

# Almonds and Wellness in the U.S. and Mexico: A New Opportunity

December 2021



**What do we  
mean by  
wellness  
and isn't that the  
same as health?**



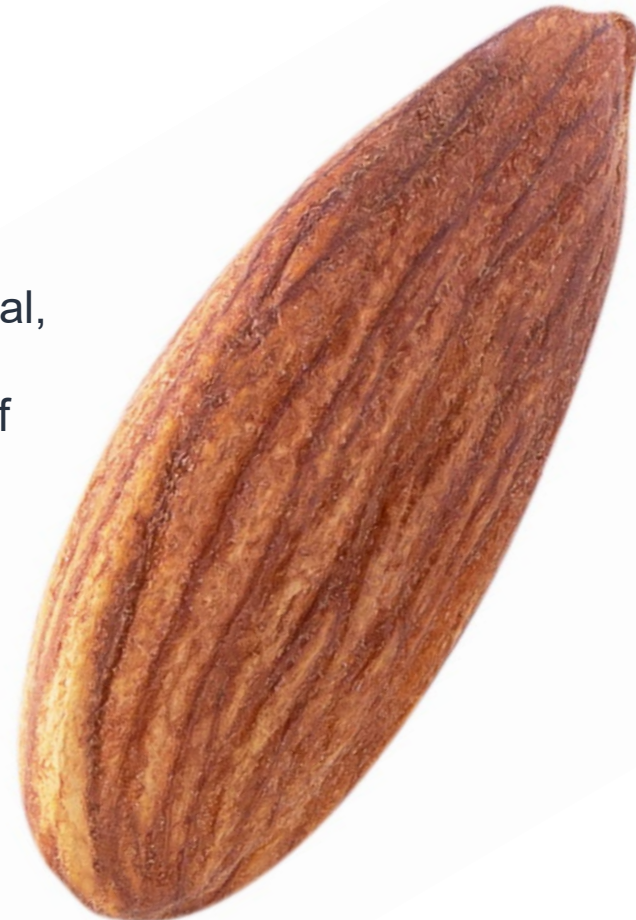
## World Health Organization (WHO) defines:

### Health

as “a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity (illness).”

### Wellness

as “the optimal state of health of individuals and groups,” and **wellness is expressed as “a positive approach to living.”**



# Wellness

is the act of **practicing healthy habits on a daily basis** to attain better physical and mental health outcomes, so that **instead of just surviving, you're thriving.**




# Wellness is bigger than ever, and it remains a priority across the globe

From a survey of roughly 7,500 people across the globe

**Wellness** is bigger than ever, and it remains a priority across the globe


From a survey of roughly 7,500 people across the globe

 **79%**

**believe  
wellness is  
important**

**Wellness** is bigger than ever, and it remains a priority across the globe

From a survey of roughly 7,500 people across the globe

 **79%**

**believe wellness is important**

 **42%**

**consider it a top priority**

# And **wellness** isn't just fitness and diets anymore

According to the same report, today's consumer views wellness across six dimensions



**Better health**



**Better fitness**



**Better nutrition**



# It includes broader views including **mental well-being**

According to the same report, today's consumer views wellness across six dimensions



