THE TOP FIVE BAR INGREDIENTS CHOOSEN BY SURVEYED CONSUMERS ARE:

- **ALMONDS** 27%
- **PEANUT BUTTER** 25%
- **DARK CHOCOLATE** 24%
- **GRANOLA** 26%
- **OATS** 19%

- **ALMONDS** are the **MOST DESIRED INGREDIENT NUT** in consumers’ “ideal bar”
  - Among consumers who chose almonds in their ideal bar, “**TASTE**” (71%) was the top reason, followed by “**HEART HEALTH**” (56%) and to “**ADD PROTEIN**” (52%)
- Two out of three respondents would include fruit flavors, with coconut and strawberry topping the list
- Honey (43%) was the most popular sweetener, followed by brown sugar (25%)
- 62% of respondents choose “chewy” as the preferred texture

**BAR BENEFITS:**

- The top benefits surveyed consumers look for in bars are:
  1. **Great Taste**
  2. **High in protein**
  3. **High in fiber**
  4. **Filling and satisfying**

- After eating a **BAR WITH ALMONDS**, the feelings consumers report most are:
  - **SATISFIED**
  - **HAPPY**
  - **FULL**
  - **ENERGIZED**

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3. Good news about almonds and heart health: Scientific evidence suggests, but does not prove, that eating 1.5 ounces of most nuts, such as almonds, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease. One serving on almonds (28g) has 13g of unsaturated fat and only 1g of saturated fat.
4. *Almonds contain 6 grams of protein per ounce.*