notenrijst: White Rice with Sunflower Seeds, Pumpkin Seeds, Almonds, and Papaya



Almond Applications With Potential

Nuts Are Now Used More In Dairy



Israel: Machlevana Energy Low Fat Yogurt Drink with Granola, Almonds & Palm Honey



Chile: Activia FibrMix Light Sabor Nueces: Cereal Yogurt. Smoothie and skimmed yogurt with cereals and almonds.



Crackers & Almonds Combined



Japan: Glico Cratz Cracker and Almond with Smokey Cheese Flavor. **A 44g bag of bite-sized crackers and almonds** with smokey cheese flavor. A good snack to go with beer.



Leveraging Tradition



UK: Sainsbury's Taste the Difference Almond & Chocolate Biscotti. Crunchy Italian biscotti biscuits packed with whole almonds and dark chocolate chunks **baked to an old family recipe by third-generation Tuscan bakers.**



Finland: Vicenzi Cantuccini All Natural Almond Cookies. **All natural from the original recipe of Tuscany.**



Satisfying Demand For Premium



Norway: Jacobs Honey Roasted Mix: Nuts. A mix of large and honey roasted cashew, pecan, and almond nuts with sugar and salt.



UK: Sainsbury's Taste The Difference Canadian Maple Roasted Nut Collection. Creamy jumbo cashews, buttery macadamias and sweet almonds, including prime Spanish marconas, tossed in rich Canadian maple syrup seasoning, then roasted.



Insights



Almond inherent nutrition attributes are being claimed:

- **Natural energy source**
- **Protein**
- **Satiety**
- **Heart disease prevention**
- **Fiber**
- **Vitamin E**
- **Omega-3**

“Free From” trend has potential for almonds

- **Particularly dairy alternative drinks & use of almond meal in baked goods**



Varying texture to vary consumer experience

- **Skinless, whole, crushed, chunky, soft, nuggets, crunchy, slices, layers, caramelized...**

New flavor combinations are emerging

- **Exotic/ethnic flavors can be further explored, almond flavor for kids, new fruit & almond combinations...**

Other areas of potential

- **Packed for snacks, yogurt applications, more super premium options -> provenance, products positioned on ethical/sustainable platform**



Thank You



**Chocolate Craving: Using Consumer Data
to Grow the Almond Chocolate Market**
Stacey Humble, Almond Board of California





Consumer Demand!

Almonds are the #1 nut for global packaged new product introductions

Almonds are the #1 ingredient consumers chose to include in their ideal chocolate bar

Almonds were rated the nut that fits best with both dark and milk chocolate

70% of consumers worldwide report they are more likely to buy chocolate with almonds (vs. chocolate without almonds)

Nearly three-fourths (74%) of consumers worldwide believe chocolate with almonds is tastier



What Now?

1. Target Audience

- *Who are we talking to?*

2. Marketing Program

- *What are the different tactics?*
- *What is the role of marketing in the individual regions?*

3. Key Messages

- *What do we want our target audience to take away about almonds and chocolate?*



Global Chocolate Program

From the strategy came a very targeted program which drives greatest impact and efficiency.

