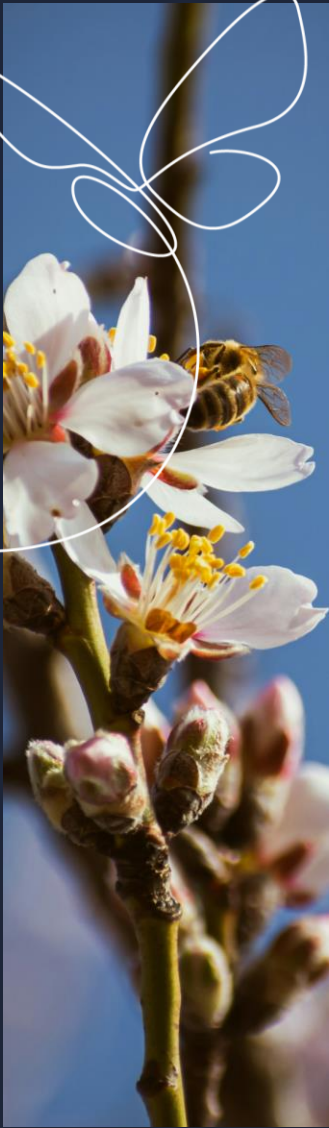




2024

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ROOTED TOGETHER  
THE ALMOND CONFERENCE





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# Elevating Value Through Innovation and Trending Uses of Almonds

**Moderator:** Josette Lewis (ABC)

**Speakers:** Harbinder Mann (ABC),  
Cynthia Machado (Blue Diamond Growers),  
Christie Myers (Cache Creek Foods),  
Greg Nielsen (Otonuts)



ALMOND BOARD OF CALIFORNIA



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# Elevating Value Through Innovation and Trending Uses of Almonds

**Speakers:** Harbinder Maan (ABC)



# Elevating Value Through Innovative and Trending Uses of Almonds

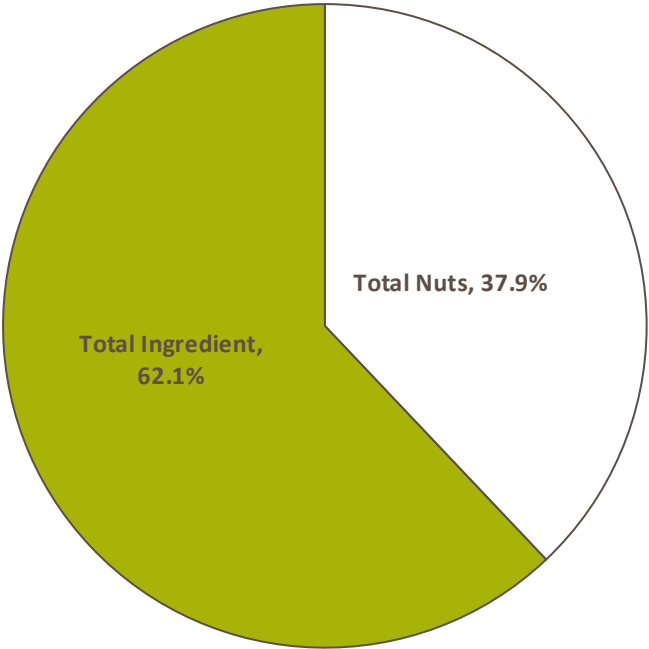
Harbinder Maan,  
Associate Director Trade  
Marketing



