California Almonds: The Passage to India

December 8, 2015
Stacey Humble, Almond Board
Speakers

Stacey Humble, Almond Board (Moderator)

Julie Adams, Almond Board

Sudarshan Mazumdar, Almond Board

Joanna Clifton, Innova Market Insights
Agenda

1. India’s Regulatory Environment: Julie Adams (ABC)
2. Motivating Market Growth: Sudarshan Mazumdar (ABC)
India’s Regulatory Environment
What’s the regulatory picture for Food?

- Government focus on corruption, bureaucracy
- Economic growth priority: *Make in India*
- Rollout of food safety laws: questions over interpretation, implementation
- More FSSAI regulations coming:
  - Nutrition labeling, claims, product approvals
  - Product standards outdated
- Food safety confidence is key
  - Consumers don’t trust information
  - Innovation, food development paralyzed by procedures
- CEO transferred…. New FSSAI Chairman has assumed both roles

Maggi noodles pulled from India stores over reports of high lead levels

NEW DELHI: Singapore’s food regulator declared Maggi noodles imported from India to be free from health risks, bringing some respite to Nestle. The manufacturer had been ordered to withdraw the locally made product from shelves in India because of excessive lead content and mislabeling.

India: FSSAI Scraps Food Product Approval Following Supreme Court Ruling
August 31, 2015 | Attaché Reports (GAIN)
Opportunity to leverage regulatory, market development and nutrition!

- ABC monitoring issues; regular engagement with authorities across government agencies
- Focus on labelling, FSSAI relationship
- But need to keep relations with all entities
  - Each have influence on different aspects of almond business
- ABC viewed as a positive contributor
  - Science based
  - Non-commercial
  - “Quasi” government

- Bulk versus wholesale labeling
- Nutrition claims
- Visit to CA to see almond processing, documentation

- Food processing opportunities; capacity building
- Encouraging partnerships with U.S. academic institutions

- Seminars/outreach to students on processing, nutrition information
- Joint research, development
Status of Labeling: Still Clear as Mud.....

• Bulk, wholesale, retail....
• Labeling requirements still under review/consideration
  – Intended use versus pack size
• Right now, key elements on each carton/sack
  – Name of food
  – Manufacturer/packer name and address
  – Pack date
  – Importer name and address
  – Importer FSSAI license and logo (effective Dec 31, 2015)
• No more veg logo?
• Next issue could be expiry vs “best before” date.....
POK – A Challenge for Normal Trade

• Concern that almonds coming to India via Pakistan Occupied Kashmir duty- and VAT-free
  – Distorts trade; undermines legitimate supply channels
• U.S. Government aware of situation but limited ability to engage on issue
• Indian industry pursuing requests to Indian government to crackdown on this trade
• Court case also being pursued
Agenda

1. India’s Regulatory Environment: Julie Adams (ABC)
2. Motivating Market Growth: Sudarshan Mazumdar (ABC)
Sudarshan Mazumdar, Almond Board
India, The Growing Opportunity

- Currently 9th largest economy in terms of nominal GDP and 3rd largest in terms of purchasing power parity. Expected to become 3rd largest economy in terms of nominal GDP by 2030.
- IMF forecasted India’s growth rate at 7.3% in 2015-16 and 7.5% in 2016-17 making it the world’s fastest growing major economy
- Population: 1.29 bn. Expected to become 1.63 bn by 2050 to make it the most populous nation in the world.
- Middle class (households)* estimated to grow from 32 mn in 2008 to 147 mn in 2030.
- Current urban population: 410 mn. Expected to add 404 mn. urban dwellers by 2050.

