

RETAIL READINESS FOR CONSUMER BRANDS

HOW TO STAND OUT ON SHELF WITH A POWERFUL ALMOND STORY

BY JENNIFER BARNEY, CPG ADVISOR AND FOUNDER OF BARNEY BUTTER

Landing on retail shelves can be a challenge and is a pivotal step for food startups and emerging CPG brands—but shelf space alone doesn't guarantee success. In an era of shifting health priorities and fleeting shopper attention, standing out requires more than a good product. Brands that win know how to translate their value proposition into visual, verbal, and functional shelf appeal.

For brands using almonds, that challenge becomes an opportunity, and one that is growing. Almonds are not only familiar and trusted—they're increasingly relevant to today's wellness landscape. With the rise of GLP-1 medications, and their projected widespread use for weight loss and appetite control over the next decade, consumers are looking for nutritionally dense foods that satisfy, fuel, and support metabolic health. One serving of almonds (28g) provides 6g of protein, 4g of fiber, 13g of good unsaturated fats with only 1g of saturated fat, checking all the boxes.

Let's explore how to make that almond story retail-ready—and why now is the time.

ALMONDS DELIVER NUTRIENT DENSITY—AND SHOPPERS WANT IT

Almonds are a functional hero for modern health concerns. As more Americans focus on eating less volume but higher quality, nutrient density per calorie is becoming a top driver of product selection.

Almonds are uniquely positioned to meet this demand, and many retail brands are already leaning in.

MOSH and **ALOHA** use almond paste as a clean-label binder in their protein bars—delivering satiety and stability without artificial thickeners or added sugars. Almonds also play well in digestive wellness messaging thanks to their natural fiber

and polyunsaturated fatty acids, which help balance and diversify the gut microbiome.



One serving of almonds = 4g of fiber, 3.5g of polyunsaturated fat, 9g of unsaturated fat and only 1g of saturated fat.

If you use almond paste, flour, or butter as a primary ingredient, call it out. Shoppers increasingly want to know why a product fills them up—and "made with almonds for lasting energy" is a powerful, shelf-friendly message.



ALMONDS AS THE NEW NEUTRAL: CLEAN DAIRY ALTERNATIVES

Almonds' light flavor and versatility make them ideal for dairy-free formats—and smart brands are using them to lead their category narrative.

Califia Farms, **Elmhurst 1925**, and **MALK Organics** have built premium almond milk lines centered on purity and clean labels, often highlighting "just almonds and water" formulations. Almonds appear in sports nutrition powders like **Anthony's Almond Protein**, in ready-to-drink superfood shakes like **Koia** and in protein coffee drinks like **PUR Cold Pressed** where the goal is clean fuel without gums or dairy.

The almond story here isn't just about being plant-based—it's about being easy on digestion and compatible with functional formats like nootropics, adaptogens, and superfood blends.

If your product plays in beverage or powder categories, make sure the almond angle is visible on-shelf. Whether that's a "no gums, no oils" callout or a statement like "almond-powered protein fuel," consumers associate almonds with clean energy and trust.



RETAIL PACKAGING: MAKE THE INGREDIENT WORK FOR YOU

Even if almonds aren't your hero ingredient, they can—and should—play a visible role in your shelf story. Retail shoppers want to know not just what is inside, but why it's there.

On packaging:

- Highlight almond ingredients in your flavor names, like "Almond Butter Chocolate Chip."
- Use benefit callouts such as "6g protein from almonds" or "gut-friendly fiber from almonds."
- Mention sourcing if applicable—"California almonds," "regeneratively grown," or "upcycled."

- Consider adding certifications such as Non-GMO Project verification or Certified Vegan since almonds are a plant based, non-genetically modified food.
- Visual imagery of almonds or of the almond shape delivers instant recognition without words.

Retailers appreciate brands that lead with clarity. Show how your formulation uses almonds and other ingredients to solve real problems: supporting plant-based protein and digestive health needs, managing healthy blood sugar levels, or encouraging better snacking habits.

SUPPORT YOUR SHELF STORY WITH PROOF

Retail buyers need more than a good look—they need to know your product will move. Almonds can help you anchor your pitch with credibility, especially if you've integrated them in meaningful ways.

Come prepared with:

- **Ingredient logic:** Why almonds? Talk about nutrient density, satiety, and clean-label benefits.
- **Sourcing transparency:** Are you sourcing from California? Using regenerative practices or part of [The Almond Project](#)?
- **Performance data:** Share online or DTC velocity, reviews, and demo success rates to prove traction.

FINAL THOUGHTS: DON'T JUST LIST ALMONDS—LEVERAGE THEM

Retail readiness means having a product that communicates instantly, performs on shelf, and connects to the moment. Almonds give your brand that edge—not only through their nutritional value, but through their story power.

Whether you're launching a functional beverage, rethinking the protein bar, or entering the clean-snack aisle, almonds can serve as your credibility driver, wellness differentiator, and ingredient hero—all in one.

Make your almond story visible, make it relevant, and let it fuel your next wave of retail growth.



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