**Better health**



**Better fitness**



**Better nutrition**



**Better appearance**



**Better sleep**



**Better mindfulness**

# What does it mean for almonds in the U.S. and MX?

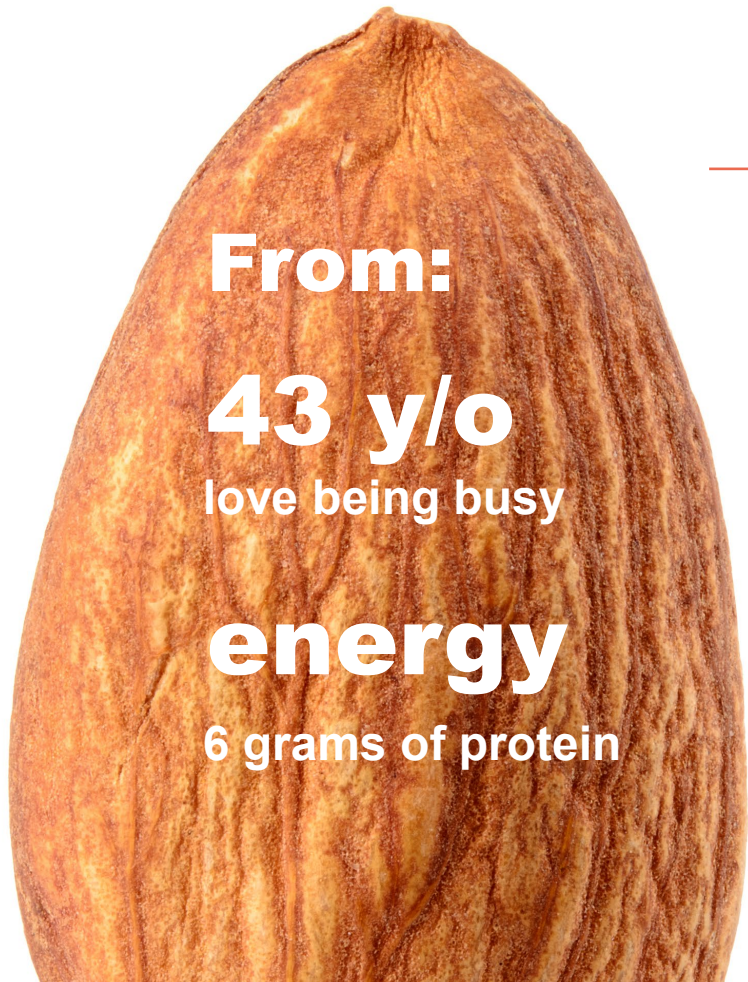


# United States

## Wellness for Millennials



# Evolution of U.S. Marketing Goal: Increase Millennial Almond Consumption



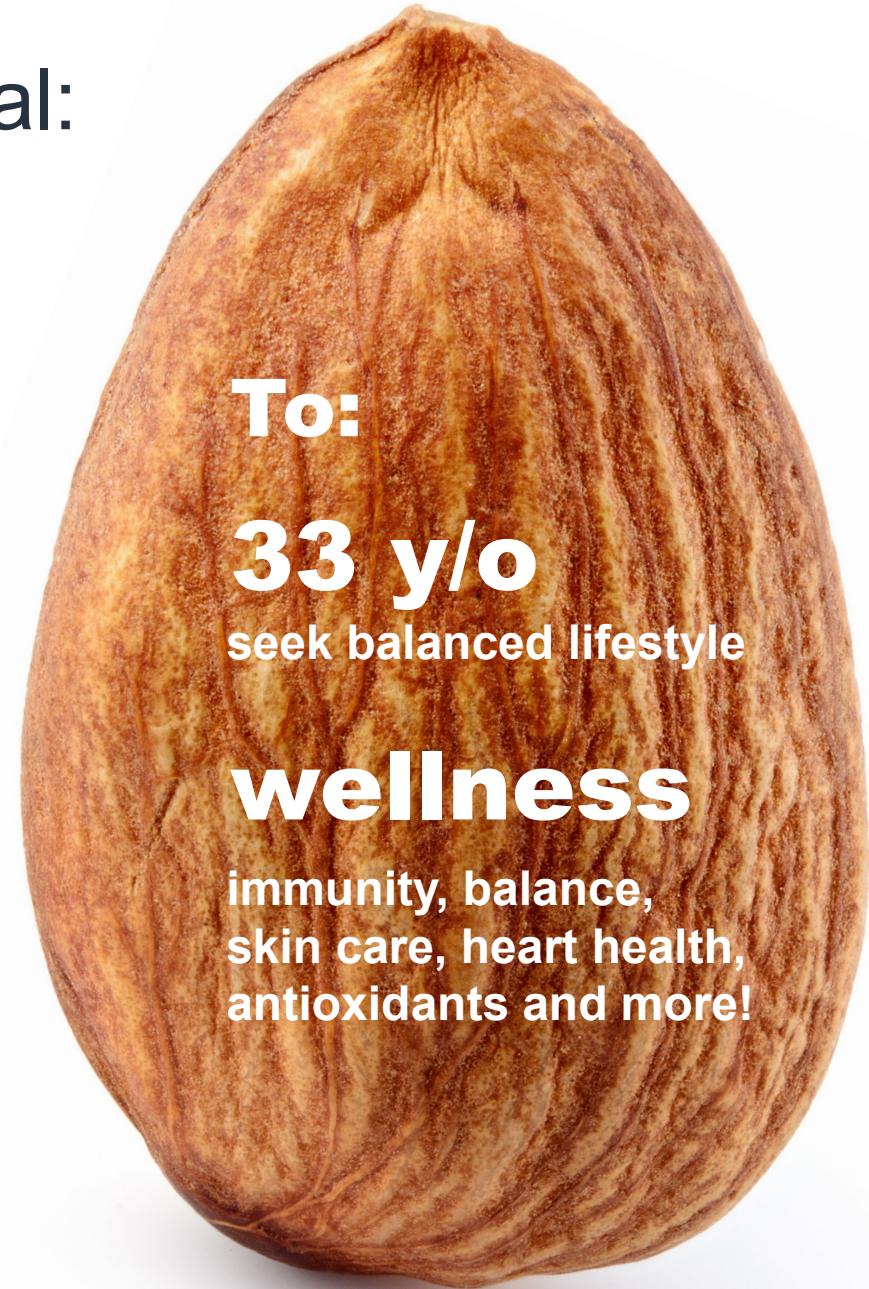
**From:**

**43 y/o**

love being busy

**energy**

6 grams of protein



**To:**

**33 y/o**

seek balanced lifestyle

**wellness**

immunity, balance,  
skin care, heart health,  
antioxidants and more!

## Why Millennials?

**Only 27%**

of Millennial households buy almonds alone for a snack (10% less than average U.S. household)

Of Millennials who buy almonds alone as a snack, they