*Middle class: Earning between Rs 2,00,000 and Rs 10,00,000 a year (Source: McKinsey Global Institute, 2010)
Government Initiatives in Action

**MAKE IN INDIA**
- 48% jump in FDI inflows

**DIGITAL INDIA**
- Jan Dhan Yojana
- Rail Network
  - USD 137 bn investment
  - USD 15 bn

**EASE OF DOING BUSINESS**
- India jumped 12 ranks in 2015

**GOODS & SERVICES TAX**
- Transport and Logistics Infrastructure
  - USD 700 mn investment by International Finance Corporation

**100 Smart Cities**
- USD 7.53 bn

**And many more...**
Growing Investment Interest in India

Top Countries Investing in India

- USA to invest USD 42 bn in 3 years
- Russia to invest USD 100 bn
- Japan to invest USD 33.5 bn in 5 years
- China to invest USD 20 bn in 5 years
- United Kingdom to invest USD 13.7 bn

Top Companies Investing in India

- SIEMENS
- Amazon
- Walmart
- Wendy's
- Toyota
- Cisco
- AIRBUS
- Boeing
- ARICENT
- Foxconn
- Coca-Cola
- Pepsi
- GM

FDI Inflow of $19.39 bn from January to June 2015
The Growing Almond Opportunity
### India: Growing Appetite for Almonds

- With a 21% growth from FY 2013-14 to 2014-15, India became the 3rd largest export market
- Despite farm price increases from 2008-09 to 2013-14 and significant depreciation of the Rupee, the value of shipments in INR terms has quadrupled in this period
- GMDA est. per capita consumption in 2010 at 0.09 much less than developed markets. Expected to increase from 0.09 to 0.13 in 2016 & 0.16 in 2021.

<table>
<thead>
<tr>
<th>Year</th>
<th>Farm Price (USD)</th>
<th>Exchange Rate (INR per 1 USD)</th>
<th>Total Shipments (India) (million lbs)</th>
<th>Value (USD million)</th>
<th>Value (INR million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>$1.45</td>
<td>₹ 48.75</td>
<td>86.8</td>
<td>$126</td>
<td>₹ 6,139</td>
</tr>
<tr>
<td>2009-10</td>
<td>$1.65</td>
<td>₹ 46.60</td>
<td>83.9</td>
<td>$139</td>
<td>₹ 6,453</td>
</tr>
<tr>
<td>2010-11</td>
<td>$1.79</td>
<td>₹ 44.69</td>
<td>106.0</td>
<td>$190</td>
<td>₹ 8,479</td>
</tr>
<tr>
<td>2011-12</td>
<td>$1.99</td>
<td>₹ 53.00</td>
<td>118.9</td>
<td>$237</td>
<td>₹ 12,548</td>
</tr>
<tr>
<td>2012-13</td>
<td>$2.58</td>
<td>₹ 54.79</td>
<td>125.1</td>
<td>$323</td>
<td>₹ 17,683</td>
</tr>
<tr>
<td>2013-14</td>
<td>$3.21</td>
<td>₹ 61.87</td>
<td>102.2</td>
<td>$328</td>
<td>₹ 20,289</td>
</tr>
<tr>
<td>2014-15</td>
<td>$3.19</td>
<td>₹ 63.16</td>
<td>123.7</td>
<td>$395</td>
<td>₹ 24,920</td>
</tr>
</tbody>
</table>

- **313%**
- **406%**

*Note: FY14-15 GTA of 149 mn lbs is a rough placeholder value based on partial data, representing approximate flat total market size – as full data and analysis not yet available.*

Source: GMDA [baseline consumption data] and GMDA Refresh 2013 (with updated projections) [estimated volume data].
Snacking, A Growing Opportunity in India

GMDA defines snacking of almonds as hand-to-mouth consumption.

- The Indian savory snacks market is expected to witness highest growth (16.6%) among all countries from 2015 - 2020.¹
- According to a CII-McKinsey Report, Sweet & savory snack category in India expected to grow from USD 1.3 bn in 2010 to USD 16.4 bn in 2030.²
  - Estimated to be second largest category in 2030 after packaged milk.²
- The Top of Mind Awareness for almonds as a snack has increased by 25% from 2012 to 2014.⁴
- Almonds scored the highest among dry fruits for most often dry fruits snack consumed with a growth of 40% from 2012 to 2014.⁴
- Maximum almond introductions in India in snacking category in 2014, showing 100% growth from the previous year.³