# Innovation is Important to Ingredient Growth By Creating Products That Meet Changing Consumer Needs

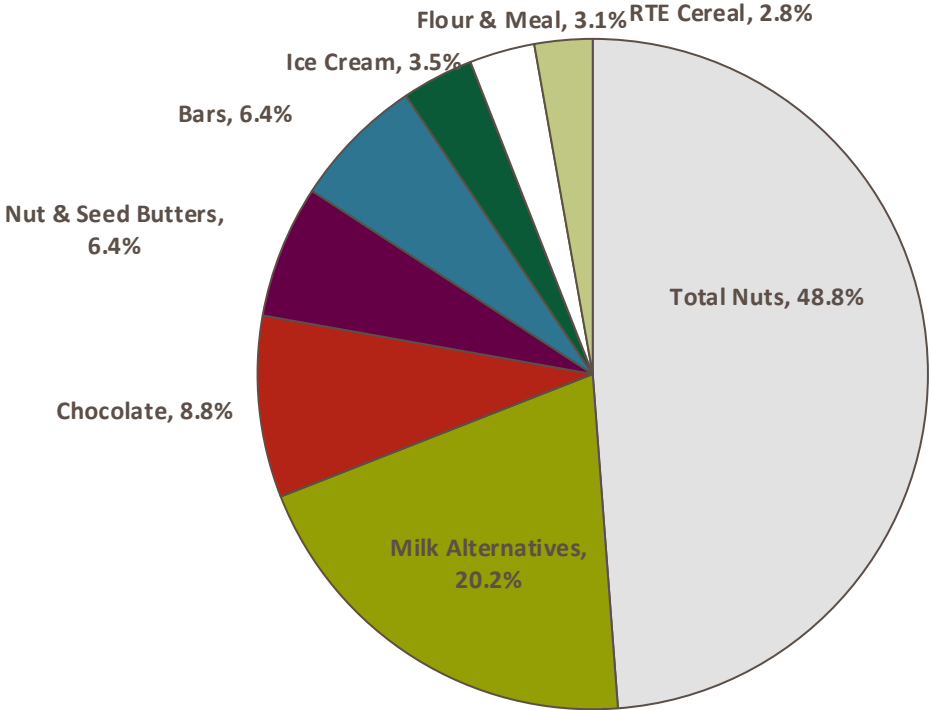
## US Scanner Data – Retail

2006: Category Share of Pure Almond Volume, Estimated at 99MM Lbs (IRI)



**2006**  
**Ingredient: 61.1%**  
**Snack nuts: 37.9%**

Category Share of 2022 Pure Almond Volume Estimated at 296.6MM Lbs (Nielsen)



