

CALIFORNIA ALMONDS: A WORLD OF VERSATILITY

Almonds are one of the few natural, nutrient-rich ingredients with appealing taste and crunch, extensive versatility, growing consumer demand, and a consistently safe, stable supply.

Almonds ^{are the} leading nut in **GLOBAL** introductions for the **9th** year running

Almond product introductions

GREW



in 2015, despite an overall decline in food introductions

-4%

& nut introductions

-7%

Trends & Inspirational Flavor Pairings in 2015 Global New Products:



ALMOND & coconut
ALMOND & green tea
ALMONDS as a lactose-free base
ALMONDS in gluten-free products

“Crunchy”
was the #1
texture claim
among

- snack
- bakery
- bar
- confectionery
- cereal

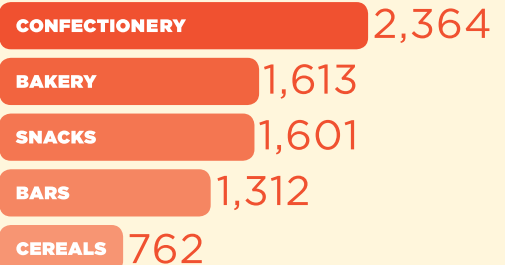
introductions
with almonds



ARE NOW #1
AMONG NUT INTRODUCTIONS

in NORTH AMERICA
LATIN AMERICA
EUROPE
ASIA-PACIFIC

Almonds' **versatility** makes them a popular choice for manufacturers across categories, based on the number of global product introductions with almonds in 2015:



As compared to other tree nuts, almond introductions hold top spots in every category, substantiating **endless opportunity** in new product innovation.



Almonds
comprise
42%
share

For more information, please visit Almonds.com/food-professionals

*All data within this graphic cites the 2015 Innova Global New Product Introductions Report.

NORTH AMERICA

In 2015 almonds led product introductions in:



New almond products in North America are up **13%** since 2014.

Almond product introductions are highest in the bar category at **30%**, followed by snacks at **19%**.

“Gluten-free” was the #1 tracked health claim for new almond introductions in both **U.S. at 48%** and **Canada at 21%**.

NORTH AMERICA

saw a **13%** increase in almond product introductions with a notable **1,820 new products** with almonds.

EUROPE

- For the first time **almonds are the #1 nut** in new products launched in Europe.
- Europe makes up nearly half of new almond product introductions with a **48% regional share** (4,313 new products with almonds).

LATIN AMERICA

Almond introductions increased **15%**.

ASIA-PACIFIC

Snacks had the highest share of almond introductions at **25%**.

