UNLEASH THE CRUNCH POWER OF ALMONDS

Whether you’re striving to lose weight or simply make healthier choices, you can move the needle from mindless munching to successful snacking by adding almonds to your pantry. A handful of almonds (about 23) provides a delicious combination of hunger-fighting protein (6 grams), filling dietary fiber (4 grams) and good* fats for a convenient snack with a craveable crunch for only 160 calories per ounce. What’s more, a study conducted by researchers at the United States Department of Agriculture (USDA) provides a new understanding of almonds’ calorie count, showing that whole almonds may provide about 20% fewer calories than originally thought, which further reinforces their status as a smart snack.

While many commonly consumed snacks provide empty calories that don’t fill you up, there’s serious power in the crunch of almonds. Here are five more reasons they should be your go-to snack.

1. They’re great for on the go: A serving of almonds is one ounce (about 23 almonds), which fits perfectly in a 1/4-cup measuring cup or one of our Perfect-Portion Tins, making it easy to practice portion-controlled snacking, no matter where the day takes you.

2. They’re heart smart: Nearly two decades of research shows that almonds may help maintain a healthy heart and cholesterol levels.

3. They’re nutrient-packed: Ounce for ounce, almonds are higher in protein (6 grams), fiber (4 grams), calcium (75 milligrams) and vitamin E (7.4 milligrams) than any other tree nut.

4. They’re a perfect fit for any healthy eating plan: Naturally gluten free and low on the glycemic index, almonds deliciously meet the needs of a wide variety of health-conscious consumers.

5. They come in a variety of forms for endless possibilities: From slivered almonds on cereal to almond butter on toast to refreshing smoothies made with almond milk, almonds are a versatile and great-tasting way to add crunch and nutrition to any snack or meal.

HOW TO USE THIS TOOLKIT

The Almond Board of California’s Supermarket Snacking Toolkit includes recipes, social media posts, teaching tools, newsletter articles and more—all focused on timely nutrition topics and trends related to snacking. This toolkit pairs perfectly with our 12-Month Retail Dietitian Toolkit, available at Almonds.com.

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 quarterly 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 the store dietitian for more healthy living advice!

TEACHING TOOL

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

RECIPE

Another great resource at Almonds.com is our Recipe and Snack Center. Here, you can find hundreds of recipes developed by registered dietitians and chefs for Almond Board. 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 recipes and tips.

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SNACKOLOGY: THE LATEST STATS ON SNACKING

Consider that a snack can be a driver for healthier eating habits. These days 94% of Americans report eating at least one snack each day and 50% report consuming three to four snacks per day.

SIMPLY SWAPPING OUT COMMON EMPTY-CALORIE SNACKS FOR ALMONDS CAN HAVE BIG BENEFITS:

IMPROVED SATIETY

HLS

MAINTAIN

HEALTHY

CHOLESTEROL

IMPROVED NUTRITION AND DIET QUALITY

- Vitamin E
- Magnesium
- Calcium
- Protein
- Fiber

WHAT EXACTLY IS A SNACK?

To help consumers snack smarter, it is important to understand how they define the term. Surveys show that the type and amount of food is what makes a snack a snack, more so than the time of day?

KEY TAKEAWAY

Whether they are replacing meals or mashing between, consumers are snacking more frequently across the day. On average they report eating between two and three snacks daily.1

When asked whether snacking is planned or opportunistic, consumers are only planning their snacks ahead about half the time.1

Foods Eaten for Planned Snacks vs Opportunistic Snacks

(59%)

60%

57%

54%

51%

48%

45%

42%

39%

36%

33%

30%

27%

24%

21%

18%

15%

12%

9%

6%

3%

0%

Fruits
Dairy items
Nuts
Vegetables
Granola/energy bars
Drinks
Sandwiches
Salty snacks
Baked goods
Sweet snacks
Fruited snacks
Meat snacks

Interestingly enough, planned snacks tend to be more nutritious. When planning snacks, consumers are more likely to choose fruits, dairy, nuts and vegetables. When they snack without a plan, they are reaching more often for salty snacks, baked goods and sweets.2

Overall, taste rules. Taste trumps health as the most important attribute sought when choosing a snack. Of the top five attributes, taste is number one, two and three.1

One-fourth of consumers are replacing a meal with a snack, while more than half of consumers are eating three meals with one or two snacks per day.2

KEY TAKEAWAY

Depending on where your customers lie along this spectrum, it is important to choose snacks that fill nutrient gaps in the diet. For example, if someone is replacing a meal with a snack, you may recommend a more filling option, like half an almond butter sandwich with string cheese and a piece of fruit, whereas someone looking to keep hunger at bay until dinner time might want to reach for a handful of almonds or trail mix with a satisfying combination of plant-based protein, fiber and good fats.