**2022**  
**Ingredient: 52.2%**  
**Snack nuts: 48.8%**

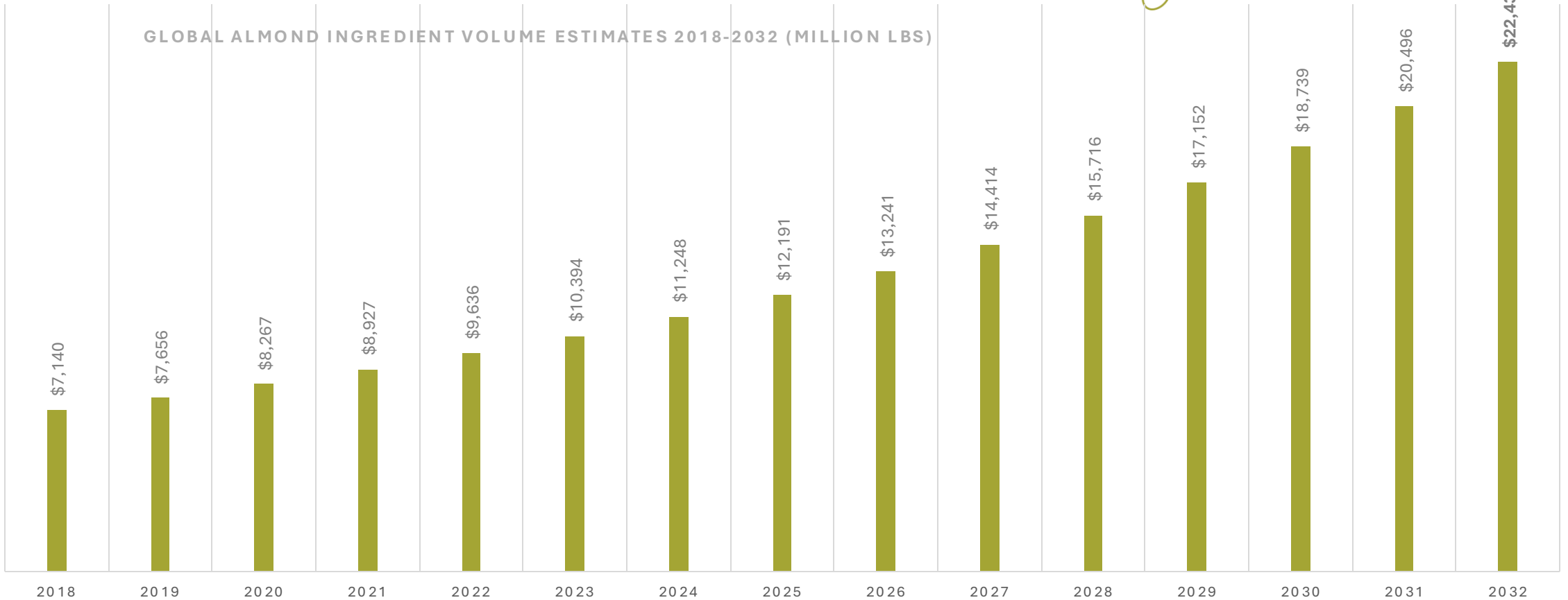


# \$23Bn Ingredient Opportunity



Almond Ingredients Market Report  
2024 - 2032

GLOBAL ALMOND INGREDIENT VOLUME ESTIMATES 2018-2032 (MILLION LBS)



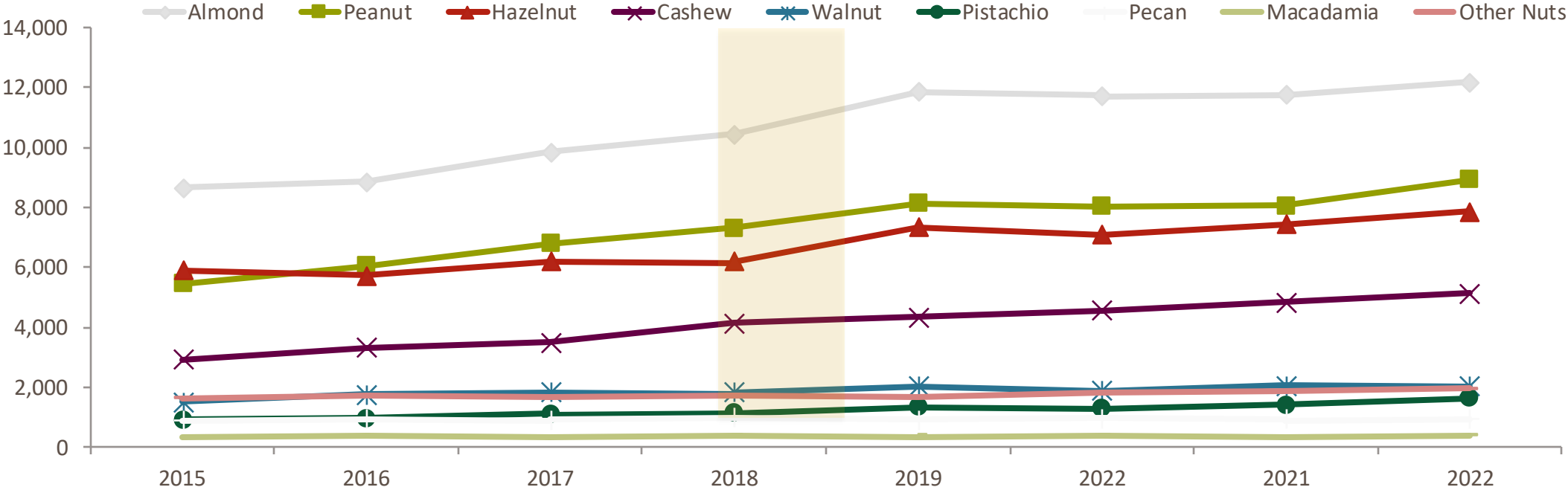


SKUS

# Almonds are the number one nut in new product introductions globally

With a large gap to the second most popular nut peanuts.

Nut Introductions by Type (2015-2022)



\*Other Nuts include non-specified and mixed nuts.

\*\*Global Nut Introductions is lower than the sum of the nut types, since products containing more than one type of nut are counted only once.

