

# TACKLING GLOBAL TRENDS WITH ALMONDS AND CHOCOLATE



## ALMONDS AND CHOCOLATE ARE A PERFECT PAIR



Confectionery is the **#1 category** for new product introductions

with almonds, with **24 percent** of introductions.<sup>1</sup>



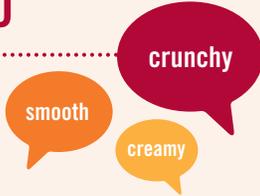
Almonds are the **#1 ingredient** that global consumers include in their “ideal” chocolate product, and consumers consider almonds the nut that is the **best fit for all chocolate types—milk, dark and white.**<sup>2</sup>



Almond butter appeared among the **top five fillings/flavors** that global consumers— particularly those in the rising markets of India and China— included in their “ideal” chocolate products.

## TEXTURE TOP OF MIND

Consumers’ **top three texture choices** in chocolate are:



As textural differentiation becomes a more popular trend, “**crunchy**” claims have grown fastest in new chocolate launches worldwide.<sup>3</sup>

Recipes that incorporate multiple ingredients like **almonds, pretzels, and fruit** can meet demand for interesting textures.



**Almond Candied Orange & Coconut Mendiante**  
CHEF ANEESH POPAT (UK)

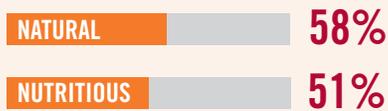
Candied orange peel, coconut flakes, chocolate and almonds deliver the perfect combination of textures. Roasted almonds compliment the zing of candied citrus and bring a crunchy texture that is made more craveable by coconuts’ crispy texture.



**Dark Chocolate Bark with Pretzels and Candied Slivered Almond & Currants**  
CHEF ANEESH POPAT (UK)

Slivered, candied almonds, pretzel and currants form a dazzling array of textures in this chocolate bark. Candying almonds brings texture to the outside of the slivers, while keeping the center soft and toasted. Currants offer fresh, juicy pops of berry flavors.

## BEST OF BOTH WORLDS: INDULGENCE AND HEALTH



Almonds carry a healthy halo. Consumers choose almonds as a snack because they are “natural” and “nutritious.”<sup>4</sup>

of global consumers feel that chocolate with almonds is **more nutritious** than chocolate made with other nuts.<sup>2</sup>

Recipes incorporating almonds with other inclusions like seeds and fruit pack indulgence and texture, satisfying snack cravings but fitting into healthful diets.



**Almond Goji Berry Chocolate Bonbons**  
CHEF BRIAN TAN (CHINA)

Healthful ingredients like almonds and goji berries come together with dark chocolate in an indulgent bonbon. Almonds pair well with the

lightness of goji berry and hint of rum and salt at the end of the palate.



**Chocolate Almond Nut Butter with Essex Maldon Salt**  
CHEF ANEESH POPAT (UK)

A luxurious spread for any occasion, from an indulgent breakfast to an afternoon tea, paired with apple slices, crackers or enjoyed on its own.

## RARE PAIRS: UNEXPECTED INGREDIENT PAIRINGS



Increasingly adventurous consumers are embracing unusual and hybrid flavors that cross categories or explore different cultural influences.



**7 in 10 US and 1 in 2 UK consumers**<sup>5</sup> like products with mixed flavors, such as sweet and salty.



**7 in 10 global consumers**<sup>5</sup> say they love to experiment with new food concepts.



**Almond Coriander Praline Truffle**  
CHEF ANNIE RUPANI (US)

These truffles add elements to chocolate that aren’t typically seen together. Coriander’s citrusy, floral spice is enhanced when toasted and complements the nutty caramelized almonds in the delicious praline.



**Aztec Almond Hot Chocolate**  
CHEF ANEESH POPAT (UK)

Almonds are roasted to release oils and enhance flavor before being combined with dark chocolate, cinnamon and chili in the base blend of this rich, fragrant and smooth hot chocolate with a hint of spice.

<sup>1</sup> Innova Market Insights, Global New Product Introductions Report, 2019.

<sup>2</sup> Global Chocolate Study, Sterling Rice Group, 2018.

<sup>3</sup> Innova Market Insights, Global Chocolate Report, July 2018.

<sup>4</sup> 2018 United States AAU: User Group Analysis, Almond Board of California, December 2018.

<sup>5</sup> Innova Consumer Survey 2019. Average of U.K. U.S., Spain, France, Brazil, India, Germany, Mexico and China