KEY TAKEAWAY

We’ve all been there—that 3:00 p.m. feeling where you need a little brain fuel and the only thing available is a doughnut. Stop unhealthy snacks in their tracks! Surveys show that planning snacks can be a powerful driver for choosing nutritious options. Stock your desk drawer or purse with better-for-you options like:

- Almonds
- Fresh fruit
- Instant oatmeal
- Trail mix bars

KEY TAKEAWAY

Smart snacking doesn’t have to be boring! This toolkit is here to help arm you with delicious, craveable snack options that fit into a healthy lifestyle. Read on for recipes, tips and helpful handouts that can make you a snack-time hero.

TEACHING TOOL

For more information on how almonds can be a part of a healthy diet, check out our Unleash the Crunch Power handout.
**POWERFULLY PLANT BASED**

**STORE AND TV TALKING POINTS**

- The 2015 Dietary Guidelines for Americans note that nearly half of Americans 40–50% consume two or three snacks per day and that snacks are currently a major contributor to our intake of added sugars and saturated fats. This is why it is important to look at snacks as a way to not only keep hunger at bay, but also improve the quality of our diets. Make smart snack picks by choosing foods that have a mix of protein, fiber and good fat. Try half a nut butter sandwich made with 100% whole-grain bread or cottage cheese with sliced cucumber for a wholesome combination that will power you through your next meal.

- Looking for even more from your snack? Choose plant-based options like nuts, beans, legumes, seeds and whole grains for a one-two punch of protein and fiber.

- Many plant-based snacks are shelf stable, meaning you don’t need to store them in your refrigerator. Simply toss a baggie of almonds in your gym bag and you’ve got a portable post-workout snack. Or keep a stash of granola bars or energy bites in your desk drawer for when hunger strikes.

- Good news about good fats: by choosing plant-based snacks, you’re likely swapping saturated fats for unsaturated ones. The U.S. Dietary Guidelines recommend the majority of your fat intake be unsaturated since higher intakes of these good fats is associated with heart health.

**NEWSLETTER/CIRCULAR COPY**

There are plenty of reasons to eat a more plant-based diet. It tends to be less expensive, lower in calories and saturated fat, and better for the environment. In fact, studies show that following a plant-based diet is associated with lower prevalence of obesity and a decreased risk of cancer and cardiovascular diseases. Eating a plant-based diet doesn’t have to be complicated. Start small and focus on plant-based snacking, like a tablespoon of almond butter with apple slices or a 100% whole-wheat pita with hummus.

**SOCIAL MEDIA POSTS**

A smart snack strategy starts with planning! Make this #almond trail mix ahead of time and enjoy it all week. [Recipe](http://bit.ly/1fxT0As)

Avoid the vending machine this afternoon. Make your own no-bake almond granola bars [Recipe](http://bit.ly/1Ngf10G)

**TEACHING TOOL**

For more information on plant-based eating, including the skinny on plant-based fats, share our Power of Plant-Based Meals handout.

**AVOCADO AND ALMOND MILK SMOOTHIE**

Serves: 4
1 ripe medium banana, peeled
1 ripe medium avocado, peeled and pitted
1/2 cup loosely packed chopped kale
3/4 cup pineapple juice
1 tablespoon honey
1/2 teaspoon vanilla extract
1 cup ice cubes

- Combine all ingredients in a blender, secure lid and purée until smooth. Serve immediately for peak flavors and texture.

Each one-cup serving contains 152 calories, 6 grams total fat, 1 gram saturated fat, 2 grams protein

Pin this recipe and many others from [Almonds.com/consumers/recipe-center](http://www.Almonds.com/consumers/recipe-center).
SAVOR THE FLAVOR

STORE AND TV TALKING POINTS

• Taste trumps health as the most important attribute sought when choosing a snack. In fact, in a recent survey, 80% of consumers said taste is extremely important, compared to just 37% who said taste and health were extremely important.15
• Did you know that kicking up the flavor on your snacks can also be good for your health? You can use less salt when you season your snacks with herbs and spices, like fresh rosemary, garlic or cinnamon.
• Snack time is a great time to try out new flavors from around the globe. Sprinkle curry and chili powders with almonds to mix well.
• Making your own customized flavored nut mix is a cinch! Just toss two to three cups of almonds with a raw beaten egg white before sprinkling 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, tossing occasionally.

NEWSLETTER/CIRCULAR COPY

Sweet or spicy flavored almonds make a great snack! They contain 6 grams of protein and pair perfectly with a piece of fresh fruit or cut-up veggies. Here’s how to make a blend at home:
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 ready to seize snack time!