**spend 25% less**

than average U.S. household



# For Millennials Wellness Means

## I am what I eat

What I eat affects how I feel

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# For Millennials Wellness Means

## I am what I eat

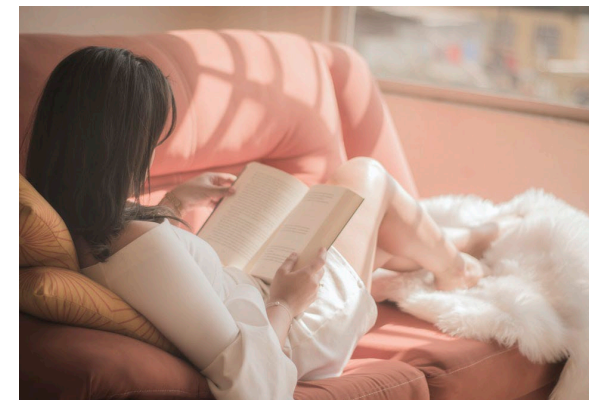
What I eat affects how I feel

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## I do my own wellness

I have my own needs and what works for me  
doesn't necessarily work for others

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# For Millennials Wellness Means

## I am what I eat

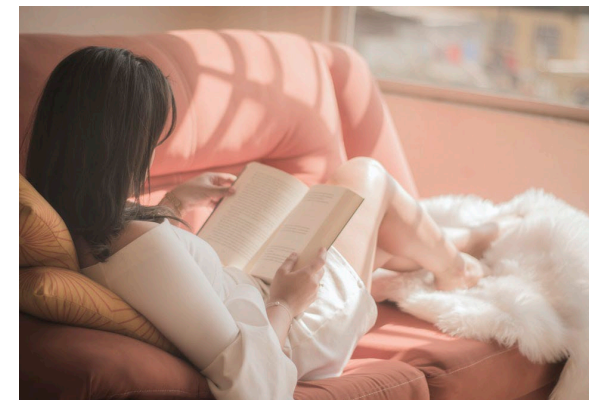
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## Balance not perfection

I am not trying for perfection; I am actively working  
on what wellness in the moment means for me