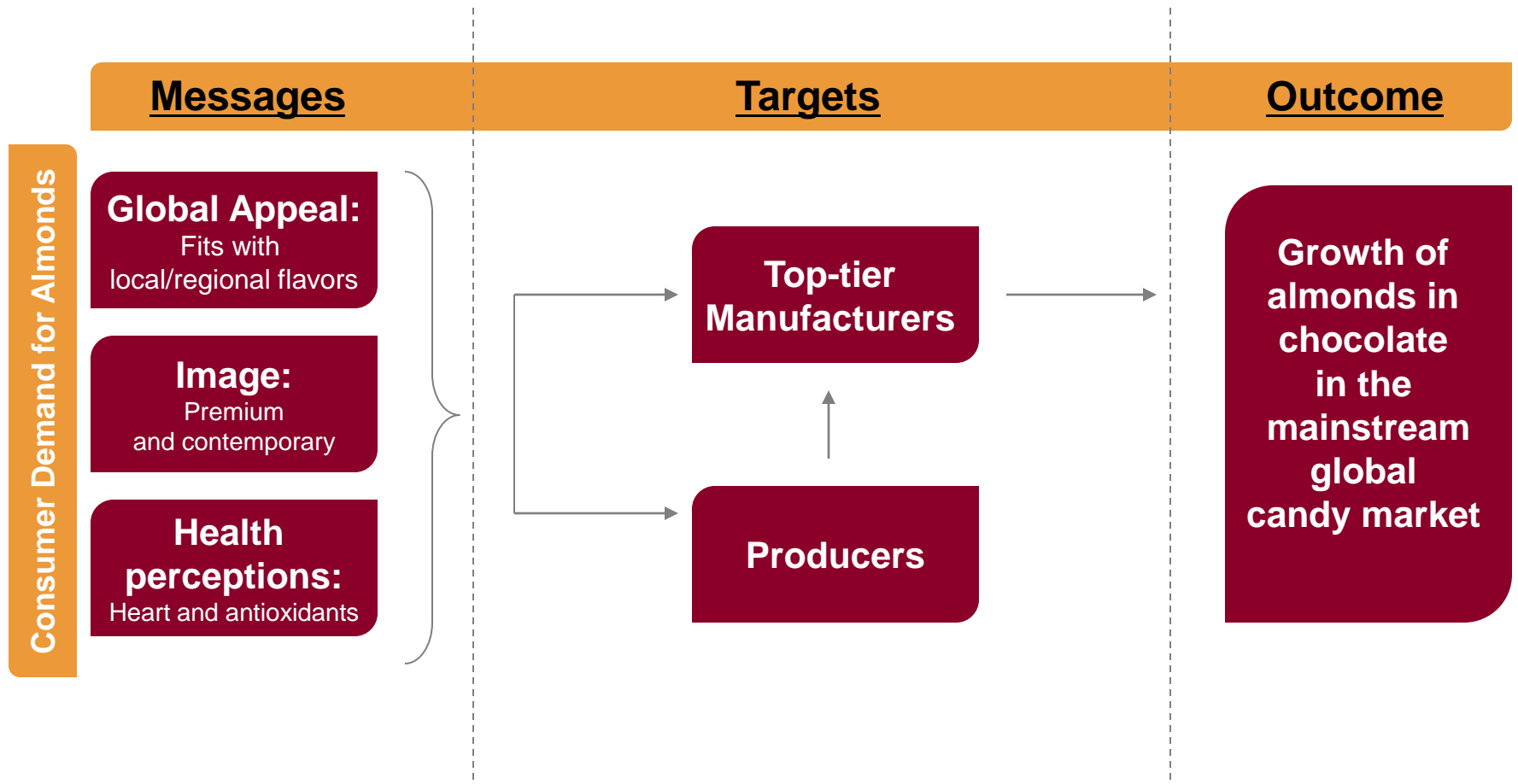
Objective of Global Chocolate Program:

- *To fuel the growth of almonds in the global chocolate candy market, specifically in mainstream, premium, health, and growing sectors within North America, Europe, Japan, and China*












Global Chocolate Strategy





Target Audience

The top ten chocolate companies account for over 60% of global chocolate sales

Tier	Company
<ul style="list-style-type: none"> Tier 1: <ul style="list-style-type: none"> Significant global coverage Established distribution in all key regions 	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  \$15.1 billion USD </div> <div style="text-align: center;">  \$13.4 billion USD </div> <div style="text-align: center;">  \$11.7 billion USD </div> </div>
<ul style="list-style-type: none"> Tier 2: <ul style="list-style-type: none"> Global players with strengths in fewer key regions 	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  \$6.7 billion USD </div> <div style="text-align: center;">  \$6.1 billion USD </div> </div>
<ul style="list-style-type: none"> Tier 3: <ul style="list-style-type: none"> Large regional players 	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  \$3.3 billion USD </div> <div style="text-align: center;">  \$1.0 billion USD </div> <div style="text-align: center;">  \$828 million USD </div> <div style="text-align: center;">  \$736 million USD </div> <div style="text-align: center;">  \$644 million USD </div> </div>





