

## DEVELOPING A REAL VALUE PROPOSITION FOR PEOPLE AND PLANET



## IN A NUTSHELL

The Almond Board of California (ABC) has a myriad of research-driven resources available to help you inform your customers of the key benefits of almonds in your products. Whether you're innovating with health benefits, new eating experiences or plant-based diets in mind, our resources can help manufacturers tell a nutrition, sustainability and trend-forward ingredient story. Learn more about how ABC can help you [here](#).

## ALMONDS: A STAR INGREDIENT FOR ON-PACK HEALTH MESSAGING IN THE EU



In order to respond to consumer demand for healthy foods, on-pack health messages are on the rise, allowing products to highlight the role they can play in supporting health and lifestyle needs. According to Innova Market Insights, nearly half of all product launches with almonds in Europe feature a health message<sup>1</sup>, which is no surprise as almonds are a natural ingredient that can support a variety of health needs thanks to their enviable nutrient profile:

One (30g) serving of almonds includes 4 grams of fibre, 6 grams of plant protein, seven essential vitamins and nutrients, 14 grams of "good" unsaturated fats and 1 gram of saturated fat, and 60 percent of the recommended daily amount of the antioxidant vitamin E.

The top health messages found on products with almonds in Europe include gluten-free, vegan, and high fibre<sup>1</sup>, showing how almonds are ideal to help support a variety of modern needs. Learn more about on-pack health trends from Innova Market Insights [here](#).



## IN THE ORCHARD

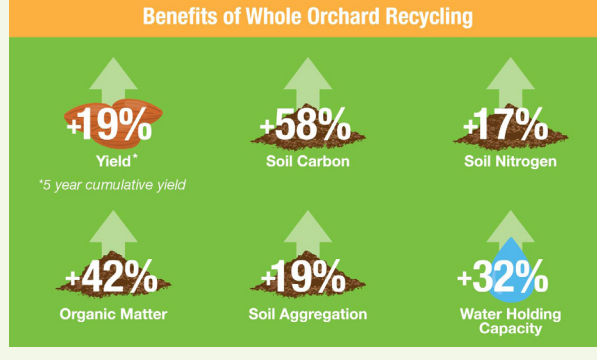


Not only are almonds perfect for manufacturers seeking to create nutritious products with a multitude of established health credentials, there is also a strong sustainability story that the industry can tell to reassure consumers that California almond farmers are doing everything they can to reduce their impact on the environment.

One key industry approach is Whole Orchard Recycling, a climate-smart practice that involves grinding whole trees into chips, spreading the chips evenly on the soil surface, then incorporating them into the soil before replanting.

In this mini documentary, follow the story of Dr. Brent Holtz as he pursues a more sustainable almond industry through Whole Orchard Recycling.

Find more about how the almond industry is supporting research for Whole Orchard Recycling [here](#).



Make sure you're following @growingalmonds to stay in the loop on the latest almond sustainability news



## WHERE IS ABC?



### Free Webinar: Almonds: The Keys to Unlocking a Versatile Sensory Experience in Food Applications

According to Innova Market Insights, multisensorial experiences offer new levels of indulgence and attract consumers looking for unique flavour and texture combinations. Learn how the 14 different forms of almonds can offer endless flavour, aroma, and texture options for product developers.

Using sensory research findings from the Almond Board of California (ABC), Guangwei Huang, Associate Director, Food Research and Technology, ABC, and Kathy Stephenson, Director of Marketing, CuliNex, hold the keys to unlocking a well-rounded sensory experience by incorporating almonds across food applications.

Guangwei will highlight how product developers can maximise almonds' flavour, aroma and texture to create ingredient pairings that consumers crave, while Kathy will showcase unique sensory attributes and benefits of whole almonds, almond flour, almond milk, and almond butter in different food applications.

Join us for this 30-minute webinar on Wednesday, May 18 at 1pm ET/6pm BST/CET.

[Register today!](#)



### SnackEx – 6th-7th July, Hamburg, Germany

After a year's hiatus SnackEx is back and ABC will be exhibiting there. If you're planning to attend, make sure to stop by our booth and say hi – we look forward to seeing you!



### ABC will return to IFT in-person in July!

We're looking forward to seeing you there and answering all your almond-centric questions. Please visit booth #S0825 to sample innovative almond forward recipes, meet with ABC experts, and learn about the latest nutrition, sustainability, and consumer trends research.

<sup>1</sup> Innova Market Insights, Almond Products with Health Claims in North America and EU. December 2021

## 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](mailto:foodprofessionals@almonds.com).

## FOLLOW US