United States Marketing

**Wellness =**  
**Being the best you**

# In Fall 2020, we talked about how almonds help:

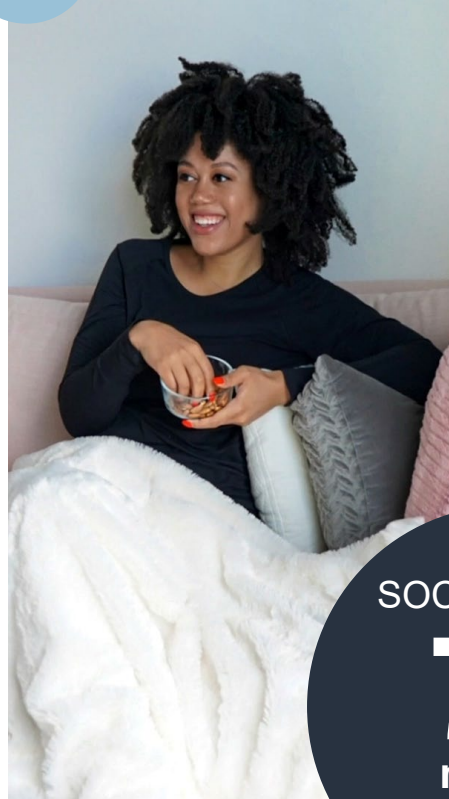
## Physical



## Mental



## Emotional Wellness



TV & STREAMING  
**256+**  
million  
impressions



SOCIAL MEDIA  
**70**  
million  
impressions

# Koya Webb: Mental Wellness

At a time of high stress heading into the 2020 holidays, we align almonds with achieving focus and zen for Millennials' mental well-being with holistic wellness coach Koya Webb.



**51MM**  
total PR  
impressions

Koya Webb's credibility as a yoga trainer, engagement with Millennials on her social media and affinity for almonds made her a natural choice

Sharing the benefits of **almonds** on **national TV** across the U.S.



Spring 2021

# Wellness is being part of the greater good

## California Almonds Giving Back

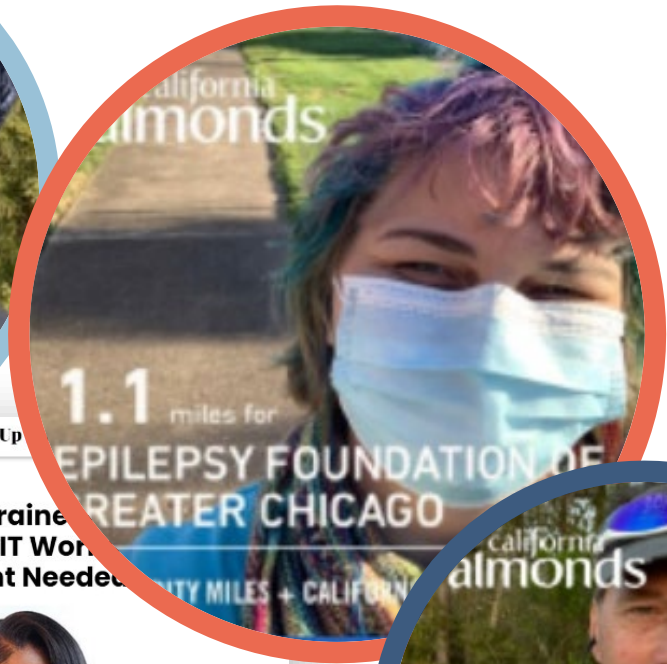
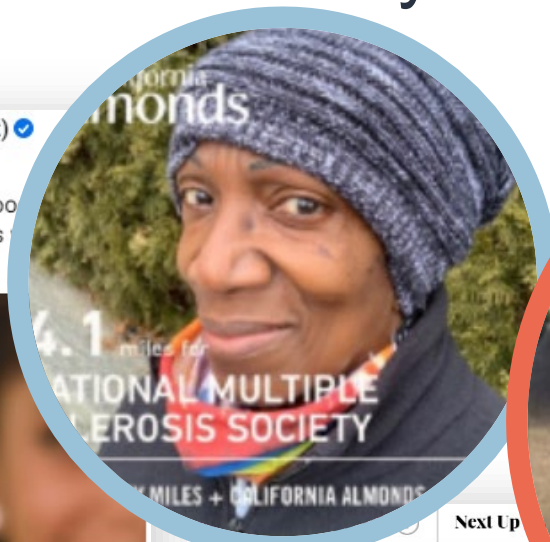
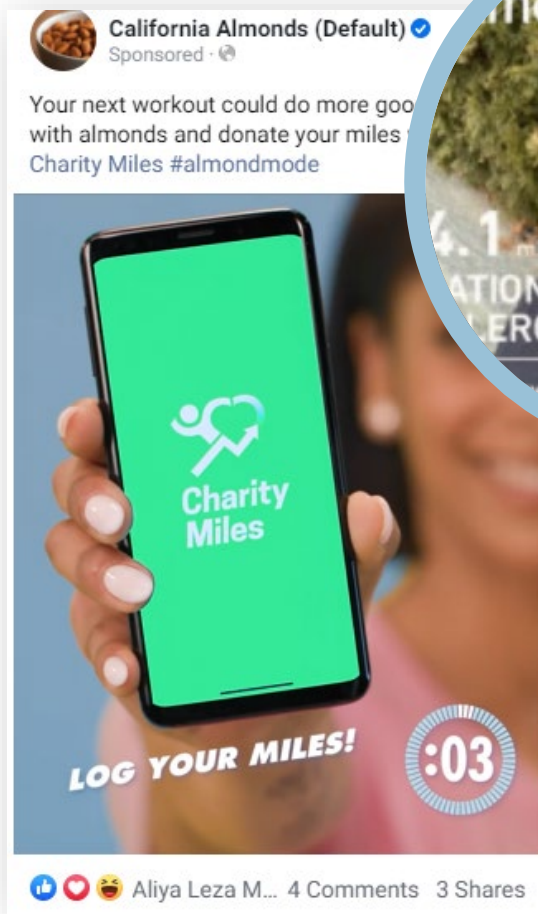


