

RETAIL DIETITIAN TOOLKIT





UNLEASH THE CRUNCH POWER OF ALMONDS

With their craveable buttery taste and one-of-a-kind crunch, almonds pair perfectly with all kinds of ingredients and come in a variety of forms, like whole, slivered, sliced, chopped, blanched, butter, flour, oil and milk.

Here are our favorite reasons to enjoy almonds:

1. A serving of almonds is one ounce (about 23 almonds), which fits perfectly in a small baby food jar or shot glass.
2. Nearly two decades of research shows that almonds may help maintain a healthy heart.
3. Ounce for ounce, almonds are higher in protein (6 grams), fiber (4 grams), calcium (75 grams) and vitamin E (7.4 milligrams) than any tree nut.
4. Naturally gluten free, almonds deliciously fill in dietary gaps left by special diets.
5. From slivered almonds on cereal to almond butter on toast to refreshing almond milk smoothies, almonds are a versatile and great-tasting way to add crunch and nutrition to any meal.



HOW TO USE THIS TOOLKIT

Almond Board of California's Retail Dietitian Toolkit includes recipes, social media posts, teaching tools, newsletter articles and more—all focused on timely nutrition topics and trends. We invite you to utilize any of these resources in your stores and your community! Read on for tips on how to make the most of your toolkit.

STORE AND TV TALKING POINTS

This section provides interesting information and fun facts about the monthly topic, perfect for sharing at in-store events and during television segments or media interviews.

SOCIAL MEDIA POSTS

Keep your followers up to date by sharing these social media posts, complete with links to recipes and resources on Twitter or Facebook.

NEWSLETTER/CIRCULAR COPY

Include these tips in your local newspaper, on your blog or in your store's newsletter or circular. Be sure to include your contact information, so customers can get in touch directly with their store dietitian for more healthy living advice!

TEACHING TOOL

Are you looking for more resources to share with your community? Almond Board of California has a wealth of free printable nutrition education tools available to share with your customers. Each month highlights a recommended handout that you can find at Almonds.com.

RECIPE

Another great resource at Almonds.com is the Recipe and Snack Center. Here you can find hundreds of recipes developed by the registered dietitians and chefs at Almond Board of California. Each month features a seasonal recipe that is great to share during in-store cooking demonstrations, in your local newspaper, on social media, or in your store's newsletter. And be sure to check out Almonds on Pinterest for new and exciting recipe tips.

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JANUARY SOLUTIONS FOR RESOLUTIONS

STORE AND TV TALKING POINTS

- Chances are, at some time in your life, you've made a New Year's resolution and then broken it. This year, stop the cycle!
- If your resolution is to take better care of yourself and get healthy, you will have a much better year if your resolution sticks. Set a goal that is **SMART**: specific, measurable, attainable, realistic and time-bound.
- Plan ahead. Block off time on your calendar for exercise, or pack your lunch the night before. If you plan ahead, you are making a commitment to yourself to follow through.
- Make small changes like taking the stairs instead of the escalator or parking your car farther from the front door. These are small but simple ways to get more steps in.
- Create a winning combination. Snacks that combine protein, fiber and good fats can help stave off hunger and satisfy you until your next meal. One serving of almonds, or about 23 almonds, contains the crunch power you need to stay on track.



SOCIAL MEDIA POSTS



A weight-wise snack strategy starts with planning! Make this #almond trail mix ahead of time & enjoy it all week. <http://bit.ly/1wgSYUA> #recipe

Need a NY resolution solution? Pack this simple brussels sprout & #almond slaw for lunch tomorrow. <http://bit.ly/1ujHqD4> #recipe



Avoid the vending machine this afternoon and #crunchon something better! These herbed almonds pack a powerful protein (6g) & fiber (4g) punch to keep you full and satisfied. <http://bit.ly/1oHGS9u>

NEWSLETTER/CIRCULAR COPY

Stick to your resolutions for a healthier and happier you. Research shows that snacking on almonds can be a weight-wise strategy.¹ Grab a handful of whole natural almonds or **kick it up with spicy wasabi almonds!**

1. Hull S, Re R, Chambers L, Echaniz A, Wickham SJ. A mid-morning snack generates satiety and appropriate adjustment of subsequent food intake in healthy women. *European Journal of Nutrition* 2014; DOI: 10.1007/s00394-014-0759-z

FILL YOUR PANTRY WITH THESE ESSENTIALS



It's easy to create tasty and nutritious meals when your pantry is packed with the following ingredients. So make sure you fill your cart with these essentials the next time you head to the store.

- ONE POUND BAG OF WHOLE ALMONDS, PLUS ALMOND BUTTER, ALMOND MILK AND ALMOND FLOUR**
Stock up on whole almonds and other almond forms to be used as ingredients. They're perfect for snacking, cooking, baking and more.
- HEART-HEALTHY OILS**
Oils such as canola and olive oil are rich in monounsaturated fat. They add flavor to salad dressings and can be used in essentially any dish from pasta and veggies to fish and chicken.
- CANNED AND DRIED FRUITS**
Canned fruits in their own juice are an easy way to add a serving of fruit to snacks, salad or desserts. Apples, apricots, raisins, dried cherries and cranberries are a quick source of energy and an easy way to add fiber and flavor to your favorite foods.
- LOW-SODIUM CHICKEN OR VEGETABLE STOCK**
Create low-fat soups, sauces and marinades.
- OATMEAL AND OTHER WHOLE-GRAIN CEREALS**
A filling breakfast and a great way start to your day. Top with almonds to add some extra crunch.
- CANNED OR DRIED BEANS**
A favorite way to add fiber and protein to any salad, soup or dip.
- NO-SALT-ADDED CANNED TOMATOES**
A perfect ingredient for soups, sauces, pasta and salsas.
- WHOLE-WHEAT PASTA, WHOLE-WHEAT COUSCOUS AND QUINOA**
A simple way to add fiber to your staple menu items. As a main dish or side, these foods will add flavor and nutrition to your meals.

ESSENTIALS JUST FOR ME:

Go to Almonds.com for the printable file.
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TEACHING TOOL

For more information on weight management, share our Pantry Essentials handout to guide customers on how they can set up their pantries for healthy and nutritious meals.

WASABI ALMONDS

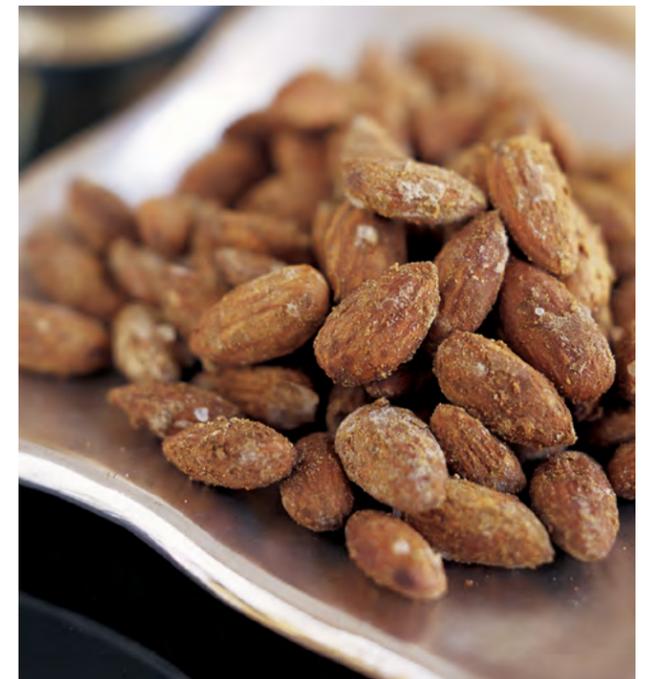
Serves: 16
 1 egg white
 1 tablespoon water
 1 pound (3 cups) whole natural almonds
 2 tablespoons wasabi powder
 2 teaspoons coarse salt
 2 teaspoons cornstarch

- Preheat oven to 275°F. Line a rimmed baking sheet with greased foil or parchment paper.
- Whisk egg white and water together until foamy. Add almonds and toss to coat. Transfer to a strainer; toss gently and let drain. Stir together wasabi powder, salt and cornstarch in a large bowl. Add almonds and toss to coat.
- Spread almonds on baking sheet in a single layer, and bake 30 minutes. Gently stir, lower temperature to 200°F and continue baking 20 more minutes. Let cool completely before serving.

Each serving contains 157 calories, 13g total fat, 1.3g saturated fat, 4g protein.



Pin this recipe and many others from almonds.com/consumers/recipe-center.



FEBRUARY

AMERICAN HEART MONTH

NATIONAL ALMOND DAY

STORE AND TV TALKING POINTS

The number of Americans with heart disease continues to increase. The good news is there are several things you can do to keep your heart healthy and reduce your risk.

