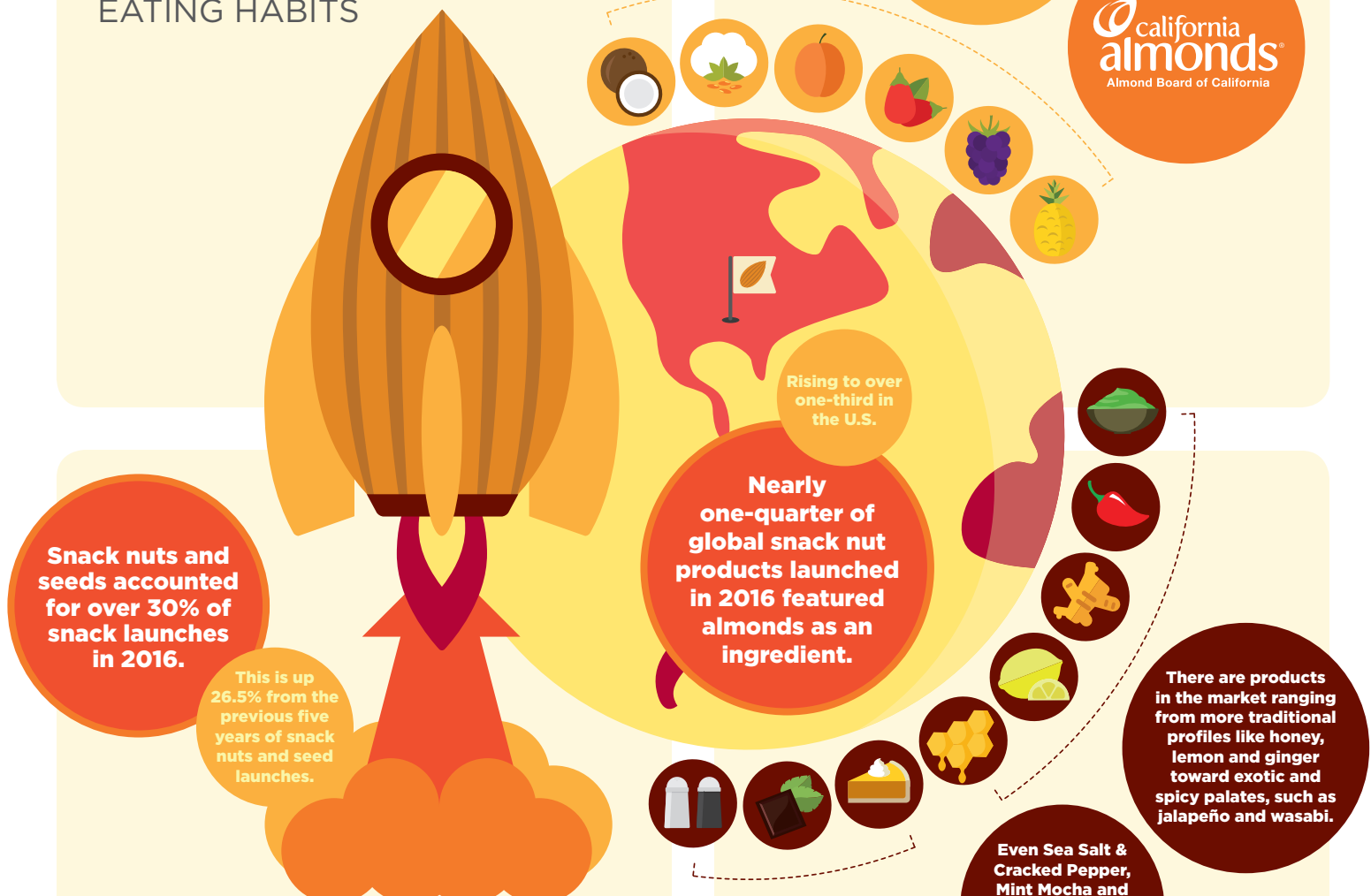


SNACK NUTS EVOLVE WITH CHANGING TASTES

HOW ALMONDS FIT WITH NEW CONSUMER EATING HABITS



Snack nuts and seeds accounted for over 30% of snack launches in 2016.