<table>
<thead>
<tr>
<th>Food Item</th>
<th>Market Size (USD bn)</th>
<th>% Growth per annum</th>
<th>% Share of total category</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2010</td>
<td>2030</td>
<td>2010-2030</td>
</tr>
<tr>
<td>Milk</td>
<td>7.7</td>
<td>32.9</td>
<td>8</td>
</tr>
<tr>
<td>Vegetables &amp; edible oils</td>
<td>3.9</td>
<td>10.3</td>
<td>4</td>
</tr>
<tr>
<td>Biscuits</td>
<td>2.7</td>
<td>13.1</td>
<td>8</td>
</tr>
<tr>
<td>Sweet &amp; Savory snacks</td>
<td>1.3</td>
<td>16.4</td>
<td>13</td>
</tr>
<tr>
<td>Fruits &amp; Beverages</td>
<td>0.7</td>
<td>12.2</td>
<td>15</td>
</tr>
<tr>
<td>Atta (Flour)</td>
<td>0.5</td>
<td>8.1</td>
<td>13</td>
</tr>
<tr>
<td>Processed poultry</td>
<td>0.3</td>
<td>8.3</td>
<td>17</td>
</tr>
<tr>
<td>Butter</td>
<td>0.2</td>
<td>1.3</td>
<td>9</td>
</tr>
<tr>
<td>Cheese</td>
<td>0.1</td>
<td>1.9</td>
<td>14</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Food Category</th>
<th>Almond Introductions 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bakery</td>
<td>35</td>
</tr>
<tr>
<td>Cereals</td>
<td>36</td>
</tr>
<tr>
<td>Confectionery</td>
<td>43</td>
</tr>
<tr>
<td>Desserts &amp; Ice Cream</td>
<td>18</td>
</tr>
<tr>
<td>Snacks</td>
<td>60</td>
</tr>
<tr>
<td>Bars</td>
<td>27</td>
</tr>
<tr>
<td>Other</td>
<td>11</td>
</tr>
</tbody>
</table>

Total almond introductions 230


* Converted at 1 USD = INR 66.12
The Trade Environment
The Indian Retail Market

- Organized retail at 8% expected to grow to 20% by 2020*.
- Food & Grocery is the largest category within the retail sector with more than 60% share. However, Food & Grocery only contributes to 11% of all organized retail.

Almonds in India are primarily sold loose with only 5%* being sold in packed form.

- **In Shell Almonds:** Cracked in India
- **Wholesale Market**
- **Semi Wholesale**
- **Mom n Pop Stores/ Specialized Dry Fruit Stores**
- **Organized Retail**

How Almonds are sold in India - Loose by Weight and Packaged Forms

- **Loose by Weight**
- **Private Labels**
- **Packaged in India**
- **Imported Packs**

*Source: GMDA*
Growing Almond Consumption Through Our Marketing Program
Almond Consumption in India is Driven by Tradition

- Consumed raw or raw, soaked and peeled first thing in the morning
- Given by mothers to children
- Believed to be good for the brain
- Believed to provide energy that lasts through the day
- Gifted during festivals
- Usually eat 4-5 almonds per consumption occasion
- Considered to be expensive and people feel they already eat enough almonds

The India program till 2013-14 was aimed at reinforcing existing traditions and beliefs to grow almond consumption and gifting

- **Primary audience**: Mother/ nurturer
- **Psychographic Orientation**: Stay at home moms taking care of family’s well being
- **Primary Driver**: Success for the family

- **Key Benefits**: Mental Alertness + Energy Through the Day -> Long term success
Phase 1: Target & possible benefit identification

Phase 2: Target consumer insights & benefit selection

Phase 3: Message testing

Phase 4: Creative concept testing

Insights for Identified Target: Young Affluent Adults

- Psychographic Orientation: Highly oriented towards healthy living.
- Drivers: Success both at home and at work.
- Key Benefits: Mental alertness & energy for the day

Mental Alertness + Energy Through The Day
- Productivity
- Success
- Prosperity

Family Consumption Campaign

- Housewives between the ages of 25-55 giving almonds to their children
- Housewives, Working Men and Working Women between the ages of 25-35 for self-consumption
The Campaign

The Positioning

Small investments today, build into the big successes of tomorrow. Almonds are a small investment into my and my family’s future.