- Focus on good fats—mono- and polyunsaturated fats found in almonds, avocados, canola and olive oils, as well as omega-3 fatty acids found in fish—instead of saturated fats to maintain healthy cholesterol levels.
- Fill up on fiber from fruits, vegetables, whole grains, nuts and beans to keep you satisfied.
- Season with spices instead of salt to decrease your sodium intake and maintain healthy blood pressure.

National Almond Day

Need an excuse to go nuts?
February 16 is National Almond Day!

- Celebrate with an antioxidant-rich snack mix of whole natural almonds, dark chocolate chips and dried cherries.

FEBRUARY 16



SOCIAL MEDIA POSTS



Heart your cart w/ foods that will reduce your risk of CVD like #almonds, beans, fresh fruits & veggies.
<http://bit.ly/1GMJnxf> #recipe

Celebrate National Almond Day with these delicious snack recipes! We are eyeing the cinnamon-glazed #almonds. <http://bit.ly/1sAFZM4>



Have you heard of the Mediterranean Diet? It is an eating pattern that emphasizes a plant-based diet with fruits, vegetables, whole grains, olive oil, beans and nuts as well as fish at least twice a week. Try this fresh

Mediterranean Barley Almond Salad and start reaping the benefits today. <http://bit.ly/10WutDw>

NEWSLETTER/CIRCULAR COPY

If you're looking for a way to show your heart some love, the Mediterranean Diet might be right for you. The Mediterranean Diet emphasizes a plant-based diet with fruits, vegetables, whole grains, olive oil, beans and nuts, as well as fish at least twice a week. The focus of the diet isn't on limiting total fat consumption, but rather on choosing good types of fat. Swap saturated fats, like those found in solid fats, for mono- and polyunsaturated fats found in salmon, almonds and olive oil.

SHOW YOUR HEART SOME LOVE
SET GOALS FOR HEART HEALTH

WHAT ARE MY RISK FACTORS FOR HEART DISEASE?

MY TOTAL CHOLESTEROL:
200 DESIRABLE | BORDERLINE | 240 HIGH

MY LDL CHOLESTEROL:
100 DESIRABLE | BORDERLINE | 160 HIGH

MY HDL CHOLESTEROL:
60 DESIRABLE | BORDERLINE | 40 LOW

MY TRIGLYCERIDE LEVEL:
100 DESIRABLE | BORDERLINE | 200 HIGH

MY BLOOD PRESSURE:
120/80 DESIRABLE | BORDERLINE | 140/90 HIGH

MY WAIST CIRCUMFERENCE:
DESIRABLE: WOMEN<35" MEN<40"

MINUTES OF ACTIVITY PER DAY:

PHYSICAL ACTIVITY:
145 MINUTES DESIRABLE | BORDERLINE | 110 MINUTES LOW

MY GOALS FOR HEART HEALTH MY DIET:

- I will focus on including more nutrient-rich foods in my diet. Important nutrients to incorporate include potassium, omega-3 fatty acids, dietary fiber and antioxidant vitamins C, E and A from food sources.
- I will aim to replace saturated fats with plant-based or unsaturated fats like monounsaturated and polyunsaturated fats.
- I will aim to flavor my foods with low-sodium seasonings and/or herbs and spices.
- I will keep my appetite in check by choosing satisfying snacks that contain protein and fiber. A great snack idea is 1/2 cup of unsalted popcorn mixed with 1 tablespoon of raisins and 1/4 cup of toasted almonds.

MY LIFESTYLE:

- I will move more. (I will talk to my healthcare provider before starting a new exercise program.)
- I will regularly visit my healthcare provider to ensure that my risk factors are being monitored.
- I will maintain a healthy weight.

Visit almonds.com to find more information on how including almonds as part of a diet low in saturated fat can help maintain healthy cholesterol levels and a healthy heart.

References:
Heart Disease: <http://www.heart.org>
American Heart Association: <http://www.heart.org>
American Heart Association: <http://www.heart.org>

California almonds
#almonds.com

TEACHING TOOL

For more information about making better food choices to promote a healthy heart, see our Show Your Heart Some Love handout and help your customers set goals for heart health.

MAPLE BAKED SALMON WITH CHOPPED ALMONDS

Serves: 16

- 4 skinless, salmon fillets (each fillet should be approximately 3 ounces)
- 1/2 cup almonds, coarsely chopped
- 1/4 cup maple syrup
- 1/4 cup orange juice
- 2 tablespoons fresh, lemon juice
- 2 tablespoons light, soy sauce
- 2 cloves garlic, crushed

- Preheat the oven to 425°F.
- Line an 8-inch (20 x 20 cm) square baking pan with parchment paper. Place the four salmon fillets in pan leaving 1/2 inch between pieces.
- Chop the almonds by hand or use a handheld blender. (It only takes a few seconds with a handheld blender.) Distribute the chopped almonds evenly on top of the fillets.
- In a small bowl, mix together the maple syrup, orange juice, lemon juice, soy sauce and crushed garlic. Use a spoon to gently baste the marinade over the top of each fillet. Bake salmon for about 15 to 20 minutes or until fish is just done.
- While the fish is baking, baste top with marinade at least once or twice. When removing fish from the pan, leave the leftover marinade behind and discard. Serve the fish with brown rice and a green salad or vegetables.

Each serving contains 260 calories, 15g total fat, 2.4g saturated fat, 21g protein, 11g carbohydrate, 54mg cholesterol, 187mg sodium, 45mg calcium, 446mg potassium, 2.3mg vitamin E.



Pin this recipe and many others from almonds.com/consumers/recipe-center.



MARCH

NATIONAL NUTRITION MONTH® REGISTERED DIETITIAN DAY

STORE AND TV TALKING POINTS

- March is National Nutrition Month® and this year's theme is "Bite into a Healthy Lifestyle." National Nutrition Month® offers an opportunity to put a spotlight on healthy eating and achieve your health goals.
- Planning is key when it comes to formulating healthy eating patterns. Take some time on Sunday to sketch out a menu for the week and create a shopping list for your grocery trip. This will save you the stress of trying to figure out what to cook on a busy weeknight.
- Keep smart snacks handy. Whether this means chopping up fresh fruits and vegetables at the beginning of the week or pre-portioning nuts or popcorn into to-go baggies, these better-for-you options become an automatic when you are on the run!
- You've heard it a million times—breakfast is the most important meal of the day! Yet many people tend to skip or skimp on breakfast. If your mornings are rushed, try making breakfast a cinch with things you can take on the go: homemade breakfast bars; fruit, nut and yogurt parfaits; or trail mixes are great options that you can make ahead of time.

Registered Dietitian Nutritionist Day

RDNs are the food and nutrition experts who can translate the science of nutrition into practical solutions for healthy living.

- Use this as an opportunity to explain how RDNs can be a valuable resource in your supermarket.

SOCIAL MEDIA POSTS



Happy Registered Dietitian Day and thank you to all the dietitians who help make healthy eating fun and easy! #RDNDay

Celebrate National Nutrition Month® with this colorful fresh spring salad and #almond spinaigrette.
<http://bit.ly/1xJ4zPA> #recipe



March is National Nutrition Month® and we want to know: How will you bite into a healthy lifestyle? We're biting into this colorful fresh spring salad with an almond spinaigrette. Packed with crisp spinach leaves and hearty red potatoes and asparagus, this salad makes a great meal that will fill you up without weighing you down. Yum!
<http://bit.ly/1xJ4zPA>

NEWSLETTER/CIRCULAR COPY

If you're looking for a way to show your heart some **March is National Nutrition Month®**, a time to focus on developing sound eating and physical activity habits. Making small changes, like starting your day with breakfast, packing healthy snacks and making a smarter shopping list, can help you be on your way to a healthier and happier you! And, if you're looking for a little extra guidance on your health journey, consider contacting a registered dietitian nutritionist. Registered dietitians are a handy resource for food and nutrition expertise and can help you set and achieve nutrition goals. For more information, contact *[insert local store dietitian name here]* at *[insert contact information here]*.



NAVIGATING THE FOOD LABEL

The food label is your road map to navigating food choices. By learning how to read and use food labels, you can make educated decisions about the foods you buy and eat.

To make the best decisions about your food, there are two main things to pay attention to on the label: **servings size** and **nutrient content**.

SERVING SIZE

Look at the serving size to find out what portion of the food is considered one serving. This is easy to overlook but is key to understanding the overall nutritional profile of your food.

CALORIES

Try to consume foods that pack the most nutrients per calorie. This helps you stay within your recommended calorie level while maximizing your nutrient intake.

FAT

Look for foods with a total fat content composed mostly of monounsaturated and polyunsaturated fats, which help to promote a healthy heart.

FIBER

Fiber is a form of carbohydrate that helps you feel fuller longer and can aid in digestive health. Aim to fill your shopping cart with foods that will help you reach your recommended 25-28 grams of fiber for women and 35-34 grams for men.

