WHAT LETS YOU STIR UP PASSION IN CHOCOLATE LOVERS?

[ALMONDS, OF COURSE.]
THE CHOCOLATE PHENOMENON.

Chocolate. It’s rich. It’s creamy. It’s awe-inspiringly irresistible. For centuries, chocolate has been the culinary cue for absolute decadence, and today, more people are looking for new, unique ways to enjoy it. The fact is, consumers around the world adore chocolate and they report feeling relaxed, happy and carefree when eating it. That’s why it’s no wonder the category is growing by such extraordinary measures.

Currently, chocolate reigns as a $107.4 billion global industry, and the world’s craving for the sweet stuff only continues to rise. The retail value of the global chocolate category has increased 25% since 2007 and is expected to grow another 27% in the next five years.

That’s a lot of cocoa beans.

GIVING CHOCOLATE THE ALMOND TREATMENT.

If there’s anything that can up chocolate’s ante, it’s almonds. These crunchy little morsels instantly add a whole new dimension of desire to chocolate’s smooth, dreamy foundation. Want proof? The numbers don’t lie: 65% of global consumers prefer chocolate products with nuts, and even more importantly, they believe almonds are the nut that best fits with both milk and dark chocolate.

With stellar versatility and outstanding demand, that’s a story any culinary professional should be delighted to tell.

In addition, the world’s most sought-after desserts and confections prove that almonds and chocolate make the perfect pair. It’s where creamy meets crunchy, temptation meets satisfaction and familiar meets unexpected, which explains why:

More than two-thirds of consumers worldwide say they’re more likely to buy chocolate with almonds than without;

Consumers believe the top reasons for adding almonds to chocolate are because they make products crunchier, more nutritious, tastier and higher quality;

And consumers worldwide believe almonds make chocolate more exciting, uplifting, rewarding, comforting and relaxing.

Then there’s that crave-worthy crunch factor. When added to chocolate, almonds’ sensorial, satisfying crunch creates a deliciously multidimensional bite that feels both upscale and impossible to replicate.

Compared to other nuts, global consumers claim almonds are the number one nut that makes chocolate crunchier, but it’s not just any crunch. It’s something special—an almost indescribable quality that elevates any chocolate experience into the extraordinary.

GLOBALLY, ALMONDS WERE THE NUMBER ONE INGREDIENT SELECTED FOR INCLUSION IN CONSUMERS’ IDEAL CHOCOLATE PRODUCT.

FLAVOR. TEXTURE. PERFECTION.

Adding almonds to any chocolate product creates unlimited possibilities in exceptional flavor and tantalizing texture. “Tastes great” is the number one benefit for consumers when choosing a chocolate product, and when compared to other nuts, consumers around the world agree that almonds are the number one nut that makes chocolate tastier. It doesn’t get much more perfect than that.

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NUTRITION: ACCOMPLISHED.

While taste and texture may be king, almonds don’t stop there. They also feed consumers’ desires to make smarter choices when it comes to nutrition. Almonds are the tree nut highest in six essential nutrients, and every crunchy ounce contains antioxidants, protein (6 g), fiber (3.5 g), calcium (75 mg), vitamin E (7.4 mg) and more.

Almonds even boast a heart-healthy halo.* In fact, 81% of consumers say that they’re looking for foods that are heart-healthy¹ and almonds are the number one nut selected by consumers as a good snack that helps their hearts.⁴ With so much goodness—no, greatness—on the inside and out, it’s no wonder almonds and chocolate simply can’t be kept apart.

77% of consumers believe that almonds make chocolate more nutritious.¹

SWEET REWARDS.

It’s easy to see that nothing brings more to chocolate than almonds. It’s a combination that consumers can’t help but melt over, and for good reason too. Almonds add distinctive flavor, crunch and nutrition to any chocolate product, and their premium image and celebrated versatility are just the icing on the chocolate cake, confection or chocolate bar.

So when you’re whipping up your next chocolate masterpiece, make sure almonds have a place in the mix. It’s an inclusion that unleashes food’s greatest potential and the likely result is your greatest success.

To learn more about how much almonds have to offer, visit AlmondBoard.com/FoodProfessionals.

Trust us. You’re in for a sweet surprise.

¹Scientific evidence suggests, but does not prove, that eating 1.5 ounces per day of most nuts, such as almonds, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease. U.S. Dietary Guidelines recommend that the majority of your fat intake be unsaturated. One serving of almonds (28g) has 13g of unsaturated fat and only 1g of saturated fat.

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