Source: Innova New Products Database



# Innova Top 10 Trends for 2025

## #1 Trend – Ingredients and Ingredient Quality

quality

brands

added value

### Trend 1. Ingredients and Beyond

As the demand for added value becomes standard, elevating quality beyond ingredients is key

Trend #1

Ingredients:  
Taking the  
spotlight



2024 – Finding the Star Ingredient

#### The New Standard: Protein Everywhere



Australia, Sep 2024



Germany, Sep 2024



Ireland,  
Aug 2024

#### Obstacles

- Easy to replicate
- Lacking identity

### 2025 - How to Stand Out?

Developing a Coherent Narrative around Quality

#1

**Quality of product** is the most important factor for consumers in food and beverage brands



US, Sep 2024

“30g **sustained absorption protein**”



# Almonds Ingredient Quality:

Almonds are a great story for brands as they are relevant to the key consumer trends

**NUTRITION**

**VERSATILITY -  
14 Forms**

**PLANT-BASED**

**TEXTURE  
AND FLAVOR**

**SUSTAINABLE  
SUPPLY**

**CONSUMER  
LOVE**

**ON-THE-GO**

**FREE FROM**

**Environmental  
Stewardship  
Story- Telling**

Gluten free, lactose free  
and clean label.



# Innova Database – Almond Primary Ingredient

**Product Name :** Puff Works Organic Almond Butter Puffs With Peanut Butter For Babies From 6 Months Onwards

**Country :** United States      **Event Date :** Oct 2024

**Company :** Puff Works

**Brand :** Puff Works

**Description :** Organic almond butter puffs with peanut butter, for babies from 6 months onwards, in a 14g plastic flat pouch.

**Claims :** **New packaging, same flavor. 5 simple ingredients. 0g added sugar. USDA organic. Certified kosher dairy. Certified organic by ...**

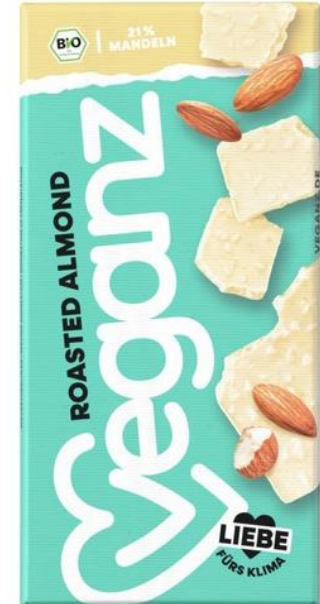


[VIEW DETAILS](#)

**Source:** Innova New Products Database

# Innova Database – Almond Primary Ingredient

<b>Product Name :</b>	Veganz Roasted Almond White Chocolate		
<b>Country :</b>	Germany	<b>Event Date :</b>	Oct 2024
<b>Company :</b>	Veganz Group		
<b>Brand :</b>	Veganz		
<b>Description :</b>	White chocolate with roasted almonds. Comes in an aluminum foil wrapper held in a carton folded box.		
<b>Claims :</b>	<b>Certified organic. Suitable for vegans. 21% almonds. Climate 179 3 stars. Water 79 liters 1 star. Animal welfare vegan 3 stars. ...</b>		



[VIEW DETAILS](#)

**Source:** Innova New Products Database

# Innova Database – Almond Primary Ingredient

<b>Product Name :</b>	Orgalife O'Go Almond Smoothie		
<b>Country :</b>	Vietnam	<b>Event Date :</b>	Oct 2024
<b>Company :</b>	Orgalife Nutrition Science		
<b>Brand :</b>	Orgalife		
<b>Price (EURO) :</b>	1.08	<b>Price (USD) :</b>	1.14
<b>Description :</b>	Almond smoothie in a 200ml Tetra prisma aseptic carton.		

**Claims :** A super convenient smoothie rich in protein and vitamin E to help firm the body and brighten the skin. A super convenient ...



[VIEW DETAILS](#)

# Innova Database – Almond Primary Ingredient

**Product Name :** Crafty Counter Wundereggs Black Salt Plant Based Hard Boiled Eggs

**Country :** United States      **Event Date :** Aug 2024

**Company :** Wunder

**Brand :** Wunder

**Description :** Black salt plant based hard boiled eggs in a 144g plastic standard tray, held in a carton board sleeve.

**Claims :** Zero cholesterol. Non GMO project verified. Women owned. Ready to eat. Free from milk, soy, eggs, wheat. Recyclable paper sleeve ...



[VIEW DETAILS](#)

**Source:** Innova New Products Database

# Innova Database – Almond Primary Ingredient

<b>Product Name :</b>	Dream Farm 100 Percent Plant Based Mozzarella Cheese		
<b>Country :</b>	Italy	<b>Event Date :</b>	Oct 2024
<b>Company :</b>	Dreamfarm		
<b>Brand :</b>	Dream Farm		
<b>Price (EURO) :</b>	3.55	<b>Price (USD) :</b>	3.74
<b>Description :</b>	100% plant based mozzarella cheese in a 125g plastic tub, held within a carton board sleeve.		
<b>Claims :</b>	Low in saturated fat. Suitable for vegans. 100% plant based. Plant-based product, delicious and healthy, as it is low in saturated ...		