PROTEIN

Protein helps to satisfy your hunger longer and fuels your muscles throughout the day. Include foods such as beans and peas, lean meats, low- or nonfat dairy foods, almonds and other nuts in your meals and snacks.

Nutrition Facts	
Serving Size 1 ounce (28g) or about 23 almonds	
Amount Per Serving	
Calories 100 <small>Calories from Fat 130</small>	
% Daily Value*	
Total Fat 14 g	22%
Saturated Fat 1 g	5%
Polysaturated Fat 3.5 g	
Monounsaturated Fat 9 g	
Cholesterol 0 mg	0%
Sodium 0 mg	0%
Potassium 200 mg	6%
Total Carbohydrate 6 g	2%
Dietary Fiber 4 g	12%
Sugars 1 g	
Protein 6 g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%
Vitamin E 35%	Folate 2%
Magnesium 20%	Phosphorus 15%

*Percent daily values are based on a diet of 2,000 calories a day.



PUT YOUR KNOWLEDGE TO ACTION

In order to include food label all-stars that meet the 2010 Dietary Guidelines for Americans recommendations, stock your kitchen and pantry with low- or nonfat dairy foods, lean proteins and beans, whole grains, almonds and other nuts, fresh fruits and vegetables.

Aim to create breakfast options and snacks that include a combination of protein, healthy fats and fiber to give you the perfect start and keep you going throughout the day.

Here are a few delicious and nutritious ideas that can be made with staples that may already be in your pantry or fridge.

BREAK BREAKFAST BOREDOM

- Oatmeal with almonds and dried fruit
- Whole-grain toast with almond butter and banana slices
- Greek-style yogurt topped with crunchy high-fiber cereal, sliced almonds and fresh fruit
- Toasted whole-grain waffle topped with cottage cheese, sliced almonds and cinnamon

SENSATIONALIZE SNACK TIME

- Fresh apple slices with almond butter
- Super smoothie made with almond milk, 1 tablespoon of almond butter and fresh or frozen fruit
- Trail mix made with a combination of whole and slivered almonds, dried fruit and your favorite whole-grain cereal



TEACHING TOOL

To help your customers make smart decisions about the food they buy in stores, share this Navigating the Food Label handout for useful tips and tricks for reading food labels.



POWER-PACKED ALMOND MAPLE GRANOLA

- 3 tablespoons unsalted butter
- 3/4 cup maple syrup
- 2 tablespoons honey
- 2 cups oats
- 1/2 cups slivered almonds
- 1/4 cup chopped dried apricots
- 1/4 cup roasted and salted sunflower kernels
- 1/4 cup roasted and salted pumpkin seeds

- Preheat oven to 350°F and line a rimmed cookie sheet with parchment paper.
- Combine butter, maple syrup and honey in a small saucepan and cook over medium heat until butter is melted but not boiling. Remove from heat.
- Combine the remaining ingredients in a medium-sized mixing bowl. Pour in the butter mixture and stir to combine.
- Spread onto the prepared cookie sheet, bake for 12 to 15 minutes, stirring after 7 minutes. Remove from the oven and cool.
- Enjoy as a snack or with yogurt and fresh fruit. Store in an airtight container.

Each serving contains 330 calories, 15g total fat, 4g saturated fat, 8g protein, 7g carbohydrate, 10mg cholesterol, 60mg sodium, 59mg calcium, 37mg potassium, 3.4mg vitamin E.



Pin this recipe and many others from almonds.com/consumers/recipe-center.



APRIL

SPRING CLEAN YOUR EATING HABITS

STORE AND TV TALKING POINTS

- Winter is over and spring is here! We all remember to spring clean our houses, but have you thought about spring cleaning your diet? With so many fresh fruits and vegetables available, spring is a great time to clean up your diet and focus on healthier eating habits.
- Choose colorful produce to incorporate a variety of nutrients into your meals. Mix some fresh berries into a green salad and top with slivered almonds for a sweet and crunchy meal. Or create a savory pasta salad with whole-wheat noodles, diced asparagus and tomatoes and a zesty vinaigrette.
- Swap refined grains for whole grains like brown rice, whole-wheat pasta or quinoa. Whole grains are typically higher in filling dietary fiber than refined grains, and when eaten as part of a healthy diet, may help with weight management and help reduce the risk of heart disease.
- Focus on mono- and polyunsaturated fats, like those found in salmon, avocados, olive oil and nuts. Replacing saturated fats in your diet with these good fats may help improve cholesterol levels.



SOCIAL MEDIA POSTS



We love fresh spring produce! Broccoli, chives, red peppers and more—try this #recipe to get your veggies in today!
<http://bit.ly/1qgD93J>

Spring cleaning doesn't only apply to your attic! Spring clean your pantry and be sure to stock these healthy essentials for nutritious meals.

<http://bit.ly/14Bdqsz>



Spring has sprung and with it comes a whole slew of fruits and vegetables! Take advantage of the spring's finest with this Farmer's Market Vegetable Salad recipe, featuring juicy tomatoes, green beans, sweet corn and almonds. <http://bit.ly/1zxiit2>

NEWSLETTER/CIRCULAR COPY

Spring is a great time to focus on healthy living!

Fill your refrigerator with fresh, seasonal fruits and vegetables for tasty and nutritious meals.



ACHIEVING A HEALTHY + HAPPY WEIGHT



Reaching and maintaining a healthy weight is one important piece of the puzzle for your overall health and well-being. Being overweight or obese increases the risk of developing serious health problems, including heart disease, high blood pressure, type 2 diabetes and certain types of cancer. Maintaining a healthy weight not only reduces your risk for these health problems, it can also help you have more energy, which will help improve your overall quality of life. These simple tips can help you reach your weight and healthy lifestyle goals.

PLAN AHEAD
Block off time on your calendar for exercise, prepare healthy meals for the week over the weekend, or pack your lunch the night before. If you plan ahead, you are making a commitment to yourself to follow through.

MUNCH MINDFULLY
Successful weight management starts with being mindful at meal and snack times. Sitting down for a meal instead of eating on the go, savoring each bite and turning off the TV during meals are all examples where you can practice mindfulness and really focus on the enjoyment of food. You can also look for cues that you may be getting full—putting down your fork, taking a deep breath or feeling satisfied with what you've eaten.

FIND YOUR HAPPY WEIGHT
How you feel about your weight is perhaps even more important than what the scale says. Ideal weight charts may not tell the whole story, so it's important to listen to your body and find a weight that you can maintain comfortably as part of a healthy, active lifestyle.

CREATE A WINNING COMBINATION
Meals and snacks that combine protein, fiber and good fats can help stave off hunger and satisfy you until your next meal.

WINNING SNACKING COMBINATIONS
Avocado + Whole-Wheat Toast + Hot Sauce
Cottage Cheese + Slivered Almonds + Mixed Berries
Baked Apple + Almond Butter + Granola
Edamame Hummus + Snap Peas + Whole-Wheat Pita Bread
Scrambled Egg + Spinach + Feta Cheese
Frozen Raspberries + Almond Milk Blended into a Smoothie*



california almonds
Almonds.com

TEACHING TOOL

For more information on spring cleaning your diet, share our Achieving a Healthy and Happy Weight handout to guide customers to smart meal and snack options in your store.



WILD RICE RISOTTO WITH ALMONDS + SPRING VEGETABLES

- 4 cups low-sodium chicken or vegetable broth
- Salt to taste
- 1/2 teaspoon pepper
- 3 tablespoons butter or olive oil
- 2 cloves garlic, minced
- 1 leek (white and light green part only), trimmed and diced
- 1 cup brown rice
- 1/2 cup wild rice
- 1 (2 1/4 ounces) package baby carrots, diced (about 2/3 cup)
- 8 stalks asparagus, trimmed and cut into 1-inch pieces
- 3/4 cup fresh or thawed frozen peas
- 1 cup sliced almonds, roasted

- Heat broth, salt and pepper in a saucepan over medium heat and bring to a low simmer. Reduce heat to low. Heat butter or olive oil in a large skillet on medium heat. Add garlic and leek and cook until soft, about 4 minutes. Stir in rice and carrots, coating them with butter or oil.
- Turn heat to medium-low. Stir in hot broth, one cup at a time, waiting for rice to absorb liquid before adding more. This will take 30 to 35 minutes. Add asparagus and peas when about one cup of broth is left.
- Stir in almonds just before serving, so they stay crunchy.

Each serving contains 354 calories, 16g total fat, 1.9g saturated fat, 17g protein, 9g carbohydrate.



Pin this recipe and many others from almonds.com/consumers/recipe-center.



MAY

MEDITERRANEAN DIET MONTH HIGH BLOOD PRESSURE EDUCATION

STORE AND TV TALKING POINTS

May is Mediterranean Diet Month. Research has shown remarkable health benefits to the Mediterranean style of eating, including reduced risk of cardiovascular disease and lower total mortality rates! Here are five easy ways to incorporate Mediterranean eating into your everyday life.