The Creative Concept

Tomorrow Begins Today

No matter what tomorrow has in store, you’re best prepared for success when you have your almonds today, everyday.

Why this works

- Reinforces daily consumption
- Permission to have more
- The word ‘Investment’ helps justifies the higher market price
- Justifies the ‘long term’ delivery of benefits

Family Consumption Campaign

- Housewife + Child
- Working Men
- Working Women
Educating the Consumer
Public Relations & Print Advertorials: Educating Consumers

- Educating consumers about lesser known benefits of almonds
- Promoting increased portion size
- Encouraging consumption through the year
- Encouraging gifting
- Encouraging snacking consumption through snacking recipes
Education on Health Benefits

Leveraging Nutrition Research

Kendall Study

Matte’s Study

Berryman Study

All-Nuts Study

Media Education Through Engagement
Trade: Partnering Growth
Informal trade meetings are held with select importers to discuss issues and to provide market access updates.
Measuring Performance
Gaining Strength in Consumer Minds

**Top of Mind (ToM)**
Almonds out-performed all other dry-fruits and saw a healthy jump in all mind-measures.

### Top of Mind Awareness

<table>
<thead>
<tr>
<th>Top of Mind Awareness</th>
<th>Total (Overall)</th>
<th>Total (Snack)</th>
<th>Total (Ingredient)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Almonds</td>
<td>47%</td>
<td>52%</td>
<td>28%</td>
</tr>
<tr>
<td>Cashews</td>
<td>38%</td>
<td>36%</td>
<td>40%</td>
</tr>
<tr>
<td>Dates</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Attributes**
Almonds out-scored all other dry fruits on all parameters of importance and went on to increase it’s lead.

### Attribute Importance

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Importance</th>
<th>Almonds 2012</th>
<th>Almonds 2014</th>
<th>Leadership Gap vs Cashews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is the healthiest dry fruit</td>
<td>70%</td>
<td>74%</td>
<td>81%</td>
<td>68%</td>
</tr>
<tr>
<td>My favorite dry fruit</td>
<td>70%</td>
<td>44%</td>
<td>58%</td>
<td>26%</td>
</tr>
<tr>
<td>Good for brain / concentration</td>
<td>69%</td>
<td>65%</td>
<td>74%</td>
<td>60%</td>
</tr>
<tr>
<td>Helps children to be successful</td>
<td>67%</td>
<td>New</td>
<td>69%</td>
<td>49%</td>
</tr>
<tr>
<td>Provides energy</td>
<td>67%</td>
<td>62%</td>
<td>67%</td>
<td>46%</td>
</tr>
</tbody>
</table>

**Attitudes**
Almonds are the dry fruit liked best by consumers and are also considered the healthiest.

### Dry Fruit Attitudes

<table>
<thead>
<tr>
<th>Dry Fruit</th>
<th>Total (Liking)</th>
<th>Total (Health)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2012</td>
<td>2014</td>
</tr>
<tr>
<td>Cashews</td>
<td>9.06</td>
<td>9.00</td>
</tr>
<tr>
<td>Raisins</td>
<td>8.53</td>
<td>8.32</td>
</tr>
</tbody>
</table>

**Barriers**
‘Already Eat Enough’ dropped from 47% to 38%

<table>
<thead>
<tr>
<th>Barrier</th>
<th>2012</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expensive</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I already eat enough almonds</td>
<td>51%</td>
<td>53%</td>
</tr>
<tr>
<td>I prefer other nuts</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>Fattening</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Oily</td>
<td>13%</td>
<td>16%</td>
</tr>
</tbody>
</table>
Almond Health Ratings

- Almonds scored better in 2014 on helping to lower cholesterol, being good for diabetes, and a good source of antioxidants.

