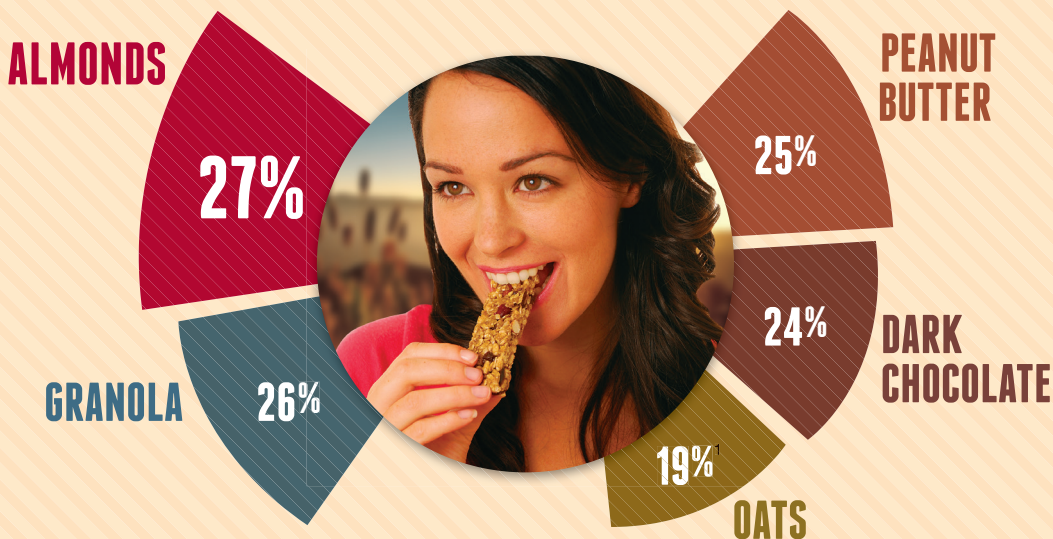


CONSUMERS' IDEAL SNACK BAR



THE TOP FIVE BAR INGREDIENTS CHOSEN BY SURVEYED CONSUMERS ARE:



- **ALMONDS** are the **MOST DESIRED INGREDIENT NUT** in consumers' "ideal bar"¹
 - Among consumers who chose almonds in their ideal bar, "**TASTE**" (71%) was the top reason, followed by "**HEART HEALTH**" (56%) and to "**ADD PROTEIN**"^{**} (52%)³
- Two out of three respondents would include fruit flavors, with coconut and strawberry topping the list¹
- Honey (43%) was the most popular sweetener, followed by brown sugar (25%)¹
- 62% of respondents choose "chewy" as the preferred texture¹

BAR BENEFITS:

- The top benefits surveyed consumers look for in bars are:
 - 1 Great Taste
 - 2 High in protein
 - 3 High in fiber
 - 4 Filling and satisfying¹
- After eating a **BAR WITH ALMONDS**, the feelings consumers report most are:
SATISFIED | HAPPY | FULL | ENERGIZED²

LEARN MORE AT [ALMONDS.COM/FOOD-PROFESSIONALS](https://www.almonds.com/food-professionals)

1. Sterling-Pice Group. US Bars Exploratory Study. September, 2014.
2. Insights Now, Inc. Moments Matter: Motivations Behind Snack and Breakfast Bar Occasions. July, 2014.
3. Good news about almonds and heart health: Scientific evidence suggests, but does not prove, that eating 1.5 ounces of most nuts, such as almonds, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease. One serving of almonds (28g) has 13g of unsaturated fat and only 1g of saturated fat.
^{*}Almonds contain 6 grams of protein per ounce.