1. Focus on good fats. Replace saturated fats with olive oil and other unsaturated fats (like canola oil), try avocado instead of mayo on sandwiches and snack on almonds instead of chips or pretzels.
2. Increase plant-based foods, including a variety of fruits and vegetables, whole grains, legumes and nuts.
3. Get your protein the Mediterranean way and opt for eggs, poultry and fatty fish like salmon or tuna.
4. Leave the salt shaker off the table and season your foods with herb and spices like garlic, oregano and cinnamon.
5. Enjoy low-fat dairy products (plain yogurt, feta cheese, parmesan cheese, 1% milk).

1. Salas-Salvadó J, Fernández-Ballart J, Ros E, et al. Effect of a Mediterranean diet supplemented with nuts on metabolic syndrome status. *Arch Intern Med.* 2008;168:2449-2458.

SOCIAL MEDIA POSTS



Eat the Med way every day and enjoy heart-health benefits! Our favorite way? This creamy almond butter hummus. <http://bit.ly/11DOgYF>

Show your heart some love and swap your traditional date-night dinner for this almond-crusted salmon.

<http://bit.ly/1xdsUdu> #recipe



Looking for an easy way to incorporate Mediterranean eating into your everyday life? You can reap the health benefits with this colorful Quinoa Salad #recipe. Enjoy as a side dish for dinner and bring leftovers to lunch the next day! <http://bit.ly/1xzNCZ3>

NEWSLETTER/CIRCULAR COPY

May is High Blood Pressure Education Month.

Adopting a healthy lifestyle is essential in maintaining heart health. Enjoying regular physical activity, following a nutrition eating plan that is low in sodium and rich in fruits and vegetables, and managing stress are all great preventative measures you can take.



TAKE THESE TIPS TO HEART

The number of Americans with heart disease continues to increase. The good news is there are several things you can do to help keep your heart in shape.

BOOST THESE:
Balance your diet with rich sources of the nutrients below.

- **Good Fats:** Focus on monounsaturated fats and polyunsaturated fats found in almonds, avocados, and canola and olive oils, as well as omega-3 fatty acids from fatty fish. Replacing saturated fats in your diet with unsaturated fats may help improve cholesterol levels. Just one ounce of almonds contains 13 grams of unsaturated fat, only 1 gram of saturated fat and absolutely no cholesterol!
- **Fiber:** Most Americans don't get enough; aim for 25 grams daily from whole fruits and vegetables, whole grains, nuts and beans.
- **Antioxidants:** Fruits and vegetables are some of the best sources! Eat a variety of colorful produce to maximize your intake of antioxidants, which include vitamins A, C and E. Almonds are also an excellent source of vitamin E, providing 7.4 mg per ounce (35% DV).

CUT BACK ON THESE:
What you don't eat may be just as important as what you do eat. Strive to make the healthier choice the majority of the time.

- **Sodium:** Aim for less than 1,500 milligrams daily. Limit fast food and restaurant food to help keep your sodium intake under control. In the kitchen, use herbs, garlic and onions to boost flavor without salt.
- **Saturated Fats:** Switch to low- or nonfat dairy or almond milk and choose fish or lean meat options. Keep fried foods, baked goods and pastries to a minimum.
- **Added Sugars:** Too much added sugar can raise triglyceride levels. Cap sugar-sweetened beverages to 36 ounces a week, and be mindful of sugar-stocked cereals and yogurt.

GET THE GOOD STUFF
Almonds are a heart-smart, nutrient-rich snack* with a powerful crunch that gives you long-lasting energy and natural goodness in every handful. Every one-ounce serving of almonds (about 23) provides protein (6g) and fiber (4g) and is an excellent source of vitamin E (7.4g) and magnesium (76mg). With these nutrients on your plate, you can enjoy each bite knowing that you are helping your heart.

*Scientific evidence suggests, but does not prove, that eating 13 ounces of almonds, with no almonds, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease. One serving of almonds (28g) has 13g of unsaturated fat and only 1g of saturated fat.

TEACHING TOOL

For more information on maintaining heart health through your diet, share our Take These Tips to Heart handout to help customers focus on the good stuff in the grocery store



WILD MUSHROOM + ALMOND TAPENADE

8 ounces assorted wild mushrooms, washed, dried, trimmed, minced
2 shallots, minced
3 tablespoons extra-virgin olive oil
1/2 cup (2 ounces) slivered almonds, roasted
3 tablespoons capers
1/2 cup pitted Kalamata olives
1 clove garlic, crushed
2 teaspoons red wine vinegar
2 tablespoons chopped fresh parsley
Salt and freshly ground black pepper, to taste

- Mince mushrooms and shallots with a knife or in a food processor.
- Warm olive oil over medium heat in a medium nonstick skillet. Add mushrooms and shallots when the oil is hot but not smoking; cook, stirring often, until mushrooms are very tender and still a bit moist, about 10 minutes. Stir occasionally.
- In the meantime, place almonds, capers, olives and garlic into the bowl of a blender or food processor and pulse until very finely minced. Let mushrooms and shallots cool for at least five minutes, then stir in olive mixture. Stir in vinegar and parsley. Season to taste with salt and pepper. Serve warm or cold.

Each serving contains 71 calories, 7g total fat, 0.8g saturated fat, 2g protein, 2g carbohydrate.



Pin this recipe and many others from almonds.com/consumers/recipe-center.



JUNE

NATIONAL MEN'S HEALTH MONTH

STORE AND TV TALKING POINTS

- Celebrate Men's Health Month and take daily steps to be healthier and stronger. Take a bike ride, throw the football, lay off the salt shaker and try more veggies. There are many easy things you can do every day to improve your health and stay healthy.
- Did you know insufficient sleep is associated with a number of chronic diseases, including diabetes, cardiovascular disease, obesity and depression? The National Sleep Foundation recommends aiming for seven to nine hours of sleep each night.
- Move more! Adults need at least two and a half hours of moderate-intensity physical activity each week. But you don't have to do it all at once! Make small changes like taking a brisk walk after dinner, opting for the stairs instead of the elevator and parking your car farther from the front door to move more.
- You can make a few smart swaps in your diet to achieve a healthier you. Hungry at work? Opt for nuts, such as almonds, instead of chips, or have a piece of fruit instead of a cookie.

SOCIAL MEDIA POSTS



Real men load up on fruits & veggies!
Eat healthy this June with
Lemon Herb Artichoke Hearts.
<http://bit.ly/1xL7Osb> #recipe

Listen up, guys! Healthy doesn't have to be boring!
Try these cinnamon-glazed almonds and spice up
snack time. <http://bit.ly/1Fa5t9k>



Men's Health Month calls for some serious
action! Make health a priority! Choose lean
meats like this Cherry, Almond and Wild
Rice Stuffed Pork Loin and decrease your
saturated fat intake without sacrificing flavor.
<http://bit.ly/1zKFeFa>

NEWSLETTER/CIRCULAR COPY

Men's Health Month is a time to encourage men to make
prevention a priority. Many health conditions can be
prevented through a healthy diet and exercise. Almonds
are a great snack for many guys' busy and active
lifestyles. They combine crunchy and satisfying taste
that will **keep you full between meals!**

SNACKING JUST GOT SMARTER

Snacking has become nearly universal behavior—according to data from national consumer surveys, 97% of Americans are snacking at least once a day, and the proportion of consumers reporting that they eat three to four snacks a day nearly doubled from 24% in 2009 to 43% in 2012. In the midst of high-calorie, low-nutrient options, the right snack choice can make all the difference for your health.

SNACK SMART TO MEET YOUR GOALS

Whether you are striving to lose weight, manage diabetes or simply make healthier choices, you can move the needle from mindless munching to successful snacking by putting these tips into practice. A handful of almonds (about 23) provides a delicious combination of hunger-fighting protein (6g), filling fiber (4g) and good* fats for a convenient snack with a satisfying crunch.

In fact, a study conducted by researchers from the United States Department of Agriculture (USDA) provides a new understanding of almonds' calorie count, showing that whole almonds provide about 20% fewer calories than originally thought! While the composition of almonds hasn't changed, researchers used a new method of measuring the calories actually digested and absorbed from almonds. Further research is needed to better understand how this technique could potentially affect the calorie count of other foods.