Source: AAU, 2014
Increased Almond Consumption

- Consumers reportedly ate one more almond per serving than they did in 2012. That’s more than a 20% increase!
- There has been a considerable increase in late-afternoon/early evening consumption

<table>
<thead>
<tr>
<th>Family Member</th>
<th>Average Number of Almonds</th>
<th>2012</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self</td>
<td></td>
<td>3.5</td>
<td>4.6</td>
</tr>
<tr>
<td>Spouse</td>
<td></td>
<td>3.6</td>
<td>4.8</td>
</tr>
<tr>
<td>Son</td>
<td></td>
<td>3.8</td>
<td>4.6</td>
</tr>
<tr>
<td>Daughter</td>
<td></td>
<td>3.8</td>
<td>4.6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>When Almonds Consumed</th>
<th>Self 2012</th>
<th>Self 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>First thing in the morning (empty stomach)</td>
<td>61%</td>
<td>50%</td>
</tr>
<tr>
<td>With breakfast</td>
<td>21%</td>
<td>31%</td>
</tr>
<tr>
<td>Mid-morning</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>With Lunch</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Afternoon</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Late-afternoon/early evening</td>
<td>6%</td>
<td>15%</td>
</tr>
<tr>
<td>With dinner</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Late night</td>
<td>1%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Total Daily Occasions per Person</strong></td>
<td><strong>1.01</strong></td>
<td><strong>1.24</strong></td>
</tr>
</tbody>
</table>
Agenda

1. India’s Regulatory Environment: Julie Adams (ABC)
2. Motivating Market Growth: Sudarshan Mazumdar (ABC)
New Product Introductions and Trends in India

Joanna Clifton
Innova Market Insights
The Innova new product database

tracking New Product Launches = NPLs

>70 countries
Topics for today

• Identifying opportunities within the Indian market
• Almonds as a healthy snacking option
• Indian snack flavor trends
• Highlights
Identifying opportunities within the Indian market
Growth in product launches with almonds in India

• In India, product launches with almonds increased by +65% from 2010-2014, outpacing the growth of total food introductions (+31%), total nut introductions (+48%) and cashews (+7%).

• Almonds have become the number one nut type in India*

*Data from ABC Global New Product Introductions Report – 2014  (Innova Database)
Snacks: the leading category for NPLs with almonds

- In 2014, Snacks accounted for 30% of product launches with almonds, almost twice as many as the Bakery, Cereals and Confectionery categories.

Product launches with almonds tracked for selected market categories (India, 2010-2014)

*Other includes Spreads, Dairy, Sauces & Seasonings, Ready Meals, Meat-Fish & Eggs, Baby Food, Fruits and Vegetables, Soup, Pet Food.
Texture claims for NPLs with almonds

- Crunchy, followed by Smooth and Creamy, are the leading texture claims over the past 2 years. Almost 1 in 2 product launches with almonds has the claim Crunchy.
Crunchy & Crispy claims

Nutty Gritties Peppery Almonds (India, Aug 2015)
Description: The earthiness of fresh ground pepper increases in intensity as you bite the crunchy almonds. Comes in a plastic jar.

Simply Cereal Honey & Almond Crispy Cereal (India, Feb 2014)
- Description: Delicate combinations of golden honey-baked muesli clusters compliment crunchy roasted almonds.
- Claims/Features: Gourmet choice. Crispy, crunchy, clusters.

- Description: Your favorite black forest dessert with bits of cranberries, tender raisins and crunchy almonds in your favorite Cadbury Dairy Milk Chocolate.
Almonds as a healthy snacking option in India
The snacks revolution in India: drivers (Health) and snack characteristics
Finger foods and fruit-based snacks show most growth

- However, in terms of number of product launches Savory/Salty Snacks is the largest, and most established, sub-category.
Consumer insights: the role of health in snacking

- Over 1 in 3 Indian respondents indicate that they usually or always feel guilty after a snack; another 37% habitually try to avoid snacking.
- 53% of Indian respondents state that they are willing to pay up to 10% more for foods or beverages that are healthier for their family.
- 57% agree that eating several healthy snacks a day is as good or better than eating 3 meals a day.
- These insights indicate that there is significant potential for “healthier snacking” in India.

Indian respondents stated the following in 2014:

- 53% willing to pay up to 10% more for foods or beverages that are healthier for family.
- 44% usually/always have difficulty finding nutritious, tasty snacks for children.
- 38% usually/always feel guilty after eating.
- 37% habitually try to avoid snacking.