Target Audience

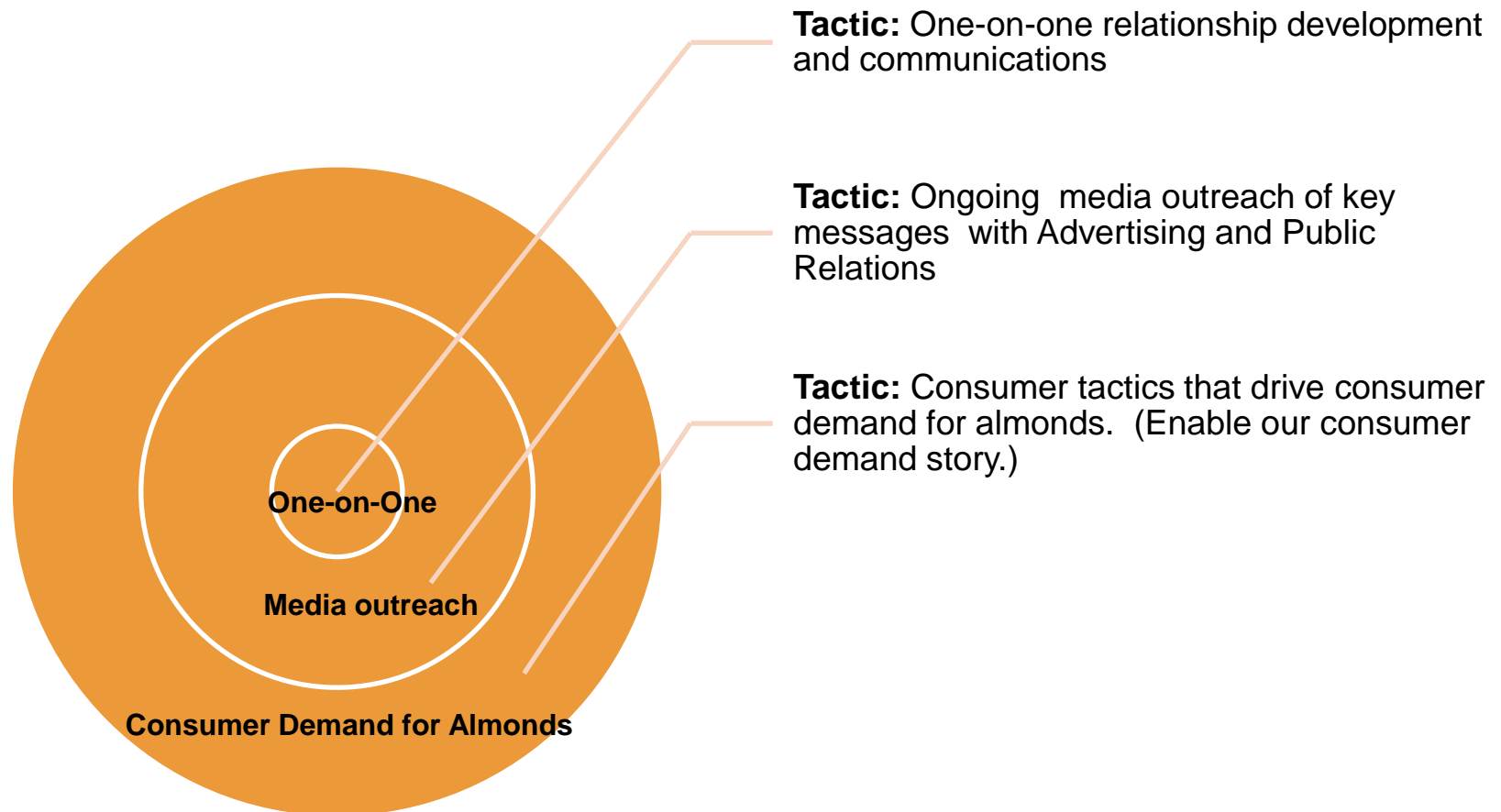
Almonds are already established in many of the largest products, but there is room to grow