PRACTICE MAKES PERFECT

Put smart snacking into action with these handy tips:

- **Choose wisely:** Select snacks that will fill nutrient gaps; avoid snacks that may be low-calorie or low-fat* but devoid of nutrients.
- **Drink up:** Staying hydrated is just as important as fueling your body consistently; stick to hydrating low-calorie beverages like still or sparkling water or iced tea for the bulk of your fluid needs. Add a splash of 100% fruit juice for flavor.
- **Timing is everything:** Don't wait too long between meals; it could lead to overindulging later.
- **Keep it convenient:** Make healthy snacks visible and accessible; you'll be more likely to grab them when hunger strikes.
- **Portions matter:** Too much of a good thing can still be too much; stick to appropriate portion sizes.
- **Plan ahead:** Whether it's keeping the car, desk or travel bag stocked, planning ahead can save time and keep you on track.

*U.S. Dietary Guidelines recommend that the majority of your fat intake be unsaturated. Scientific evidence suggests, but does not prove, that eating 12 sources 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 of almonds (28g) has 16g of unsaturated fat and only 1g of saturated fat.

1. Hamay C, Probst BM. J Nutr 2010; 140: 329-332
2. IR. State of the Snacking Industry Report, 2012
3. Novotny TE, Galbraith SK, Bauer DJ. Discrepancy between the Atwater factor predicted and empirically measured energy values of almond in human diets. Am J Clin Nutr 2012; 96(2):296-301.

california almonds
Almonds.com

TEACHING TOOL

For more information on making almonds a part of a healthy man's snacking routine, share our Snacking Just Got Smarter handout.



BEER + BACON-GLAZED ALMONDS

Cooking spray
1 cup brown sugar
4 slices bacon, chopped
1/3 cup beer (any type)
1 tablespoon salt
Black pepper to taste
1 1/2 cups whole almonds
2 cups sliced almonds

- Preheat oven to 350°F.
- Line a rimmed baking pan with foil; spray foil with nonstick cooking spray and set aside. Place brown sugar, bacon, beer, salt and pepper in a medium saucepan and bring to a boil over medium heat. Boil for 10 minutes stirring often. Pour in both types of almonds and stir well to coat all of the almonds.
- Spread almond mixture in an even layer on baking pan and bake for 15 to 18 minutes.
- Remove from oven and spread onto a sheet of aluminum foil while still warm (breaking apart any large clumps). Allow mixture to cool to room temperature and store in a closed plastic container at room temperature for up to three days.

Each serving contains 210 calories, 13.8g total fat, 1.2g saturated fat, 5.9g protein, 18g carbohydrate, 1.8mg cholesterol, 509mg sodium, 79mg calcium and 327mg potassium.



Pin this recipe and many others from almonds.com/consumers/recipe-center.



JULY

HEALTHY GRILLING+

SUMMER BBQ

STORE AND TV TALKING POINTS

- Nothing says summertime like a backyard BBQ! Did you know you can still balance your plate and enjoy your favorite summertime foods? Fill about a quarter of your plate with lean protein like grilled chicken; next, pile on the fresh summer fruits and vegetables, and complete your plate with whole grains.
- Grilling doesn't have to be exclusively for meat-eaters. Try vegetarian versions of your favorite burgers that use plant-based proteins like beans, nuts or whole grains.
- Don't forget to have fresh summer snacks on hand this summer. Try a DIY trail mix with whole natural almonds, dried fruit and dark chocolate chips for a sweet and satisfying crunch.

SOCIAL MEDIA POSTS



When the weather is hot, it pays to sip something cold. This Raspberry Almond Smoothie is a perfect way to cool off. <http://bit.ly/1yvbCeQ>

Cheers to the red white and blue! Celebrate Independence Day with this patriotic Honey Almond Cream & Berries. <http://bit.ly/1y9i3FK>



Whether you're looking for a new BBQ favorite or a simple summer lunch, you can take advantage of the seasonal produce with this bright and delicious Almond & Parsley Pesto #recipe. <http://bit.ly/1hJ0I13>

NEWSLETTER/CIRCULAR COPY

Summertime is a great time to get out and grill out! You can make a simple and flavorful marinade for chicken, ribs or vegetables by combining almond butter, maple syrup, soy sauce, garlic, ginger and balsamic vinegar.



20 DELICIOUS WAYS TO ENJOY ALMONDS EVERY DAY

No other nut or even other food can compare to almonds. With their craveable, buttery taste and one-of-a-kind crunch, almonds pair perfectly with all kinds of other ingredients and come in a variety of forms, like whole, sliced, sliced, chopped, blanched, butter, flour, oil and milk. These tips and tricks aim to help you go beyond the usual handful to use almonds in new ways.

- 1 Substitute almond flour for bread crumbs when frying or baking meat, vegetables or other foods.
- 2 Add almond butter to your favorite hot breakfast cereal for a burst of flavor and 6g of protein per serving.
- 3 Mix almond butter into a spicy dish to tame the spice.
- 4 Make homemade almond milk. Soak 1 cup of almonds uncovered in water for 1-2 days, drain and discard the soaking water, rinse the almonds, and blend them on high with 2 cups of fresh water. Strain well using cheesecloth, and add a little vanilla, sweetener or cinnamon. Store refrigerated for up to 2 days.
- 5 Repurpose the ground almonds left over from the homemade almond milk as a thickening agent in soups and stews.
- 6 Blend almond milk into your smoothie or coffee drink for a creamy, nutty taste with no cholesterol.
- 7 Substitute up to 50% almond flour to add a deliciously nutty flavor to cakes, cookies, muffins and other baked goods.
- 8 Try making almond tea for a uniquely creamy hot beverage. Oven roast 1 cup blanched almonds at 375°F for 15 minutes (until they're medium brown), stirring occasionally. Carefully transfer them to a blender, and blend them on high speed with 2 cups of water. Strain out the solids, heat, and add sweetener and spices such as cinnamon and cardamom.
- 9 Make your own almond butter by placing 2 cups of natural or roasted almonds in a food processor and blending for 20-30 minutes, stopping and scraping down the bowl as necessary. It takes a while, but the resulting butter will be smooth and creamy.
- 10 Try a savory almond butter sandwich with sliced cucumber, tomato, greens and sprouts.
- 11 Reach for almond flour when you need a great gluten-free topping for your favorite fruit crumble.
- 12 Add some chopped, toasted almonds to whole-grain recipes to bring out the nutty flavor of the grain.
- 13 Save time and create a scrumptious snack mix for the week with whole almonds, golden raisins, dried figs and dark chocolate chunks.
- 14 Pair almonds with a piece of fruit for the perfect snack combination to help you power through your day with protein (6g per serving), carbs and good fats.*
- 15 Try almond oil in salad dressings; it provides a signature light and nutty flavor.
- 16 Replace bread crumbs with almond flour for an excellent, gluten-free flavor enhancer for crab cake, meatloaf and meatball recipes.
- 17 Try topping a creamy vegetable soup with a sprinkle of roasted, sliced natural almonds for crunch and flavor.
- 18 Upgrade your movie snack. Toss whole, roasted almonds and grated Parmesan cheese into your popcorn.
- 19 Toss 2-3 cups of almonds with a beaten egg white before tossing them with salt or spices and roasting—the egg white helps the spices adhere to the almonds.
- 20 Stir almond milk into soups for a rich-tasting but heart-smart result.

*One serving of almonds (28g) has 11g of unsaturated fat and only 1g of saturated fat.

TEACHING TOOL

For more information on making almonds a part of your customers' summer routines, check out our 20 Delicious Ways handout.



STICKY ALMOND RIBS

Cooking spray

Rack of ribs

1/2 cup almond butter

1/2 cup pure maple syrup

1/4 cup soy sauce

3 garlic cloves, crushed

1 tbsp grated fresh ginger

1 tbsp balsamic vinegar

1/4 tsp dried red pepper flakes

- Preheat the oven to 325°F.
- Place the rack of ribs on a rimmed baking sheet and sprinkle with salt and pepper; cover tightly with foil. Bake for 2 1/2 hours, until the meat is very tender.
- Meanwhile, in a small bowl, stir together the almond butter, maple syrup, soy sauce, garlic, ginger, balsamic vinegar and red pepper flakes.
- Uncover the ribs and preheat the grill to high, or turn the oven up to 400°F. Brush the ribs generously with sauce and grill for 10 minutes or bake for 20 minutes, brushing again with sauce halfway through the cooking time, until the ribs are well-coated, dark and sticky.
- Cut into individual ribs and serve immediately. Note: To prepare these ahead, the ribs can be roasted then cooled and refrigerated for up to 48 hours before proceeding with step four.

Each serving contains 221 calories, 14g total fat, 3g saturated fat, 7g protein, 18g carbohydrate, 1g fiber, 462mg sodium, 238mg potassium.



Pin this recipe and many others from almonds.com/consumers/recipe-center.



AUGUST

BACK TO SCHOOL

NATIONAL TRAIL MIX DAY

STORE AND TV TALKING POINTS

- Back to school is around the corner! Don't be caught empty-handed; there are a number of healthful snack supplies you can keep on standby that will please adults and kids alike.
- **97% of Americans report eating at least one snack each day, and 40% report consuming three to four snacks per day.**¹
- Over half of us are snacking more than once a day, especially our children? Children are snacking an average of 2.8 times per day, so it's important to make those snacks count!
- The best brown bag lunches and snacks combine protein, fiber and good fats to give you long-lasting energy and nutrition. A perfect nutrition-packed snack example is trail mix.