Source: Health Focus International 2014
Emphasizing the health benefits of almond snacks

Tulsi California Almonds (India, Jun 2015)

Best Almonds (India, Apr 2014)
Description: Best Almonds, popularly known as Badam in Hindi, are very delicately flavored and versatile nuts.
Claims/Features: Almonds are rich in dietary fiber, vitamins, and minerals. A well-balanced food ensuring protection against diseases and cancers, they are a complete source of energy as well as nutrients.

Healthy Alternatives Finest American Almond (India, May 2015)
Description: Almonds are handpicked from the best fields to bring to you a healthier, munchier snack that fills you up with its nutritional value and taste.
Snacks with almonds: top 10 health claims 2014-2015 YTD

- **Natural** (observed in 23% product launches) and **Low Cholesterol** (19%), followed by High/Source of Protein and High/Source of Fiber, are the most frequently observed health claims in Snack launches tracked with almonds over the past 2 years.

- In addition to Low Cholesterol, the claim Heart Health is among the top 10, with the same market penetration as Energy/Alertness (6% product launches).

**Top 10 health claims in Snack launches with almonds tracked 2014-2015 YTD**

<table>
<thead>
<tr>
<th>Health Claim</th>
<th>% New Product Launches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural</td>
<td>23%</td>
</tr>
<tr>
<td>Low Cholesterol</td>
<td>19%</td>
</tr>
<tr>
<td>High/Source Of Protein</td>
<td>10%</td>
</tr>
<tr>
<td>High/Source Of Fibre</td>
<td>9%</td>
</tr>
<tr>
<td>Organic</td>
<td>8%</td>
</tr>
<tr>
<td>Antioxidant</td>
<td>8%</td>
</tr>
<tr>
<td>Heart Health</td>
<td>6%</td>
</tr>
<tr>
<td>Energy/Alertness</td>
<td>6%</td>
</tr>
<tr>
<td>Low Fat</td>
<td>4%</td>
</tr>
<tr>
<td>No Additives/Preservatives</td>
<td>4%</td>
</tr>
</tbody>
</table>
Consumer insights: which health claims are top of mind?

• When asked which they considered extremely to very important health claims on food/beverage labels, the following were the top 10 for Indian respondents:

Top 10 extremely to very important claims on food/beverage labels

- Natural/all natural: 77%
- Heart healthy: 74%
- Cholesterol free: 71%
- Vegetarian certified: 70%
- High protein: 70%
- Whole grain: 65%
- Enriched with vitamins/minerals: 63%
- Certified organic: 63%
- High fiber: 61%
- Antioxidants: 61%

Source: Health Focus International 2014
Zealeo Mango Coconut Clusters (India, Nov 2014)
Description: Mango coconut clusters with a hint of palm sugar mainly used as a binding agent. One serving of clusters has it all antioxidants, vitamins, minerals and omega-3 fatty acids.
Claims/Features: High vitamin E, vitamin B and magnesium content can boost your immune system when you're stressed. Helps reduce LDL. Rich in arginine, helps relax your blood vessels. Helps to prevent cognitive decline that comes with age.

DCC Delicious Almonds (India, Jul 2014)
Claims/Features: 100% vegetarian. Zero cholesterol.

Nutty Gritties Wasabi Almonds (India, Aug 2015)
Description: A heart-friendly almond snack with the zestful flavor of wasabi.
Claims/Features: Delicious and healthy. 100% vegetarian. Heart friendly.
Energy and Antioxidant claims

Rostaa Gourmet Trail Mix (India, Jun 2015)
Claims/Features: Trail mix is considered an ideal snack food for hikes because it is tasty, lightweight, easy to store and nutritious, providing a quick boost from the carbohydrates in the dried fruit and/or granola and sustained energy from the monounsaturated and polyunsaturated fats in nuts. 100% vegetarian.

Healthy Alternatives Dry Fruit Mix (India, May 2015)
Description: This beautiful combination is a tasty and fulfilling treat that ensures you stay energetic throughout the day.