[VIEW DETAILS](#)

**Source:** Innova New Products Database

# Deloitte's Recommendation Was To Turn Up Ingredient Opportunities



## DELOITTE



Increased demand will come from ingredient & snack use.

Three Innovation Hubs  
India, USA, Germany



6 of 9 markets had trade as priority

		SHORT TERM	MID TERM	LONG TERM	HOW TO WIN: CONSUMER	HOW TO WIN: TRADE
	India				<ul style="list-style-type: none"> <li>Continue focus on morning ritual, health, nutrition, and cultural ties and expand into Tier 2 and 3 regions to capture middle class growth</li> </ul>	<ul style="list-style-type: none"> <li>Extend health and cultural positioning to value-added categories by partnering with CPGs and capturing urban demand</li> </ul>
	USA				<ul style="list-style-type: none"> <li>Message performance, sustainability, and health benefits</li> </ul>	<ul style="list-style-type: none"> <li>Deepen CPG engagement to drive more innovation in almond usage across applications and with an eye toward sustainability</li> </ul>
	Germany			N/A	<ul style="list-style-type: none"> <li>Focus on health benefits and demand for high-quality ingredients, in concert with cultural ties to almonds and sustainability message</li> </ul>	<ul style="list-style-type: none"> <li>Fuel almond inclusion in plant-based dairy, focused on a sustainability message</li> </ul>
	China				<ul style="list-style-type: none"> <li>Explore health benefits connected to traditional Chinese medicine in Tier 1 cities through social media</li> </ul>	<ul style="list-style-type: none"> <li>Invest in trade engagement in flour and snack bars</li> </ul>
	Mexico				<ul style="list-style-type: none"> <li>Signal consumer benefits for health and nutrition</li> </ul>	<ul style="list-style-type: none"> <li>Focus on trade marketing with CPGs to spur greater usage of almonds in baked goods and savory snacks; work with retailers as well</li> </ul>
	Italy				<ul style="list-style-type: none"> <li>Work with influencers to drive health and positive almond perception</li> </ul>	<ul style="list-style-type: none"> <li>Position almonds for health and sustainability-focused CPG innovation given CPG recipe adaptations</li> </ul>
	S. Korea				<ul style="list-style-type: none"> <li>Demonstrate functional almond benefits</li> </ul>	<ul style="list-style-type: none"> <li>Work with CPG companies to emphasize protein levels, satiety, and energy in a convenient package</li> </ul>
	Japan				<ul style="list-style-type: none"> <li>Health and wellness focused messaging will resonate best in this market, leveraging a halo effect from cosmetic products</li> </ul>	N/A
	France				<ul style="list-style-type: none"> <li>Tailor health messaging related to sports recovery and flexitarian diets which are more sustainable</li> </ul>	<ul style="list-style-type: none"> <li>Capitalize on health and sustainability in trade positioning given government emphasis on these topics</li> </ul>
	UK				<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>Stimulate CPG innovation given governmental initiatives on high fat, salt and sugar regulation to strive for healthier foods</li> </ul>

### LEGEND



Raw/Snack Almonds



Breakfast Cereals



Confectionery



Sweet Biscuits & Snack Bars



Ice Cream



Plant-Based Dairy



Primary Positioning





Where Next?  
Innovation  
Task Force

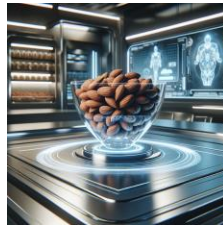
Identifying New  
and Future  
Forward  
Opportunities

# Innovation Task Force

Harnessing the power of leaders in food science with a proven record of bringing successful ideas to market



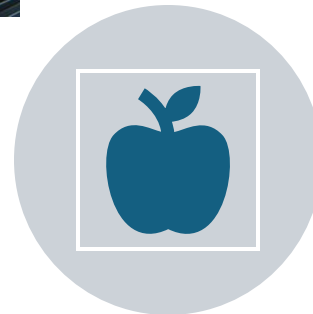
Illuminate innovation possibilities with almonds



Understand marketplace potential of current forms and potentially future forms



Highlight potential of new technologies and processes



Size the potential based on nutrition and regulatory understanding



Product developers have confidence in Almonds



Innovation is constant to support changing consumer needs with an eye on delivering value.



