

# THE NUTRITIOUS

allure of california almonds





## CONSUMERS PRIZE **Almonds for Nutritional Punch**

When you include California Almonds in any of your products or recipes, you're adding more than delicious taste and delectable crunch. You're also adding the attraction of nutritional benefits sought by millions of health-conscious consumers worldwide—and one that's unique to almonds. Ounce for ounce, almonds are the tree nut highest in protein (6g), fiber (3.5g), calcium (75mg), vitamin E (7.4mg), riboflavin (0.3mg) and niacin (1mg). Consumers from every corner of the globe know and appreciate the nutritional benefits delivered by irresistibly delicious almonds.

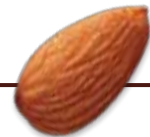
### **Quick Stats**

- Consumers pinpointed nutrition as the number one reason to purchase almonds for the second year in a row<sup>1</sup>
- North American consumers rank almonds as the nut that delivers best for being nutritious (48%), balanced (29%) and natural (25%)<sup>1</sup>
- Most European consumers recognize almonds as nutritious (69%), a wholesome snack (60%) and high in good-for-you oils (60%)<sup>2</sup>

More and more, health plays an important role in consumers' choices. In fact, recent studies show 74% of North American consumers report their grocery purchases are healthier than they used to be.<sup>3</sup> Increasingly, consumers want products that are heart healthy, full of fiber, trans-fat-free and more—all attributes of that tiny treasure, the almond.

### **Quick Stats**

- More than half of consumers say they read the nutrition label before deciding to buy a product<sup>3</sup>
- Approximately 28% of consumers are looking for low/no trans fat and high-fiber items in the grocery store<sup>3</sup>
- Over 20% of consumers are looking for heart-healthy and nutrient-dense choices<sup>3</sup>

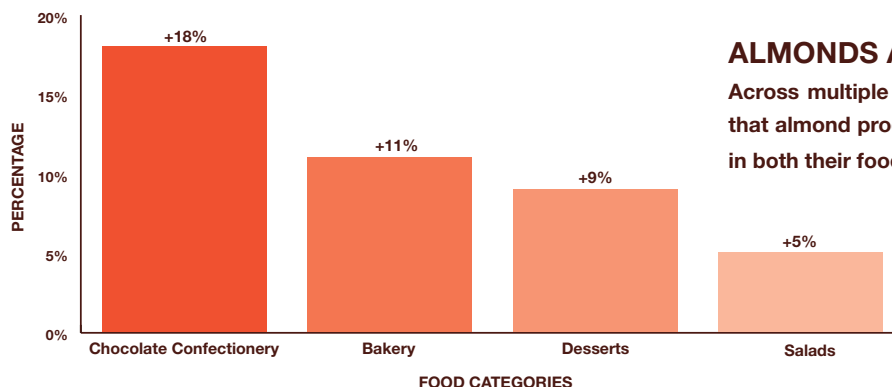


## SUPPLYING **the Demand**

Consumers have spoken and food professionals are responding. According to the latest Mintel Global New Products Database, almonds are the number one nut used in global new product introductions for the second consecutive year.<sup>4</sup> In part because their nutritional value is key to consumers and professionals alike.

### **Quick Stats**

- Nutritional value is among the top two reasons manufacturers and foodservice professionals report using more almonds in products and dishes<sup>5</sup>
- 85% of consumers believe products with almonds are nutritionally better<sup>1</sup>
- Since 2007 there has been a 6% increase in the number of chefs and food manufacturers around the world who say they have added almonds to their menus and products<sup>5</sup>



### **ALMONDS ADD**

Across multiple categories, food professionals report that almond products and menu items have increased in both their foodservice dishes and packaged foods<sup>5</sup>

## NUTRIENT **Powerhouse**

More than just a great taste and satisfying crunch, almonds are packed with wholesome attributes that can help consumers reach their wellness goals.

**Good Fats |** With almonds, consumers can better distinguish the good from the bad, especially when it comes to fats. Almonds have good fats and are naturally cholesterol-free. In fact, just one ounce of almonds contains 13 grams of unsaturated fat and only 1 gram of saturated fat, all this and absolutely no cholesterol!