Nutty Gritties Hi Exotics: Almonds, Figs, Cranberries, Walnuts & Apricots (India, Aug 2015)
Description: Nutty Gritties have given the perfect blend of figs, apricots, cranberries and almonds, to give you an instant energy boost to start your day afresh.

Nourish Organics Lime Date Bar (India, Feb 2014)
Claims/Features: 100% vegetarian. Contains omega 3 and 6 fatty acids, enzymes, antioxidants, essential minerals and vitamins.
Protein and Fiber claims

Planters Salted Almonds (India, Mar 2014)

Claims/Features: Nuts are nutrient-dense foods, packed with important nutrients, including good polyunsaturated and monounsaturated fats, dietary fiber, as well as vitamins and minerals. Nuts make a great snack. They do not contain trans fat.

24 Mantra Organic Almonds (India, Feb 2014)

Claims/Features: Organic almonds by 24 Mantra Organic are a good natural source of dietary fiber, protein, vitamin E and many other rich components. Wonderful snack to toss in a bowl and eat, USDA organic. 100% vegetarian. No pesticides. Direct from farm to kitchen.

Pop Mak Roasted Makhana (India, Jun 2015)

Claims/Features: Rich in iron, fiber, protein and minerals.

Nutty Gritties Cholesterol Free Raw Almonds (India, Feb 2014)

Claims/Features: Protein, fiber and monounsaturated fat found in foods, such as almonds, help to make meals more satisfying.
Nuts as vegetarian snack option

Rajat Coco Almonds Salted (India, Jun 2015)
Description: Premium quality salted almonds in a resealable plastic pouch.

Claims/Features: Cholesterol free. HACCP certified company. 100% vegetarian. Premium quality. Resealable packaging. Special pack for extra freshness.

Delight Nuts Roasted & Salted Mixed Nuts (India, Aug 2015)
Description: Indulge in the deliciously seasoned mixed nuts and treat your taste buds to a truly delightful experience.

Claims/Features: 100% vegetarian.
On-the-go positioning enhances healthy snacking

Rostaa Gourmet Morning Berries (India, Jun 2015)
Description: Comes in a resealable plastic pouch. It is the perfect snack. Crunchy, sweet and oh so delicious.

Organic Traditions Ultimate Superfood Trail Mix (India, Apr 2015)
Description: A healthy mix of eight powerful certified organic super foods - chia seeds, hemp hearts, almonds, golden berries, black mulberries, shredded coconut, cacao nibs and vanilla. So it is the ideal snack for you and your family - high on nutrition content as well as extremely tasty. Comes in a resealable plastic pouch.

Naturals Almond Fiesta Energy Bar (India, Dec 2012)
Description: Two individually wrapped energy bars with honey, fruit, and almonds, in a cardboard box. Your meal/breakfast on the go.
Indian snack flavor trends
Spicy, traditional and regional flavors

- Flavor trends in savory snacks and Snack Nuts & Seeds are almost identical and have remained relatively stable in India over the past two years, tending towards spicy (peppers, chilis) and/or traditional.
- Traditional: many salty snack flavors take their inspiration from a variety of traditional regional dishes, inspired by local cuisine or ingredients.

### Top 5 flavors savory snacks (India, 2014-2015 YTD)

<table>
<thead>
<tr>
<th>Flavor</th>
<th>% new product launches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spices, Not Specified</td>
<td>10.2%</td>
</tr>
<tr>
<td>Salt</td>
<td>7.8%</td>
</tr>
<tr>
<td>Masala</td>
<td>6.6%</td>
</tr>
<tr>
<td>Chili, Not Specified</td>
<td>4.6%</td>
</tr>
<tr>
<td>Tomato, Red</td>
<td>3.4%</td>
</tr>
</tbody>
</table>

### Top 5 flavors Snack Nuts & Seeds (India, 2014-2015 YTD)

<table>
<thead>
<tr>
<th>Flavor</th>
<th>% new product launches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salt</td>
<td>8.6%</td>
</tr>
<tr>
<td>Masala</td>
<td>4.9%</td>
</tr>
<tr>
<td>Spices, Not Specified</td>
<td>4.6%</td>
</tr>
<tr>
<td>Chili, Not Specified</td>
<td>2.2%</td>
</tr>
<tr>
<td>Pepper, Not Specified</td>
<td>2.2%</td>
</tr>
</tbody>
</table>
Flavor inspiration from traditional dishes

Haldirams Classic Sweet and Spicy Treat. Inspired by the South Indian dessert Soan Papdi (traditionally made with sugar, gram flour, flour ghee, milk and cardamom) & the savory Aloo Bhujia (cumin-spiced potato noodles).