The Innovation Task Force will help to identify opportunities that can create greater value for almonds



Today's panel is part of the industry pushing innovation forward in almond ingredient application and use

# **Elevating Value Through Innovative and Trending Uses of Almonds**



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THANK YOU

ALMOND BOARD OF CALIFORNIA



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# Elevating Value Through Innovation and Trending Uses of Almonds

**Speakers:** Christie Myers (Cache Creek Foods)



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CACHE  
CREEK  
FOODS



# OUR CORE



## INNOVATION

We seek out & are open to new ideas.  
We experiment.



## INTEGRITY

We honor our commitments, we do not cut corners,  
and we demonstrate leadership in supporting  
agricultural sustainability and ethical sourcing.





## **QUALITY**

We manufacture safe, quality tree nut ingredients. Food Safety and Quality is supported and practiced at every level of the business.



## **SERVICE**

We treat employees, suppliers, customers, and community members with respect, genuine care, and kindness.

# NICE TO MEET YOU



**EVELYN**

**FOOD SAFETY  
& QUALITY**



**RAY**

**PRODUCTION**



**SARA**

**RESEARCH &  
DEVELOPMENT**



**CASSANDRA**

**CUSTOMER  
SERVICE**



**CHRISTIE**

**BUSINESS DEV**



**CARL**

**PLANT  
MANAGER**



**JOHN**

**PROCUREMENT**



# ALWAYS INNOVATING

Your team is always innovating, and that's how you keep winning. Us too.

Over the past 30 years, Cache Creek Foods has developed unparalleled expertise in the science of precision tree nut butters and ingredient solutions.

Custom spec? ....We're here to help.



## Unroasted

Muted almond flavor  
with sweet  
undertones & an  
extra smooth texture



## Light Roast

Subtle almond flavor,  
slightly sweet & an  
extra smooth texture



## Full Roast

Robust almond  
flavor, nutty  
undertones and an  
extra smooth texture

Depe mom

I HOPE I CAN HAVE  
A BAG of OILMENS



**CACHE  
CREEK  
FOODS**



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# Elevating Value Through Innovation and Trending Uses of Almonds

**Speakers:** Cynthia Machado (Blue Diamond Growers)



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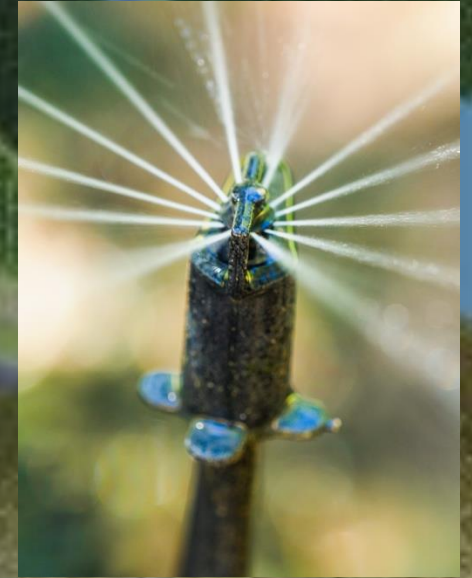


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Blue Diamond Growers



Cynthia Machado Ph.D.  
Sr. Technical Business Development Manager



# WHO ARE WE?



**1910**

**~3000**

**#1**

**573**



# WHO ARE WE?



A COMMUNITY OF GROWERS

Founded

**1910**

**~3000**

**#1**

**573**



# WHO ARE WE?



A COMMUNITY OF GROWERS



Founded

**1910**

~**3000** Grower members, small and multi-generational farms

**#1**

**573**

# WHO ARE WE?



A COMMUNITY OF GROWERS



Founded

**1910**

~**3000** Grower members, small and multi-generational farms



**#1** Snack almond and almond milk brand in the USA

**573**

# WHO ARE WE?



A COMMUNITY OF GROWERS



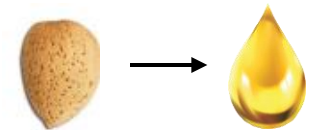
Founded  
**1910**

~**3000** Grower members, small and multi-generational farms



**#1** Snack almond and almond milk brand in the USA

**573** SKUs in our portfolio of ingredients



# HOW WE APPROACH INGREDIENT INNOVATION



ORIGINS OF INNOVATIVE IDEAS

- A. Market Trend
- B. Customer Specific Need
- C. Etc.