1. Piernas C, Popkin BM. *J Nutr* 2010; 140:325-332.
2. NPD Group.

National Trail Mix Day

Combine whole almonds with your choice of dried fruit, dark chocolate chips and pretzels, whole-grain cereal or low-fat granola!

- Trail mix is a smart snack choice because it's satisfying and portable. Make a big batch and portion out servings for the family to make it easy to keep smart snacks on hand in your car, gym bag and whenever you're on the go.

SOCIAL MEDIA POSTS



Celebrate National Trail Mix day this week! Pick up a prepared mix at your local grocery or make your own. <http://bit.ly/1o7Ob8t> #recipe

Not a cook? Not a problem. Throw together a nutrient-packed snack for Nat'l Trail Mix Day with this simple recipe. <http://bit.ly/1o7Ob8t>



We are big fans of trail mix! Believe us; you'll want some of this goodness, too. Celebrate National Trail Mix Day with us and make a batch. <http://bit.ly/1qfpwAU>

NEWSLETTER/CIRCULAR COPY

Looking for a snack with staying power? Fill a bowl with trail mix and spiced or whole almonds for a satisfying option.



SNACKING GUIDE



SNACKING TO LOSE WEIGHT
If you're snacking for a slimmer waistline, learning how to snack smart can be the difference between seeing the numbers on the scale rise or fall. Common snacking mishaps include eating snack foods high in fat and sugar that only provide empty calories and not keeping an eye on portion sizes. The best snacks fill nutrient gaps in your diet; in fact, choosing snacks with fiber and protein can satisfy hunger pangs and help you stay satisfied between meals! Research shows that people who snack between meals are less likely to be obese or overweight! So start making confident snack choices today.

THE SNACK SELECTOR
The ideal snack contains fiber, protein and healthy fats that work together to nourish your body and satisfy your hunger. When you're cutting back on calories to slim down on the scale, it pays to focus on choosing foods that are rich in nutrients and will "work hard" for you. This chart is a guide to selecting smart snacks!

SNACK	SERVING	CALORIES	PROTEIN	FIBER	TOTAL FAT	MUFA	PUFA
NUTS							
Almonds	1 oz.	160	6g	1.5g	14g	8.8g	3.4g
Walnuts	1 oz.	185	4.3g	1.9g	18.5g	2.5g	13.4g
Pistachios	1 oz.	159	5.8g	2.9g	12.9g	6.6g	3.9g
YOGURT							
Low-fat Plain	8 oz.	143	11.9g	0g	3.5g	1g	0.1g
Low-fat Vanilla	8 oz.	208	12.1g	0g	3.1g	0.8g	0.1g
Greek	8 oz.	213	17g	0g	4g	1.3g	0.1g
CHEESE							
Low-fat Cheddar	1 oz.	49	6.3g	0g	2g	0.6g	0.1g
Part-skim Mozzarella	1 oz.	72	6.5g	0g	4.5g	1.5g	0.1g
Cheddar	1 oz.	114	7.1g	0g	9.4g	2.7g	0.3g
DRIED FRUIT							
Apricots	1/4 cup	78	1.1g	2.4g	0.2g	0g	0g
Cranberries	1/4 cup	93	0g	1.7g	0.4g	0.1g	0.2g
Raisins	1/4 cup	123	1.3g	1.5g	0.2g	0g	0g
BAR							
Cereal	1 bar	139	2g	1.5g	3g	1.3g	0.4g
Low-fat Granola	1 bar	144	3g	2.3g	2.3g	0.7g	1.7g
Energy	1 bar	235	10g	5g	4g	0.7g	1.5g

MUFA: Monounsaturated Fat PUFA: Polyunsaturated Fat Orange text indicates highest value for each category.

1. Turnbull WH, Walton J, Leeds AB. Acute Effects of Mircospondin on Subsequent Energy Intake and Appetite Variables. *Am J Clin Nutr* 2005;82:652-657.
2. Reed DR, Nohr DA, O'Halloran CE. Snacking is associated with reduced risk of overweight and reduced abdominal obesity in adolescents. *National Health and Nutrition Examination Survey (NHANES) 1999-2004. Am J Clin Nutr* 2010;92:143-149. (pub 2010 Jun 16)
3. Nutrition values will vary depending on product brand and formulation.
U.S. Dietary Guidelines recommend that the majority of your fat intake be unsaturated. One serving of almonds (28g) has 12 grams of unsaturated fat and only 1 gram of saturated fat.



TEACHING TOOL

For more snack ideas beyond trail mix, share our Snacking Guide handout to guide customers to smart snack options in your store aisles.



SWEET 'N CRUNCHY TRAIL MIX

Serves: 4

- 1 cup whole natural almonds
- 2/3 cup dried apricots, diced
- 2/3 cup raisins or dried cherries
- 1/2 cup dried banana or apple chips
- 1/2 cup semi-sweet chocolate chips
- 1/3 cup roasted sunflower seeds

- Spread almonds in a single layer in shallow pan. Place in cold oven; toast at 350°F for 8 to 12 minutes, stirring occasionally, until lightly toasted.
- Remove from pan to cool.
- Toss with remaining ingredients until well mixed. Store in airtight containers.

Each serving contains 171 calories, 11g total fat, 2g saturated fat, 3g protein, 20g carbohydrate, 0g cholesterol, 5mg sodium, 44mg calcium, 298mg potassium.



Pin this recipe and many others from almonds.com/consumers/recipe-center.



SEPTEMBER TAILGATING TIME

STORE AND TV TALKING POINTS

- It's time to get ready for the big game! Whether you're heading out to the game or throwing a party at home, we've got all your essential tailgating eats right here.
- Your tailgate menu doesn't have to derail your best diet intentions. There are plenty of good-for-you options to take to the party: vinegar-based potato salads and coleslaws, bean salads, salsas and guacamole, and flavored nuts like almonds.
- Making your own customized flavored nut mix is a cinch! Just toss two to three cups of almonds with a beaten egg white before tossing them with salt and your favorite spices. The egg white helps the spices adhere to the almonds. Then roast on a baking sheet at 300°F for 40 minutes.

SOCIAL MEDIA POSTS



Can't decide what to take to the tailgate? This Spicy Party Mix will be a favorite at the big game. <http://bit.ly/1BVHY7C> #recipe

We're going nuts over these Jalapeño Almonds! Flavored with hot sauce, Worcestershire and garlic, this flavorful tailgate snack has a tangy zip that will have you reaching for a second helping.

<http://bit.ly/1ivKnGs>



Here's a delicious snack to nibble on while watching the game. (Bonus: it contains 6 grams of protein and pairs nicely with ice-cold beer!) <http://bit.ly/1uGQwcf>

NEWSLETTER/ CIRCULAR COPY

Spicy flavored nuts make a great tailgate snack!

Plus, they contain 6 grams of protein and pair perfectly with your ice-cold brew.

Here's how to make a blend at home:

Just preheat your oven to 325°F. In a small saucepan over low heat, melt 1/4 cup of butter; stir in 1/3 cup Tabasco jalapeño pepper sauce and 1 tablespoon Tabasco pepper sauce, 1 tablespoon Worcestershire sauce, 1 1/2 teaspoons each of garlic powder and salt, and 1 teaspoon of dry mustard. In a large roasting pan, toss mixture with almonds to mix well. Bake 45 to 50 minutes, stirring occasionally, until liquid is absorbed.

Let cool, store in airtight container and you're game-ready!



UNLEASH THE CRUNCH POWER OF ALMONDS

1 OUNCE = 23 ALMONDS

PROTEIN 6g
Building block of the body; helps build and preserve muscle, bone, skin and nails; helps keep you satisfied.

FIBER 4g • 16% DV
Helps promote fullness and digestive health; helps maintain healthy blood sugar levels.

MONOUNSATURATED FATS 9g
Heart-smart fats that help decrease LDL ("bad") cholesterol and increase HDL ("good") cholesterol.

VITAMIN E 7.3mg • 35% DV
Antioxidant that helps protect cells from damage and promotes healthy skin and hair.

POTASSIUM 200mg • 6% DV
Regulates blood pressure; important for heart health and muscle contraction.

CALCIUM 75mg • 6% DV
Helps build and maintain strong bones and teeth.

MAGNESIUM 77mg • 20% DV
Helps regulate muscle and nerve function, blood sugar levels and blood pressure.

RIBOFLAVIN 0.3mg • 20% DV
B vitamin that helps convert food into fuel; important for red blood cell production.

NIACIN 1mg • 6% DV
B vitamin that supports energy production.

