

THE DELICIOUS DUO

of almonds and chocolate
Global Chocolate Report





CONFECTION **perfection**

Consumer demand for chocolate is growing all over the world, which is great news for California Almonds. Why? Well, you won't find a more perfect pair than almonds and chocolate. What's more, just like chocolate, global demand for almonds is exploding, too.

HOW STRONG **is the appeal?**

Consumers everywhere are head over heels for the enticing twosome of almonds and chocolate. To better understand the undeniable draw, Almond Board of California commissioned a global study of consumer attitudes about chocolate, almonds and chocolate, and chocolate paired with other ingredients. The numbers overwhelmingly point to what we already knew: the delicious duo of almonds and chocolate is a winning combination in high demand. That's probably why eight out of the top 10 global chocolate brands have an almond version.¹

Quick Stats

- Global retail chocolate sales increased 12% from 2004 to 2009.¹
- Almonds are the only nut to rank first or second for chocolate product introductions across key regions North and Latin America, Europe and Asia Pacific.²
- Consumers rated almonds as the nut that best fits in both milk and dark chocolate.³
- Almonds are the ingredient consumers worldwide choose most when creating their ideal chocolate bar.³



ALMONDS AND CHOCOLATE **the perfect match**

When it comes to chocolate, consumers reported the top four attributes they're looking for are **great taste, high quality, satisfying and comforting**.³ Almonds go a long way in adding those qualities to the chocolate experience.

Consumers know almonds have an unbeatably tempting taste, satisfying crunch, upscale image and the added bonus of nutritional know-how. What's more, they also said they were more likely to buy chocolate with almonds, and that almonds outperform other nuts on those top four attributes they seek in a chocolate bar: great taste, high quality, satisfying and comforting.³

Quick Stats

- **70% of consumers worldwide state they are more likely to buy chocolate with almonds versus chocolate without.**³
- Consumers who selected almonds for their ideal chocolate product were more likely to describe their product as "tastes good," "high quality" and "nutritious" and felt their creations would fit a variety of moods, including relaxed, happy, carefree, romantic and celebratory.³



A BIGGER BITE OF TASTE, QUALITY AND NUTRITION

TASTE

Taste is the top reason to reach for chocolate, and consumers reported that adding almonds truly adds to the enjoyment. In fact, they rate almonds as the top nut to deliver taste in chocolate.³

Quick Stats

- 74% of consumers worldwide think chocolate with almonds is tastier.³
- 54% of European consumers say almonds have a taste they crave.⁴



QUALITY

Almonds also have a premium image, the second most important attribute consumers seek in chocolate.³

Our study indicated that chocolate products with almonds aren't seen as just more tasty, they're also considered to be more upscale and higher quality.³

Quick Stats

- 69% of consumers worldwide believe chocolate with almonds is higher quality.³
- Consumers worldwide rated almonds as the number one nut that delivers high quality in chocolate.³



NUTRITION

Seeking out and buying healthier foods is a worldwide consumer trend that covers almost all food categories. Chocolate is no exception.

How big is the draw? More than two-thirds of consumers (69%) worldwide consider health to be important when choosing chocolate products, and even more believe almonds can add a nutritional boost.³

Quick Stats

- 75% of consumers worldwide believe chocolate with almonds is nutritious.³
- 75% of consumers worldwide believe almonds are the nut that best delivers nutrition in chocolate.³



ANTIOXIDANTS

Dark chocolate is growing in popularity thanks in part to an increased interest in the power of antioxidants. Like chocolate, almonds have some nutritional boasts to make on that front. For example, they're a leading food source of the antioxidant alpha-tocopherol (vitamin E). One ounce of almonds, about a handful, provides 35% of the daily value of vitamin E.

HEART HEALTH

Of course, health doesn't stop with antioxidants. Nearly 20 years of research indicates that almonds may help maintain healthy cholesterol levels. In addition, the U.S. Food and Drug Administration released a qualified health claim in 2003, recognizing that California Almonds may help you maintain a healthy heart.

The claim states: *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.*



NUTRITIONAL **know-how**

Finally, almonds have a well-deserved reputation for being nutrient-rich, and consumers see them as a wholesome food. When compared ounce for ounce, almonds are the tree nut highest in protein, fiber, calcium, vitamin E, riboflavin and niacin.

(Based on a one-ounce portion)	Almond	Brazil Nut	Cashew	Hazelnut	Macadamia Nut	Pecan	Pistachio	Walnut
Calories	163	186	157	178	204	196	158	185
Protein (g)	6.0	4.1	5.2	4.2	2.2	2.6	5.8	4.3
Dietary Fiber (g)	3.5	2.1	0.9	2.7	2.4	2.7	2.9	1.9
Potassium (mg)	200	187	187	193	104	116	291	125
Magnesium (mg)	76	107	83	46	37	34	34	45
Zinc (mg)	0.9	1.2	1.6	0.7	0.4	1.3	0.6	0.9
Copper (mg)	0.3	0.5	0.6	0.5	0.2	0.3	0.4	0.5
Vitamin B6 (mg)	0	0	0.1	0.2	0.1	0.1	0.5	0.2
Folate (mcg)	14	6	7	32	3	6	14	28
Riboflavin (mg)	0.3	0	0	0	0.1	0	0.1	0
Niacin (mg)	1.0	0.1	0.3	0.5	0.7	0.3	0.4	0.3
Alpha-tocopherol (mg)	7.4	1.6	0.3	4.3	0.2	0.4	0.7	0.2
Calcium (mg)	75	45	10	32	24	20	30	28
Iron (mg)	1.1	0.7	1.9	1.3	1.1	0.7	1.2	0.8

Quick Stats

- 87% of North American consumers and 62% of European consumers rated almonds as good or excellent for being nutritious.^{4,5}



ALMONDS AND CHOCOLATE **an undeniable opportunity**

All of these amazing almond facts point to the wisdom of including almonds in your next creation. Efforts to supply the demand are already underway, with new almond confectionery introductions increasing by 53% from 2006 to 2010.² However, our research also shows there's a lot more room on the shelves for chocolate and almonds: **13% of consumers ate chocolate with almonds in their last chocolate occasion, but when asked what consumers would like to eat with their chocolate, a staggering 41% said almonds³**

YOUR PARTNER **in perfection**

As global demand for almonds increases across all categories, the almond community is growing to meet that demand. Our forward-thinking industry is at the forefront of taste and innovation trends. We have a strong reputation for providing a high-quality and safe product. And we're increasing supply to meet the growing demand.

To please more people with your next chocolate product, make sure almonds are in. For more information, visit AlmondBoard.com.

1. Euromonitor.
 2. Mintel Global New Products Database and Sterling-Rice Group, Global New Product Introductions Report, 2006–2010.
 3. Sterling-Rice Group for Almond Board of California, Global Chocolate Study, 2010.
 4. Sterling-Rice Group, European Union Consumer Attitudes, Awareness, and Usage Report, 2010.
 5. Sterling-Rice Group, North American Consumer Attitudes, Awareness, and Usage Report, 2010.
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