

## CALIFORNIA ALMONDS: WHAT'S TRENDING?



## IN A NUTSHELL

Fresh from this year's almond harvest, the latest edition of In a Nutshell reflects on the changes we've seen around the globe in recent months and looks ahead to what evolving consumer behaviours continue to mean for both the almond industry and food manufacturers.

California almond farmers have been able to continue to supply a shelf-stable and healthy food during this difficult time, with an increased focus on personal health and an eye towards a rising interest in healthy snacking and wellness.

## ALSO IN THIS ISSUE...



...Lu Ann Williams, Director of Innovation at Innova Market Insights, provides food for thought as she explores the latest food trends in which almonds play a key role, while highlighting the emerging new opportunities for innovation.

Further resources in this edition include:

- An expert discussion on new hybrid food concepts hosted by **Food Ingredients First**
- A focus on food safety with the Almond Board's Director of Quality Assurance and Industry Services, Tim Birmingham
- New and refreshed resources for food professionals available on the recently re-launched California almonds website, [www.almonds.co.uk](http://www.almonds.co.uk)

## FUTURE FOOD FOR THOUGHT



This year's global health pandemic has had a profound impact on many areas of life as we know it. The food and beverage market in particular has seen some real shifts. Consumers are spending more time at home, visiting shops less often and trying to stay healthy, both mentally and physically. These changes, combined with an increased awareness of food safety, the planet and origin of our food, has impacted how and what we eat, making a reliable food supply and healthy, sustainable, shelf-stable ingredients more important than ever. Healthy and natural ingredients like almonds are well placed to help food manufacturers innovate in step with these behaviour shifts.

**In this Food Ingredients First article**, Lu Ann Williams, Director of Innovation at Innova Market Insights, discusses the drivers behind some of these key trends and Dariela Roffe-Rackind, Director Europe & Global Public Relations at the Almond Board of California looks at the role almonds play in helping manufacturers innovate in step with these new behaviours. These include:

- An increased focus on personal health and the demand for immune boosting ingredients
- The rise of a 'back to basics' approach and increased emphasis on the lifespan of products
- Consumers recreating indulgent experiences in the home
- The spotlight on responsible consumption with consumers actively looking for sustainably sourced ingredients from companies

## CRAVEABLE COMBINATIONS: THE RISE OF CONFECTIONARY AND SNACKING HYBRIDS



With restaurants and cafes closed, it's been fascinating to see how consumers are getting creative at home. Whether they're baking or re-creating favourite meals, the appetite to explore food and try new combinations of ingredients has increased. At the same time, being at home more has led to increased snacking, but consumers want more from their snacks and are looking to experiment. The combination of nutrition, function and fun has led to the rise of hybrid and category fusion concepts that span both health and indulgence.

In June, the Almond Board of California hosted a panel of experts to discuss the rise of snacking and confectionery hybrids, which is fuelling consumer demand for category fusion concepts. The panel featured Lu Ann Williams (Director of Innovation at Innova Market Insights) and Chef Aneesh Popat (Founder of The Chocolatier), who discussed global product examples that embody these new hybrid food concepts and encourage the exploration of multiple features. Due to their versatility and suitability for many lifestyle and diet choices, almonds continue to feature heavily within new confectionery and snacking launches – including hybrids.

You can listen to the full, free on-demand discussion [here](#).

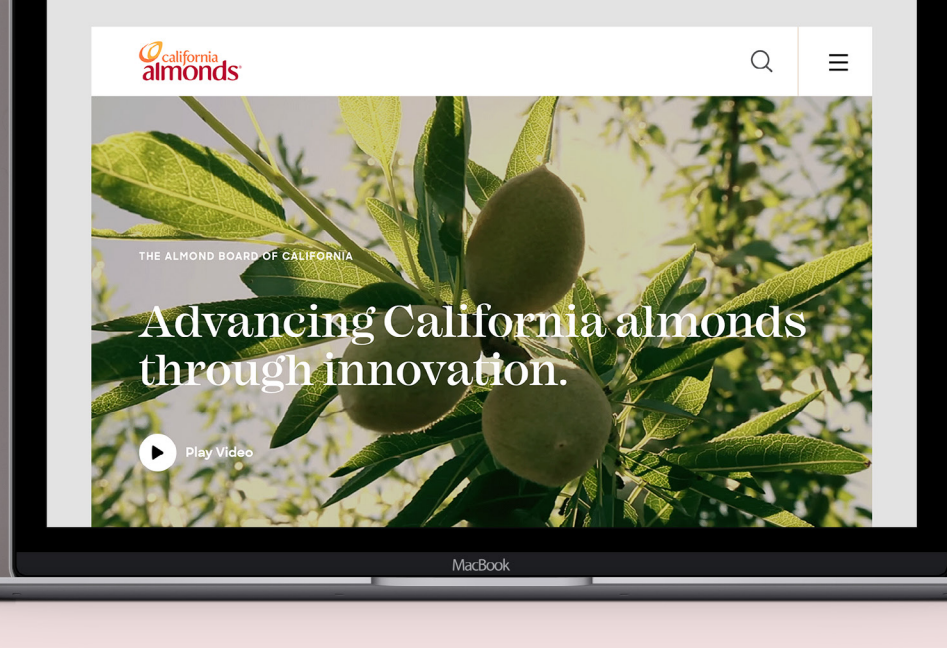
## FEELING GOOD ABOUT INGREDIENTS



The global health pandemic has highlighted on a mass scale how food safety issues can have dangerous consequences and it's accelerated a broader expectation for manufacturers to prioritise responsibility and transparency. This means being open and honest about where and how food is produced, ensuring ingredients are sustainably sourced and acting in the interests of those working across the supply chain.

Our Director of Quality Assurance and Industry Services, Tim Birmingham, recently spoke to New Food magazine about the California almond community's investment and commitment to food safety and quality. You can read all about it [here](#).

## LAST BUT BY NO MEANS LEAST - A NEW ALMOND BOARD OF CALIFORNIA WEBSITE!



As a new crop year brings about change, we've also redesigned and updated how we are doing things on Almonds.com with a brand-new website. Featuring a new look and feel, almonds.com has been re-designed with food professionals in mind, featuring an online toolbox of information and resources. From innovation to nutrition and supply, everything you need to know about almonds is in one place: [www.almonds.co.uk](http://www.almonds.co.uk)

## FEEDBACK

Your feedback helps us bring you more relevant content and resources, so we'd love to hear from you with suggestions on topics of interest, almond forms, or any other information you're interested in. You can provide your feedback by emailing us at [foodprofessionals@almonds.com](mailto:foodprofessionals@almonds.com).

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