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# Elevating Value Through Innovation and Trending Uses of Almonds

**Speakers:** Greg Nielsen (Octonuts)





# OCTONUTS® CALIFORNIA



Elevating Value Through Innovative & Trending Uses of Almonds





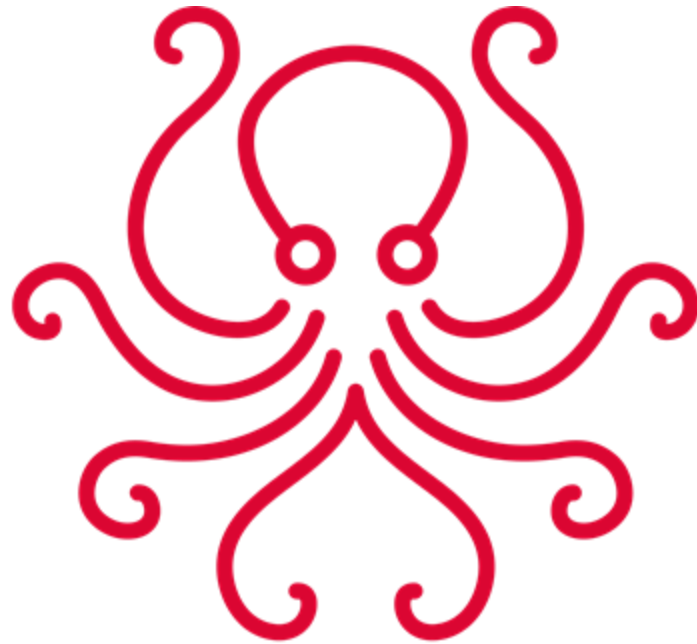
**SPROUTS**  
FARMERS MARKET

**COSTCO**  
WHOLESALE  
CANADA

**Raley's**



**Walmart+**  
WALMART.COM



**Brookshire Brothers**  
YOUR COMMUNITY GROCER SINCE 1921

**EREWHON**

**amazon.com**

**Nugget**  
MARKETS

**OCTONUTS**  
CALIFORNIA

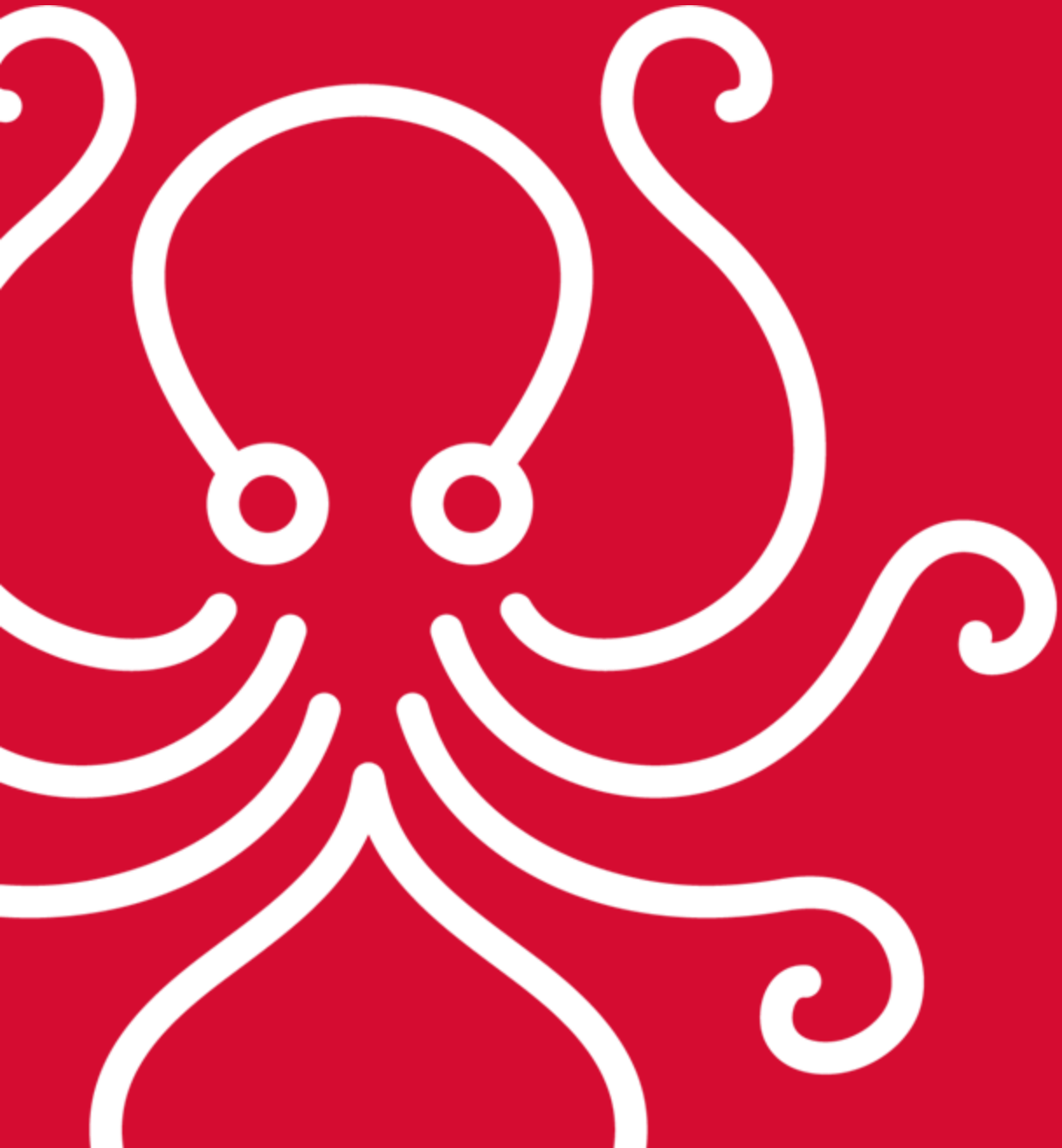


**HARMONS**  
NEIGHBORHOOD GROCER