This is up 26.5% from the previous five years of snack nuts and seed launches.

Rising to over one-third in the U.S.

Nearly one-quarter of global snack nut products launched in 2016 featured almonds as an ingredient.

Innovative add-ons include coconut, cottonseed, apricot, goji, mulberry and pineapple.

california almonds[®]
Almond Board of California

There are products in the market ranging from more traditional profiles like honey, lemon and ginger toward exotic and spicy palates, such as jalapeño and wasabi.

Even Sea Salt & Cracked Pepper, Mint Mocha and seasonal variants such as Pumpkin Pie are hitting the mark with consumers.

VERSATILE INGREDIENT

As a versatile ingredient, nuts account for a rising share of new product launches in the ever-evolving global snacks category.

Factors driving that growth include new research on nuts' health attributes, greater availability of various nut types and technological advances allowing for new coatings, flavorings and packaging formats.

When it comes to snack nuts, almonds fit particularly well with new consumer eating habits, changing tastes and various trends.

PREMIUM FOOD PAIRING

Almonds are prominently featured in fruit and seed mixes. These mixes are moving well beyond traditional dried fruit accompaniments, such as raisins, and manufacturers are now mixing almonds with less common single and mixed fruits, superfruits and seeds.

LIMITLESS FLAVOR

The range of snacks featuring almonds continues to widen beyond traditional natural or salted nuts to include smoked and caramelized variants that offer limitless potential. On-trend combinations for almonds only continue to evolve the standard for taste, pushing the boundaries of sweet and savory profiles.

MOMENTUM IN CLEAN LABEL

Almonds align seamlessly with today's relevant health claims like clean label, free from and gluten free. Furthermore, the clean label platform really encompasses more than just one claim.



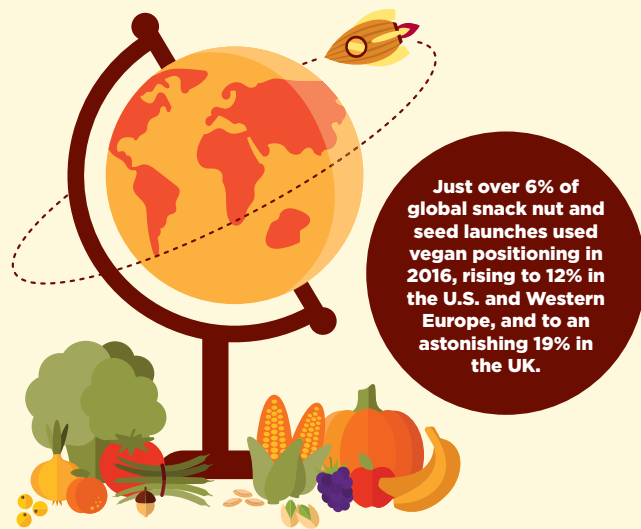
PORTABLE AND ON-THE-GO

Almonds are particularly prevalent in this category uptick and maintain appeal as a portable snack that is nutritious and delicious but also suitable for in-home between-meal snacking and consumption on-the-go.



PLANT-BASED VARIETY

Rising interest in vegan and plant-based diets continues to drive new product development utilizing various nuts, including almonds. While vegan-friendly labeling has risen markedly in recent years, many products using almonds have always been naturally vegan. Alongside vegan-friendly positioning, many products are also being created to align with fashionable lifestyle trends, including raw and paleo diets. In the case of plant-based products, almonds are most often utilized to add crunchy texture and visual appeal.



ACROSS CATEGORIES

Almonds have a wide variety of applications in the salty snacks subcategory as a filling or coating or simply for distinct flavor. They are also commonly used as an ingredient in crackers, thins and potato chip alternatives, usually combined with other nuts, seeds and vegetables. Beyond their textural benefits, almonds' inherent gluten- and wheat-free properties, as well as their relatively low values of fat, make them ideal for salty snack applications like potato chip alternatives.

When it comes to the cereal and energy bars subcategory, almond flour and almond butter are commonly used for added texture and flavor. However, across all categories, key industry trends like gluten-free and clean-label continue to create new market opportunities for snack nuts such as almonds, boosting new product activity.