What's more, nearly 20 years of research indicate almonds' ability to help maintain healthy cholesterol levels. Results from nine clinical studies over the last 17 years show the impact almonds have on cholesterol, and even influenced the very first qualified health claim for nuts: *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.\**

**An Ingredient with Heart |** The National Heart, Lung and Blood Institute reports that almonds have other important nutritional attributes that have been linked to heart health, including:

- Dietary fiber (3.5g)
- Vitamin E (alpha-tocopherol, 7.4mg)
- Magnesium (76mg)
- Copper (0.3mg)

**Vitamin E and Antioxidants |** Research shows that the diets of most North Americans provide less than the recommended levels of vitamin E per day<sup>6</sup>—and almonds can help close that gap. They are one of the leading food sources of alpha-tocopherol vitamin E, an essential antioxidant the body needs to neutralize free radicals for protection.

- When compared ounce for ounce, almonds contain more vitamin E (7.4mg) than any other nut.
- Just one ounce of almonds meets 35% of one's daily required value of vitamin E.

### ***Did you know?***

ORAC stands for Oxygen Radical Absorbance Capacity and is a scientifically accepted way to measure the antioxidant levels of food and other chemical substances. If a food has a high ORAC score, it means the food is high in antioxidants.

Some of the most commonly thought of antioxidant sources are berries, wine, green tea and pomegranates, all of which have appealing flavor and make a powerfully functional combination when paired with California Almonds.

Almonds have a similar ORAC score to cherries, raspberries, and raisins. Almonds also add to the ORAC contributions of blueberries, currants, and cranberries, which are sometimes paired with nuts to create better-for-you food products.<sup>7</sup>

**Satiety |** Consumers have reported that crunch is one of the desirable benefits that almonds add to a food! Almonds' satisfying crunch is not only something to savor, it's good for you too!

A study published in the American Journal of Clinical Nutrition (May 2009) reveals that chewing may play a more complex role in the digestion process, impacting nutrient absorption and feelings of satiety or fullness. Researchers found that those who chewed their almonds up to 40 times absorbed increased levels of good unsaturated fat and reported feeling fuller longer.<sup>8</sup>

Almonds are known to be satiating, but they do so much more than stave off hunger. California Almonds provide fiber (3.5g), good unsaturated fats (13g) and protein (6g), leaving consumers with that full, satisfied feeling they crave.

***Help consumers feel good about their food choices by including almonds in your products and formulations. For more inspiration visit [AlmondBoard.com/FoodProfessionals](https://www.almondboard.com/foodprofessionals).***





## ALMOND NUTRIENT **Overview**

Did you know that one ounce of almonds (about 23) comes packed with nutrients? The following chart compares nutrients among tree nuts for which there is a Daily Value (DV) or Daily Recommended Value (DRV). When compared ounce for ounce, almonds are the tree nut highest in protein, fiber, calcium, vitamin E, riboflavin and niacin. In fact, among nuts, almonds are the best source of six of the 13 nutrients for which there are DVs/DRVs, and among the lowest in calories. Talk about good things coming in a small package!



(Based on a one-ounce portion)	Almond	Brazil Nut	Cashew	Hazelnut	Macadamia Nut	Pecan	Pistachio	Walnut
Calories	163	186	157	178	201	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

1. Sterling-Rice Group, North American Consumer Attitudes, Awareness, and Usage Report, 2009.
2. Sterling-Rice Group, European Union Consumer Attitudes, Awareness, and Usage Report, 2010.
3. Sterling-Rice Group, North American Consumer Grocery Exploration, 2009.
4. Mintel Global New Products Database and Sterling-Rice Group, Global New Product Introductions Report, 2008.
5. Sterling-Rice Group, North American and European Union Volume Driver Attitudes, Awareness, and Usage Report, 2009.

6. National Institutes of Health, Office of Dietary Supplements, 2009.
7. USDA, 2007, SR21.
8. *American Journal of Clinical Nutrition*, May 2009.

\*For more information, visit [www.AlmondBoard.com/9studies](http://www.AlmondBoard.com/9studies).

**Good news about good fat:** U.S. Dietary Guidelines recommend that the majority of your fat intake be unsaturated. One serving of almonds (28g) has 13g of unsaturated fat and only 1g of saturated fat.

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