Chocolate Program Approach

The Global Chocolate Marketing Program utilizes a three tier approach:



Chocolate Program Approach

Programs are currently being implemented around media outreach and driving awareness of consumer demand for almonds and chocolate

PERFECT PAIR

AND ROSE HIPS ARE YOUR WISE, JUST AS GOOD AS ALMONDS.

California almonds are a natural source of antioxidants, including vitamin E, which helps protect your skin from sun damage and premature aging. Almonds also contain polyphenols, which have been shown to have antioxidant and anti-inflammatory properties. Almonds are also a good source of fiber, which helps keep your digestive system healthy.

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ALMONDS MAKE CHOCOLATE EVEN MORE IRRESISTIBLE.

Discover all they add.

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Almonds + Chocolate The Perfect Pair

Almonds contain antioxidants, including vitamin E, which helps protect your skin from sun damage and premature aging. Almonds also contain polyphenols, which have been shown to have antioxidant and anti-inflammatory properties. Almonds are also a good source of fiber, which helps keep your digestive system healthy.

Kennedy's Confection

Celebrating 125 Years

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COVER STORY: ALMOND BOARD OF CALIFORNIA

Consumers say almonds are essential to chocolate confection.

The Almond Board Of California tells us why...

Fruit and Nuts: As natural as it gets

With the rise in demand for natural products, it's no surprise that fruit and nuts have become key confectionery ingredients. Fruit and nut products tend to have intrinsic health properties and are increasingly being marketed as functional and even nutraceutical. This elemental fusion of nature and health makes fruit and nut ingredients not only increasingly sought after and on-trend, but also potential innovation opportunities in new product development. Kristiane Henney takes a look at what's on offer.

FOOD DESIGN

California almonds are a natural source of antioxidants, including vitamin E, which helps protect your skin from sun damage and premature aging. Almonds also contain polyphenols, which have been shown to have antioxidant and anti-inflammatory properties. Almonds are also a good source of fiber, which helps keep your digestive system healthy.

COVER STORY: ALMOND BOARD OF CALIFORNIA

California type and Mission type.

For the longest shelf life, it's best to store almonds under 60°F. At 60°F, almonds contain 10% oil and 10% water. At 70°F, the oil and water content increases to 15% and 15%, respectively. This increase in oil and water content can lead to rancidity, which can cause the almonds to become bitter and inedible. To prevent this, almonds should be stored in a cool, dry place, away from light and moisture.

The nutrition benefits of California almonds are a natural source of antioxidants, including vitamin E, which helps protect your skin from sun damage and premature aging. Almonds also contain polyphenols, which have been shown to have antioxidant and anti-inflammatory properties. Almonds are also a good source of fiber, which helps keep your digestive system healthy.

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Key Messages

Marketing Message Priority

1. Consumer demand for almonds

2. Consumer demand for almonds and chocolate:

- **Global Appeal: Fits with palates**
- **Image: Premium and Contemporary**
- **Health: Heart health and overall health**



Global Resources



- **Global Chocolate Study**
- **Attitudes, Awareness and Usage Research in key markets**
- **Global New Product Introductions**
- **Presentation modules**
- **Food Manufacturer Advertising (print and online)**
- **Press outreach**
 - **Materials**
 - **Photography**
- **Global company profiles**
- **Brochures (printed and online)**



Wrap-Up, Discussion and Q&A



Next Session at 2:40 pm

**Common Issues in the
Orchard in Grand Ballroom**



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10

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