**VITACOST**



NO SOY · NO DAIRY · NO PEANUTS



What's the deal with the  
Octopus?



# GOODNESS YOU CAN WRAP YOUR ARMS AROUND



OILS



NUT BUTTERS



SEASONED SNACKS



PROTEIN POWDERS

# INNOVATION THROUGH SERVING THE NEEDS OF THE CONSUMER



MADE WITH LOVE IN CALIFORNIA



NO SOY · NO DAIRY · NO PEANUTS



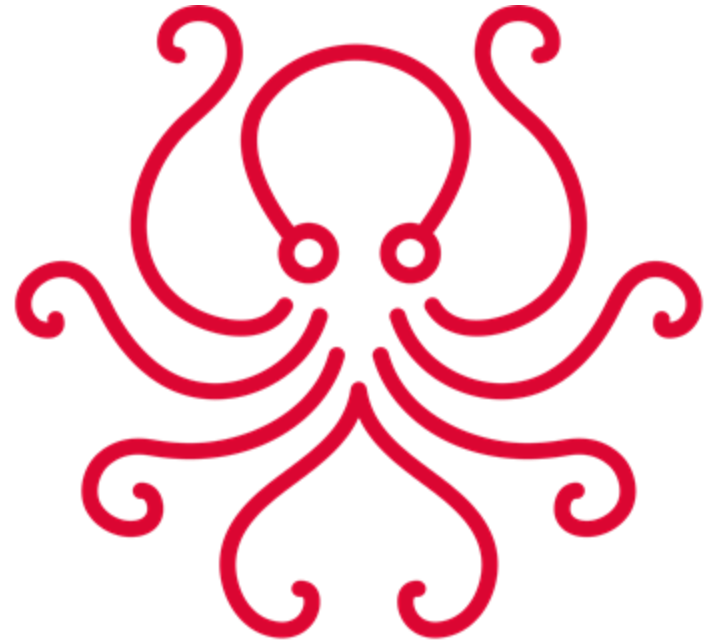
\*Gluten Free Brownie Cookies- Recipe by @charmerkitchen






\*Almond Milk DIY hack by @annie\_siegfried



\*Berry Quinoa Salad  
Recipe by @oannie\_siegfried



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hello@octonuts.com



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