PHOSPHOROUS 135mg • 15% DV
Helps build and maintain strong bones and teeth; plays a role in how the body uses and stores energy.

IRON 1mg • 6% DV
Carries oxygen to all body cells; plays a role in energy production.

THERE'S SERIOUS POWER in the crunch of almonds, with energizing protein, hunger-fighting fiber and essential nutrients in every heart-smart handful! Ounce for ounce, almonds are the tree nut highest in protein, fiber, calcium, vitamin E, riboflavin and niacin. They are also one of the highest sources of hard-to-get magnesium. Talk about good things coming in small packages!

JUST ONE OUNCE PER DAY is a satisfying way to help you get more of the nutrients your body needs to dominate the day.

ALMONDS HELP YOU GET MORE of the nutrients your body craves, like protein, fiber and good fats.* Whether at home, work or on the go, almonds are a satisfying, versatile way to fuel healthy, active lifestyles and an easy way to add a powerful crunch to everyday meals and snacks.

*Scientific evidence suggests, but does not prove, that eating 1.5 oz of most nuts, such as almonds, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease. Good source: almond oil. U.S. Dietary Guidelines recommend that the majority of your fat intake be unsaturated. One serving of almonds (28g) has 10g of unsaturated fat and only 1g of saturated fat. Source: U.S. Department of Agriculture, USDA National Nutrient Database for Standard Reference, Release 26, 2010. ©2014 Almonds.com. All rights reserved.

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TEACHING TOOL

There is serious power in the crunch of almonds, share our Unleash the Crunch Power of Almonds handout to help customers add a powerful crunch to everyday meals and snacks.



SPICY SRIRACHA ALMONDS

Serves: 8

- 2 cups whole natural almonds
- 4 tablespoons sriracha
- 2 tablespoons soy sauce
- 1 tablespoon olive oil
- 2 teaspoons chili flakes

- Preheat oven to 300°F. Spread almonds in a single layer on a baking sheet lined with foil and bake for 15 minutes, stirring once halfway through.
- Remove from oven (leave oven on) and allow to cool for 10 minutes. In a bowl, whisk together all ingredients except almonds; stir in almonds to coat evenly.
- Return almonds to the foil-lined baking sheet in a single layer and bake again for 15 minutes, stirring once halfway through. Remove pan from oven and if desired, sprinkle with a pinch of salt and extra chili flakes and allow to cool completely. Store in an airtight container for up to one week

Each serving contains 113 calories, 10g total fat, 2.3g fiber, 0mg cholesterol.



Pin this recipe and many others from almonds.com/consumers/recipe-center.



OCTOBER FALL FAVORITES NATIONAL NUT DAY

STORE AND TV TALKING POINTS

- With the weather cooling down and the holidays approaching, we tend to crave hearty comfort foods.
- This time of year, some of our go-to produce is loaded with antioxidants: reach for sweet potatoes, butternut squash, pumpkin and beets for a delicious way to get your vitamins A and C.
- These brightly colored options are great because they not only provide antioxidants, but filling fiber as well. Take advantage of these vegetables and use them in your meals for a nutrition-packed and seasonally minded menu!

National Nut Day

Nuts are an easy way to add nutrition to your favorite dishes. Versatile nuts, like almonds, can be used in a number of forms, like whole, sliced, almond butter, almond flour and almond milk, to make family favorites even more fun.

- Ounce for ounce, almonds are higher in protein (6 grams), fiber (4 grams), calcium (75 grams) and Vitamin E (7.4 milligrams) than any other tree nut.

OCTOBER 22



SOCIAL MEDIA POSTS



Did you know you can swap out tahini for almond butter in your favorite hummus recipe? Brilliant! Try this one: <http://bit.ly/1qjn7B>

In honor of National Nut Day, replace bread crumbs w/ almond flour for a gluten-free flavor enhancer in your crabcake & meatloaf recipes!



Bring on the fall! We're sipping on this delicious Sweet Potato Almond Chipotle Soup, which is the perfect balance of sweet and heat. Make it for dinner tonight! <http://bit.ly/1gcLjQ4>

NEWSLETTER/CIRCULAR COPY

Celebrate National Nut Day on October 22 and pick up your favorite nut butter or mix at your local store! Nuts are a plant-based source of protein, fiber and good fats.



NUTRIENT COMPARISON CHART FOR TREE NUTS



You may know how to measure the perfect one-ounce portion of almonds, but did you know those 23 almonds come packed with nutrients? When compared ounce for ounce, almonds are the tree nut highest in fiber, calcium, vitamin E, riboflavin and niacin, and they are among the lowest in calories. Almonds provide a powerful nutrient package along with tasty crunch to keep you going strong, making them a satisfying snack you can feel good about. The following chart shows how almonds measure up against other tree nuts.

Based on a one-ounce portion	ALMOND	BRAZIL NUT	CASHEW	HAZELNUT	MACADAMIA NUT	PECAN	PISTACHIO	WALNUT
Calories	160 ¹	190	160	180	200	200	160	190
Protein (g)	6	4	4	4	2	3	6	4
Total Fat (g)	14	19	13	17	22	20	13	19
Saturated Fat (g)	1	4.5	3	1.5	3.5	2	1.5	1.5
Polysaturated Fat (g)	3.5	6	2	2	0.5	6	4	13
Monounsaturated Fat (g)	9	7	8	13	17	12	7	2.5
Carbohydrates (g)	6	4	9	5	4	4	8	4
Dietary Fiber (g)	4	2	1.5	2.5	2.5	2.5	3	2
Potassium (mg)	208	187	160	193	103	116	285	125
Magnesium (mg)	77	107	74	46	33	34	37	45
Zinc (mg)	0.9	1.2	1.6	0.7	0.4	1.3	0.7	0.9
Vitamin B6 (mg)	0	0	0.1	0.2	0.1	0.1	0.3	0.2
Folate (mg)	12	6	20	32	3	6	14	28
Riboflavin (mg)	0.3	0	0	0	0	0	0	0
Niacin (mg)	1.0	0.1	0.4	0.5	0.7	0.3	0.4	0.3
Vitamin E (mg)	7.3	1.6	0.5	4.5	0.2	0.4	0.7	0.2
Calcium (mg)	75	45	15	32	20	20	30	28
Iron (mg)	1.1	0.7	1.7	1.3	0.8	0.7	1.1	0.8

Source: U.S. Department of Agriculture, Agricultural Research Service, USDA National Nutrient Database for Standard Reference, Release 28, 2014. <http://www.ars.usda.gov/ARSUserFiles/15157/20140901.pdf>
Values were rounded in accordance with FDA rounding rules. <http://www.fda.gov/Food/Labeling/Regulatory/GuidanceDocuments/Labeling/Informational/ucm082228.htm>. The orange number indicates the highest value.
1. All of the nuts are unsalted. Almonds, Brazil nuts, hazelnuts, pecans and walnuts are unsalted. Cashews, macadamia nuts and pistachios are dry roasted.
2. A 2012 study published in the American Journal of Clinical Nutrition shows that when measuring digestibility, whole almonds may provide about 20% fewer calories than originally thought. The findings show a one-ounce serving of almonds (about 23) has 125 calories versus the 160 calories currently listed on the Nutrition Facts Panel. Further research is needed to better understand the results of the study and how this technique for calculating calories could potentially affect the calorie count of other foods.
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TEACHING TOOL

To see how tree nuts stack up nutritionally, share our Nutrient Comparison Chart handout for an at-a-glance view! Teach portion control in the aisles with our perfect-portion almond tin. It holds one ounce of almonds.



ROASTED ALMOND SWEET POTATOES

Serves: 6

- 4 medium sweet potatoes, peeled and cut into 1-inch-thick cubes
- 3 tablespoons olive oil
- 4 large garlic cloves, minced
- 1/3 cup fresh thyme leaves, plus 6 thyme sprigs for garnish
- 1/2 teaspoon kosher salt (optional)
- 1/2 cup slivered California Almonds

- Preheat oven to 450°F. In a large mixing bowl, combine all ingredients and toss.
 - Arrange potato slices into a single layer on a heavyweight rimmed baking sheet or in a 9x13-inch pan. Place on the top rack of the oven and roast until tender and slightly browned, about 40 minutes.
 - On another baking sheet, spread out the slivered almonds. Place in the oven and toast until slightly browned, about 8 to 10 minutes.
 - Remove the almonds and the sweet potatoes. Mix together in a serving bowl and garnish with thyme sprigs. Serve warm or at room temperature.
- Each serving contains 179 calories, 11g total fat, 1g saturated fat, 4g protein, 18g carbohydrate, 4g fiber, 0g cholesterol, 208mg sodium, 59mg calcium, 344mg potassium.



Pin this recipe and many others from almonds.com/consumers/recipe-center.