TEACHING TOOL

Snacking has become a nearly universal behavior—according to data from national consumer surveys, 97% of Americans are snacking at least once a day!16 That’s why it’s important to choose flavorful, nutritious snacks that can help keep you full and satisfied. For more information on smart snacking, including a helpful snacking chart, share our Snacking Just Got Smarter handout.

PRACTICE MAKES PERFECT

Plan ahead:
Timing is everything:
Drink up:

Serves: 13
1 cup whole natural almonds
2 cups wheat, rice or corn squares cereal
1/2 cups small pretzels
1 cup toasted oat cereal
1 cup sesame sticks, optional
2 teaspoons garlic powder
1/4 cup butter, melted

• Spread almonds in a single layer in shallow pan. Place in cold oven; turn oven to 350°F and bake 8 to 12 minutes, stirring occasionally, until lightly toasted. Remove from pan to cool.
• Toss together all ingredients except butter. Drizzle with butter and toss to coat evenly.
• Spread mixture in a shallow pan and bake 10 minutes, stirring occasionally, until lightly toasted. Cool. Store in airtight containers.
Each serving contains 160 calories, 11 grams total fat, 3 grams saturated fat, 4 grams protein.

Pin this recipe and many others from almonds.com/consumers/recipe-center.
WHAT ARE YOU CRAVING?
20 DELICIOUS WAYS TO ENJOY ALMONDS EVERY DAY

1. Substitute almond flour to add a unique texture to cakes, cookies, muffins, and other baked goods.
2. Blend almond milk into your smoothie or coffee drink for a burst of flavor and 6g of protein.
3. Stir whole-grain granola into eight ounces of yogurt; spread two tablespoons of almond butter on a whole-wheat tortilla or enjoy low-fat cheddar cheese with crisp apple slices.
4. Add almond oil in place of vegetable oil in recipes, as it has a uniquely mild flavor that can work well with a wide range of dishes.
5. Soak 1 cup of almonds in water for 2-3 days. Drain and discard the soaking liquid.
6. Blend them on high with 2 cups of water to create a smooth and creamy almond milk.
7. Save time and create an excellent, heart-smart result by placing 2 cups of natural almond flour into a food processor and processing until they’re medium brown.
8. Add some chopped, toasted almonds to your favorite foods! An ideal snack contains fiber, protein, and good fats that can work together to keep you satisfied between meals.
9. Try making herb-roasted almonds for an herb-roasted almond topping for your favorite fruit salad, combined with golden raisins, dried figs, and dark chocolate chunks.
10. Make your snacks more substantial by pairing two or more foods. The ideal snack contains protein, fiber, and good fats that act together to keep you satisfied between meals.

STORE AND TV TALKING POINTS

- Make your snacks more substantial by pairing two or more food groups. The ideal snack contains protein, fiber, and good fats that act together to keep you satisfied between meals.
- Mix and match your snacks! Pairing different foods together means the possibilities are endless.
- Sweet: apple, sliced and topped with one tablespoon of almond butter and two teaspoons honey
- Spicy: 1/4 cup of salsa with baked tortilla chips
- Savory: spreadable cheese wedge with eight whole-wheat crackers
- Crunchy: one mini bag of popcorn with 1/4 cup of gluten-free crackers
- Creamy: two tablespoons of hummus with mixed veggies
- Sweet or savory, almonds pair well with a variety of fruits, veggies, and whole grains. Try adding slivered almonds to your morning oatmeal, sliced almonds to your steamed green beans or, everyone’s favorite, whole almonds with dark chocolate.

NEWSLETTER/CIRCULAR COPY

Shake up snack time by mixing and matching your favorite foods! An ideal snack contains fiber, protein, and good fats that can work together to keep you satisfied between meals.

Stir whole-grain granola into eight ounces of yogurt, spread two tablespoons of almond butter on a whole-wheat tortilla or enjoy low-fat cheddar cheese with crisp apple slices. Pairing different foods together means the possibilities are endless.

Savory combinations:
1. Substitute almond flour to add a unique texture to cakes, cookies, muffins, and other baked goods.
2. Blend almond milk into your smoothie or coffee drink for a burst of flavor and 6g of protein.
3. Stir whole-grain granola into eight ounces of yogurt; spread two tablespoons of almond butter on a whole-wheat tortilla or enjoy low-fat cheddar cheese with crisp apple slices.

Sweet combinations:
1. Add almond oil in place of vegetable oil in recipes, as it has a uniquely mild flavor that can work well with a wide range of dishes.
2. Soak 1 cup of almonds in water for 2-3 days. Drain and discard the soaking liquid.
3. Blend them on high with 2 cups of water to create a smooth and creamy almond milk.
4. Save time and create an excellent, heart-smart result by placing 2 cups of natural almond flour into a food processor and processing until they’re medium brown.

