

CALIFORNIA ALMONDS:

A HOLISTIC INGREDIENT FOR
HEALTH-MINDED CONSUMERS



IN A NUTSHELL

HAPPY ALMOND DAY!

The concept of food that is “better-for-you” manifests itself in different ways according to consumers’ dietary and lifestyle needs. Almonds cater to many of these wellness needs, and whether consumers are looking for personalised nutrition or want to follow a plant-based diet, California almonds can help deliver “better-for-you” on-pack claims.

They are a natural ingredient offering protein (6g), fibre (3.5g), calcium (75mg) and good monounsaturated fat* in every (30g) serving. Available in 14 different forms, almonds are a cornerstone ingredient that cater to a number of health trends and offer endless texture and flavour potential in product development across categories.

ALSO IN THIS ISSUE...



...we'll share insights on Innova Market Insights' key trends shaping new product development in 2021 and examples of how almonds can cater to these.

Further resources in this edition include:

- [Almond bloom and one grower's story covered by The Atlantic](#)
- [What you may have missed from The Almond Conference](#)
- [Where you can find ABC in the coming months, including the on-demand link for our recent webinar](#)

THE GLOBAL APPETITE FOR ALMONDS: DEVELOPING FOR CONSUMER DEMAND IN 2021



As food and beverage trends evolve, almonds continue to possess undeniable consumer appeal, aligning with growing demands for transparency, plant-forward innovation, holistic and personalised nutrition, and tantalising sensory experiences.

Looking ahead, Innova Market Insights recently unveiled its annual Top Ten Trends for 2021, which serve as a framework for tracking new product development in the context of societal and food industry changes. These Top Ten Trends spotlight four key themes to consider when formulating with almonds:

- **Transparency Triumphs**
- **Plant-Forward**
- **Tailored to Fit**
- **Mood: The Next Occasion**

In this *Food Ingredients First* [article](#), Lu Ann Williams, Director of Innovation at Innova Market Insights, discusses these trends in more detail whilst our own Dariela Roffe-Rackind, Director Europe and Global Public Relations at the Almond Board explains why almonds are perfect for developers looking to respond.

PREPARING FOR BLOOM: PART OF THE SOLUTION



As the demand for transparency about where food has come from and how it's been grown becomes increasingly central to purchase decisions, the Almond Board recently partnered with US magazine *The Atlantic* to highlight the California almond community's commitment to responsible farming. California almond farmer, Christine Gemperle, shares why farming sustainably is important to her and what steps she's taking to protect her farm for future generations.

Learn more about Christine's story and watch her video with *The Atlantic* [here](#).



THE ALMOND CONFERENCE - RECAP

The Almond Conference took place virtually in December. Each year, the conference provides opportunities for growers and processors to interact with researchers and influential industry members as well as attend workshops and presentations on global marketing programmes to learn about innovative solutions to keep almonds at the forefront of the global food industry – and this year was no different.

The session, [Innovating with Almonds to Satisfy Today's Consumer](#) explored trends in innovation and sustainability with Innova Market Insights, as well as sharing insights from two manufacturers, [Simple Mills](#) and [Hershey's](#), on what almonds mean to them, how they are responding to consumer demand, plans for sustainability initiatives and what that means for future innovation.

Session highlights:

- The rise in popularity for almonds has seen a significant boost from the popularity of the plant-based movement
- According to Innova Market Insights, new almond introductions with a plant-based claim increased 60 percent compared to last year
- Hershey's Shawn House-Fedor, senior director of chocolate and packaging research, noted an increase in popularity in chocolate products including almonds – specifically whole almonds.
 - Sales increased 24 percent when Hershey returned whole almonds in its signature bars vs. chopped almonds
- Simple Mills' Emily Lafferty, strategic sourcing, noted the importance of sourcing sustainable ingredients for their products
 - According to Innova Market Insights, 60 percent of consumers indicated an interest in learning more about how and where their food is grown, and 75 percent believe companies should invest in sustainable initiatives.

You can access the full presentation [here](#).

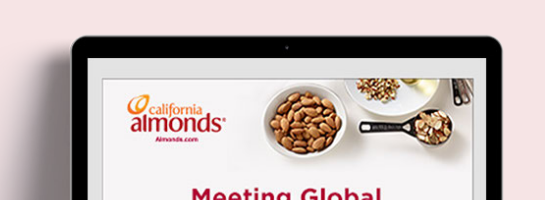
Please reach out to foodprofessionals@almondboard.com if you have any questions.

WHERE IS ABC?

On-Demand Webinar: Meeting Global Consumers' Wellness Priorities with Functional Foods

The global pandemic has shifted consumer priorities toward specific health needs and concerns, and manufacturers are positioned to respond with innovative products that both excite and satisfy consumers.

Check out ABC's [on-demand webinar](#) focusing on key global nutrition trends and inspirational products from Lu Ann Williams of Innova Market Insights and Brittany Kovacevic of CuliNex.



SnackEx – 16th – 17th June 2021, Hamburg, Germany

At the time of this newsletter going out, SnackEx is still planning to go ahead, this June and ABC plan to exhibit there so make sure to stop by our stall if you're also planning to attend.



FEEDBACK

Your feedback helps us bring you more relevant content and resources, so we'd love to hear from you with suggestions on topics of interest, almond forms, or any other information you're interested in. You can provide your feedback by emailing us at foodprofessionals@almonds.com.

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* One serving of almonds (30g) has 13g of unsaturated fat and only 1g of saturated fat.

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