NOVEMBER

AMERICAN DIABETES MONTH CELEBRATING THANKSGIVING

STORE AND TV TALKING POINTS

- Nearly 26 million children and adults in the United States have diabetes. Another 79 million Americans have prediabetes and are at risk for developing type 2 diabetes!
- If you're eating to control your blood sugar levels, there are plenty of foods you can enjoy. Focus on high-fiber foods, good fats, lean protein and antioxidants, with an eye on portion size!
- The American Diabetes Association has identified the top **10 diabetes superfoods** to include in your eating plan; all have a low glycemic index and provide key nutrients.

- Nuts:** provide good fats and can help manage hunger. Almonds are one of the highest dietary sources of magnesium (76 mg/oz) and an excellent source of antioxidant vitamin E (25% DV).
- Beans:** fiber filled, 1/2 cup provides as much protein as an ounce of meat.
- Dark Green Leafy Vegetables:** low in calories and carbs.
- Citrus Fruit:** a flavorful way to get more vitamin C in your day.
- Sweet Potatoes:** packed with vitamin A and fiber.
- Berries:** a delicious way to get vitamin C and fiber.
- Tomatoes:** a versatile way to boost your intake of antioxidant vitamins A and C.
- Fish Containing Omega-3 Fatty Acids:** like salmon, just avoid fried varieties.
- Whole Grains:** such as barley and oatmeal provide a good source of fiber.
- Fat-free Milk and Yogurt:** good source of calcium and protein.

1. American Diabetes Association.

SOCIAL MEDIA POSTS



Hankering for a #diabetes -friendly snack or meal? Check out the options in this handy printable tool: <http://bit.ly/1sa4gs2>

#DYK: Nuts like almonds are listed on the @AmDiabetesAssn's top 10 diabetes superfoods list! <http://bit.ly/1sa5hAI>



It's National Diabetes Month and we're bursting with tips for you. For starters, you're going to want to make these Spicy Chicken Bites, with a whopping 40 grams of protein and only 5 grams of carbs per serving: <http://bit.ly/Rx4cqU>

NEWSLETTER/CIRCULAR COPY

This National Diabetes Month plan for the perfect plate and fill half your plate with vegetables and fruits, a fourth with a lean protein, and a fourth with a high-fiber starch. *Contact your in-store dietitian for more health information and discover the nutrition services available.*

DIABETES AND YOUR DIET



DELICIOUS SOLUTIONS

Whether you have type 1 or type 2 diabetes, how you eat matters. If you have type 1 diabetes, you depend on insulin to keep your blood sugar within a normal range. Still, keeping track of how many carbohydrates you eat is important for your long-term health and will help you decide how much insulin your body needs. If you have type 2 diabetes, taking your medication, maintaining a healthy weight, exercising and following a healthy diet will help you maintain blood sugar control.

CHOOSE SMART CARBS

Not all carbohydrates are created equal. A diabetes diagnosis doesn't mean you can't enjoy carbs anymore, but you do need to be selective about which carbohydrates you eat. Opt for low-fat and high-fiber starches, and control your portions. You may have been cautioned against eating refined sweets; not only are they low in fiber, they can cause a spike in blood sugar, which makes it more difficult to keep blood sugar levels within your target range. Read the nutrition label: a "good" source of dietary fiber has 2.5 grams or more per serving. Use the chart below to swap out low-fiber foods in your diet for foods with 2.5 grams of fiber or more.

CARBOHYDRATES					
LOW-FIBER SOURCES		"GOOD" SOURCES OF DIETARY FIBER			
	Carbs (g)	Fiber (g)			
1 oz. Cashews	9	1	1 oz. Almonds	6	4
1 Medium Plain Bagel	53	2	1 Packet Instant Oatmeal	32	3.5
1 oz. Salted Pretzels	23	1	1 oz. Air-Popped Popcorn	22	4
Medium Serving French Fries	45	3	1 Medium Baked Sweet Potato	24	4
8-inch White Flour Tortilla	25	1	2 Corn Tortillas	21	3
1/2 cup Refried Beans	18	6	1/2 cup Black Beans	20	7.5
1/2 cup Orange Juice	14	0	1 Navel Orange	19	3



TEACHING TOOL

Help your customers identify diabetes-friendly meal and snack items in the store with this handy tool. Celebrate National Diabetes month by sharing these resources with your customers on social media channels or in the monthly store newsletter.

CRANBERRY ALMOND OPEN-FACED TURKEY SANDWICHES

- 1/2 cup sugar
- 1/2 cup water
- 1/4 teaspoon ground cinnamon
- 1/4 teaspoon nutmeg
- 1/4 teaspoon cloves
- 1/2 teaspoon grated orange peel
- 2 cups cranberries
- 1/2 cup blanched slivered almonds, toasted
- 1 cup chopped fresh spinach
- 4 slices whole wheat toast
- 1/4 pound thinly sliced, roasted turkey breast

- Bring sugar, water, spices and orange peel to a boil in small saucepan.
- Add cranberries; cook, stirring frequently, until cranberries begin to pop. Stir in almonds.
- Remove from heat and cool. Place a nest of spinach on each piece of toast. Top with turkey slices and cranberry relish.

Each serving contains 230 calories, 8g total fat, 1g saturated fat, 13g protein, 30g carbohydrate, 5g fiber, 20mg cholesterol, 180mg sodium, 68mg calcium and 290mg potassium.



Pin this recipe and many others from almonds.com/consumers/recipe-center.



DECEMBER

HEALTHY HAPPY HOLIDAYS

STORE AND TV TALKING POINTS

- 'Tis the season! Your friends will fa-la-la-love you for putting out fresh almonds this holiday. Find some in-shell and use a nutcracker for a fun and festive way to enjoy your favorite snack!
- Are you hosting the holidays at your house? Serve an almond cheese ball while you mix and mingle. Beat together 8 ounces cream cheese, 1 cup swiss cheese and 1 package bacon-onion dip mix, then roll mixture in chopped almonds. Serve with crackers or fresh veggies!
- Don't head to a holiday party empty-handed! For an easy DIY Holiday Gift, mix up some flavored almonds, like cinnamon-glazed or spiced chocolate and fill a mason jar. Add a bow and you have a nutritious holiday gift for friends and family alike.

SOCIAL MEDIA POSTS



Hungry guests at your holiday party? Serve up this Almond Cheese Ball #recipe and keep the holidays happy.
<http://bit.ly/1vbEE3F>

Looking for a new cookie to share this holiday season? Try these Almond Thumbprint cookies.

<http://bit.ly/1pHiNjH> #recipe



Holiday meals don't have to ruin your healthy habits! When you're enjoying those seasonal favorites, don't forget to balance your plate with half fruits and veggies. This

Roasted Green Beans side dish is topped with a sweet and crunchy almond brittle and is sure to become a healthier holiday favorite! <http://bit.ly/11Jperk>

NEWSLETTER/CIRCULAR COPY

Holiday meals don't have to ruin your healthy habits! When you're enjoying those seasonal favorites, don't forget to balance your plate with half fruits and veggies. Contact your in-store dietitian for more health information and discover the nutrition services available.

ALMONDY HOLIDAY EGGNOG

2 ounces vanilla-infused amaretto liqueur

1 whole egg

1 ounces honey syrup (recipe follows)

2 ounces unsweetened almond milk

Sliced almonds, toasted, for garnish

Ground nutmeg, optional



- One week before your party, infuse the liqueur by splitting two whole vanilla beans lengthwise and placing into a bottle of amaretto. The day of your party, prepare the honey syrup. In a saucepan over medium heat, whisk together 3/4 cup water and 1/4 cup honey until thoroughly combined.
- Allow to cool and pour into a decorative bottle.
- To prepare cocktail, place all ingredients into a shaker without ice and shake vigorously for one minute until very frothy. A hand blender would also be acceptable. Add ice to the shaker and shake again to chill.
- Strain into a tall Collins glass (or favorite stemmed glass) and top with a sprinkle of nutmeg, if desired, and toasted almonds.
- If you care to make this a traditional punch bowl drink (use the whole bottle of amaretto), simply blend together ingredients in advance and keep refrigerated until the party. Invest in some large ice cubes or an ice mold to float in the punchbowl to keep this holiday treat temperature-safe.

Each serving contains 319.6 calories, 5.7g total fat, 1.5g saturated fat, 6.3g protein, 32.7g carbohydrate, less than 1g fiber, 211.5mg cholesterol, 109.3mg sodium, 26.9mg calcium and 122.2mg potassium.



Pin this recipe and many others from almonds.com/consumers/recipe-center.



Good news about almonds and heart health. Scientific 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. One serving of almonds (28 grams) has 13 grams of unsaturated fat and only 1 gram of saturated fat.

CONTACT US!

We'd love to stay in touch and hear from you. If you have any requests for samples or perfect-portion almond tins, please reach out to us:

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