SPICY, CRUNCHY TUNA WITH ALMONDS

Serves: 2
1 (4.5-ounce) can tuna packed in water, drained
2 tablespoons light mayonnaise
1/4 cup white cannellini beans, drained
1 teaspoon hot sauce, plus more for garnish
Salt and pepper, to taste
1/4 cup toasted sliced almonds
4 to 5 large multigrain crackers

- Combine all ingredients except crackers in a small bowl. Spoon tuna mixture onto crackers and top with more hot sauce, if desired.

Each serving contains 250 calories, 11 grams total fat, 1 gram saturated fat, 19 grams protein.

TEACHING TOOL

For more information on making almonds part of your customers’ smart snack pairings, check out our 20 Delicious Ways to Enjoy Almonds Every Day handout.

Pin this recipe and many others from almonds.com/consumers/recipe-center.
Reaching and maintaining a healthy weight is one important piece of the puzzle for your overall health and well-being. It can also help you have more energy, reduce your risk for these health problems, including heart disease, high blood pressure, type 2 diabetes and certain types of cancer. Maintaining a healthy weight not only increases the risk of developing serious health problems, including heart disease, high blood pressure, type 2 diabetes and certain types of cancer. One helpful tip is to adopt snacking behaviors that fill nutrient gaps and offset indulgent meals.

**FIND YOUR HAPPY WEIGHT**

- **MUNCH MINDFULLY**: Each bite and turning off the TV during meals are important when you can practice mindfulness at meal and snack times. Sitting down full—putting down your fork, taking a deep breath and really focus on the enjoyment of food. You all examples where you can practice mindfulness.
- **PLAN AHEAD**: Block off time on your calendar for exercise, reduce your risk for these health problems, including heart disease, high blood pressure, type 2 diabetes and certain types of cancer. If you plan ahead, you are making a chip to overdo it. If you do choose to snack at the party, opt for better-for-you items, like veggies and a dollop of ranch, whole-wheat crackers with cheese, or roasted almonds instead of empty-calorie cookies and saturated-fat-laden dips and spreads.
- **SHARE AND HAVE A POTLUCK PARTY**: Try whipping up a batch of Cookie Butter Granola Energy Bites, great for cookie swaps and snacking alike. You'll be the star of the season with these Almond Butter Granola Energy Bites, great for cookie swaps and snacking alike. Plan ahead during the holiday season and fill up on meals and snacks that combine protein, fiber and good fats. This Cranberry Almond Loaf is bursting with dried fruits, nuts and seeds—toast a slice and enjoy with a tablespoon of almond butter for a mid-morning snack!

**TEACHING TOOL**

For more information on how your customers can munch mindfully and maintain a healthy lifestyle this season, check out our Achieving a Healthy + Happy Weight handout.

**SHOP AND TV TALKING POINTS**

- Navigating holiday eating can be tough. It’s difficult to stay on track with a healthy lifestyle if you have visions of sugarplums dancing in your head! One helpful tip is to adopt snacking behaviors that fill nutrient gaps and offset indulgent meals.
- Plan ahead during the holiday season and fill up on healthy meals for the week over loading up on fruits, veggies and lean proteins. If you do choose to snack at the party, opt for better-for-you items, like veggies and a dollop of ranch, whole-wheat crackers with cheese, or roasted almonds instead of empty-calorie cookies and saturated-fat-laden dips and spreads.
- Offer to bring your own healthier dish for all to share and have a potluck party. Try whipping up a batch of Cookie Butter Granola Energy Bites, great for cookie swaps and snacking alike. You'll be the star of the season with these Almond Butter Granola Energy Bites, great for cookie swaps and snacking alike.

**ROSEMARY ALMONDS**

- Place all ingredients in a saucepan and bring to a simmer over medium-low heat. Simmer gently for 10 minutes, stirring occasionally. Turn off heat and let mixture sit until cool. Transfer to a plastic container and let marinate 2 to 12 hours. Preheat oven to 350°F. Drain mixture in a colander; pick out and discard rosemary sprigs and garlic cloves. Spread almonds on a baking sheet lined with parchment paper and bake 15 minutes; stir and bake 15 to 20 minutes more, until dry and roasted; skins will be crackly. Let cool before serving or storing airtight for three to four days. Each serving contains 153 calories, 12 grams total fat, 1 gram saturated fat, 4 grams protein.
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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instagram.com/californiaalmonds
twitter.com/almonds
almonds.com/blog

8. IRI, State of the Snacking Industry.
10. North American Snacking: Consumer Quantitative Study. December 2013. Q7a: Which types of food do you eat when you are planning a snack? and Q7b: Which types of food do you eat when you are snacking as the opportunity arises?
11. North American Snacking: Consumer Quantitative Study. December 2013. Q26: For the specific occasion, please read the list of statements and indicate how important each is when deciding what to have for a snack. Weighted average across occasions.

*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.

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