Em-Dees Aloo Bhujia: Savory traditional “potato noodle” Snack. Made of Potatoes & Spices. The traditional Indian taste.

JRB Ratnagiri Laung Sev (Laung Sev is a traditional spicy snack made with lentil flour). Traditional Indian Snack.
Flavors from the different states of India

**Pepsico’s Kurkure Hyderabadi Hungama.** Inspired by the innovative spices and food preparation that **Hyderabad** (the capital of Andhra Pradesh state) is famous for.

**Maiyas Bhakarwadi.** **Bhakarwadi** is a traditional spicy snack recipe from the state of **Maharashtra**.

**Relish Mullu Murukku Snack** (made from gram flour, with cumin & sesame Seeds). **Murukkus** are traditional snacks from the state of **Tamil Nadu** made for festivals.

“All Kurkure Hyderabadi Hungama ingredients are the trusted ingredients found in Indian kitchens.”

Flour-based round discs are stuffed with roasted poppy seeds, steamed and then finally deep fried to a crispy finish.

Murukku in Tamil means “twisted”.
Tradition- and regional-inspired nut snack flavors

Kanwarji Bhagirathmal Dal Bijji (India, Sep 2015)
Description: Dal biji (Indian snack made of lentils, spices). Prepared with pure ghee.
Claims/Features: Original recipe. 100% vegetarian. No trans fat.

Nutty Gritties Hi Bombay Mix: Raisin, Channa, Mango, Sunflower Seeds And Pumpkin Seeds (India, Aug 2015)
Description: Bite through the perfect blend of the sweetness of raisins, crunchiness of sunflower and pumpkin seeds and tanginess of Indian spices, finished with a zesty lemon aftertaste.

Prakash Gujarati Mixture Snack (India, Nov 2015)
Description: Prakash Gujarati snack mix made from beaten rice, gram flour, corn flakes, peanuts, red lentils, moong pulses with spices.

Attis Healthy Snacker Oil Free Dry Roasted Cashews: Mumbai Masala (India, Oct 2015)
Description: Oil free dry roasted cashew nuts with Mumbai masala flavor.
Creative nut snack flavors

Saffron Jaggered Almonds

Teekha Feeka Cashews

Jeera Wazwan Cashews

Pepy Tappy Cashews

Nutty Gritties Exotic Rose Almonds (India, Aug 2015)

Description: Bite through the crisp almonds to release an aromatic flavor of fresh rose petals.

Rnd Hot Wasabi Flavored Roasted Peanuts (India, Aug 2015)

Description: Hot wasabi flavored roasted peanuts. Sets your tongue on fire.
A taste of honey

Nutty Gritties Honey and Sesame Almonds (India, Aug 2015)
Alfia Honey Nuts (India, Aug 2015)
Nutty Gritties Cholesterol Free Honey Naturals Almonds (India, Mar 2015)
Highlights
Key points

• Identifying opportunities within the Indian market
  – The number of almond introductions has doubled since 2010, making it the number one nut in India.
  – Almost 1 in 3 NPLs tracked in 2014 was a snack, the leading category for NPLs with almonds.

• Communicating almonds as a healthy snacking option to consumers
  – Natural and Low Cholesterol, followed by High/Source of Protein and High/Source of Fiber, are the leading health claims in Snack launches tracked with almonds over the past 2 years.
    • Heart Health is also among the leading health claims, with the same market penetration as Energy/Alertness.

• Flavor trends in snacks
  – Spicy, regional and traditional Indian varieties remain the key flavors in snacks.
Tomorrow Begins Today
Almond Board of California:
Best of India Crop Year 2014-15
Thank You