**79%**  
of Millennials  
feel a deeper personal  
connection with brand with  
similar values...

**Massy Arias:**  
Personal trainer who has  
committed herself to a  
healthy life after emerging  
from depression and physical  
limitations

Spring 2021

# Wellness = Being part of the Greater Good Partnership with Charity Miles and Massy Arias



# California Almonds Giving Back

**120 million**  
impressions

**1.22 million**  
completed workouts

**3.5 million**  
miles logged

**\$175k donated**  
to users' charities of their choice



Shared with the country how  
**almonds**  
**help you be**  
**the best you**  
**can be**



TOKYO 2021





Fall 2021

Building **immunity**

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Finding **balance**

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Helping with **skin care**

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# Eat This, Not That!

HEALTHY EATING

✓ Expert-Recommended

## Secret Effects of Eating Almonds, Says Science

It's nuts what this little snack can do!



BY KIERSTEN HICKMAN AUGUST 11, 2021



August 2021  
14.5 Million  
Impressions



Toby Smithson, Registered Dietitian

# Eat This, Not That!



1 They're a good source of protein and fiber.

August 2021  
14.5 Million  
Impressions

# Eat This, Not That!

② **They're great for your skin.**



**August 2021  
14.5 Million  
Impressions**

# Eat This, Not That!

3 They can decrease belly fat.



August 2021  
14.5 Million  
Impressions

# Eat This, Not That!

4 They're great for your heart.



August 2021  
14.5 Million  
Impressions

# Eat This, Not That!

5 You'll save on calories.



August 2021  
14.5 Million  
Impressions

# NEW

## India Diabetes Research Featured November 5, 2021 on KTLA

**3.5**  
million PR impressions





# NEW U.S. Marketing Campaign

**A Friend  
in Wellness**



**January 2022:**  
NEW  
U.S. Marketing  
Campaign



# Goal

## **Drive Millennials to Snack More on Almonds**

Millennials Know Almonds Are  
Nutritious, **BUT** Don't Believe  
Almonds Fit Their Definition of  
Modern Wellness

# Almonds are a **BIG** snack



Rich in vitamins, nutrients, antioxidants, magnesium and MORE. AND they're delicious. It's crazy that something that packs so much in could fit anywhere. But almonds fit everywhere. Which is perfect because wellness doesn't stay in one place. Wherever you are going, whatever wellness looks like for you, almonds are the good-for-you snack that can always tag along.

# Introducing your friend in wellness:

## **The ALMOND...**

AL, the always  
lovable, over-the-top  
wellness guy in an  
almond suit.

