



WHY
ALMONDS?

WHY
LTOs?

ALLERGEN
BEST PRACTICES

RECIPES

PROMOTION

RESULTS

RESOURCES



Unlock the **Untapped Potential** of Almonds

The Almond Board of California LTO Toolkit





A Healthy Handful

There's no denying that almonds are a nutritious snack.

4 grams of fiber in every serving.¹

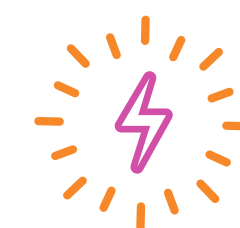
Lower in calories and saturated fat than other nuts.¹

The tree nut highest in Vitamin E & Riboflavin, ounce for ounce.¹

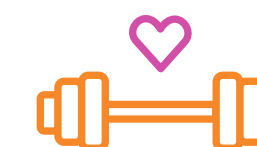


Power-Up

Almonds are a powerhouse ingredient for post-workout recovery. That makes them a smart choice for active lifestyles.² Talk about a win-win!



reduced fatigue and tension*



increased leg strength*



decreased muscle damage*

[View Our Post-Workout Study >](#)

*Study participants included 64 healthy adults with an average age of 46 years. Participants were screened and were included if they exercised less than 3 sessions per week.

Fuel the Body

79% of Americans are trying to eat **healthier, protein-rich snacks.**³ Almonds fit multiple diet plans—such as keto, plant-based, and paleo.

Tiny But Mighty

A single portion of almonds delivers **6 grams of protein**, which support strong muscles, sturdy bones, and healthy skin and nails.⁴



The Earth Conscious Snack



Almonds aren't just a healthy snack; they're good for the Earth, too.

Grown with sustainability in mind, they support...



climate smart practices

Almond trees capture and store carbon dioxide, a greenhouse gas, in their wood and roots. This storage accumulates as the tree grows, reducing emissions and environmental impact.



zero waste production

Carbon in the trees is transformed into electricity or ground up into the soil at the end of their lives.



regenerative farming

Farms that recycle their orchards capture 2.4 tons of carbon per acre,⁵ each one equal to living car-free for a year.⁶

Sustainable Success

Let's talk reusing, reducing, and recycling.

Almond shells can make cozy bedding for livestock. Not to mention, the hulls provide nutritious feed for dairy cows, cutting down on the water needed for other crops.⁷

Resource Mindful

From 1990s-2010s there has been a **33% reduction** in water used to grow almonds.⁸

15% more reduced between 2018-2022.⁹



Growing Good

Almonds and bees help each other thrive. Almond blossoms give bees nutritious pollen¹⁰ and nectar,¹¹ while bees help pollinate over 90 U.S. crops.¹² Today, **86% of bee-friendly certified farms grow almonds.** Plus, almond farmers are planting cover crops to enrich soil and boost biodiversity.¹³

Simply put, snacking on almonds is a wonderful way to live sustainably.



Almonds Every Way

When it comes to variety, almonds take more than just the cake. They can be whole, flour/meal, butter, milk, slices & flakes, slivered, diced, or chopped. All this from one nut!



Flavor Chameleons

Let the flavor innovation begin!

With a subtle nuttiness that can be dialed up or toned down, Almonds are the perfect blank canvas for endless creativity.

Plus, their fats (9g of mono-unsaturated and just 1g of saturated fat per ounce) bring that irresistible indulgence factor to every bite.¹⁴

All Almond, All Day

Almonds are a versatile ingredient that can be incorporated into any meal or snack during the day.¹⁵



Breakfast

A nutritious addition to oatmeal or breakfast bowls.



Lunch

A crunchy salad topper or a flavorful almond butter spread for a twist on the classic PB&J.



Sweet Treats

Almond flour enhances muffins and cookies, while whole or crushed almonds are a great alternative to breadcrumbs.



Beverages

A plant-based option for coffee drinks, smoothies, and teas.

Full Flavor and Flavorful

A match made in Heaven—Almond’s flavor palette effortlessly blends with and elevates bold ingredients like Cajun seasonings, mushrooms, brown butter, maple syrup, black sesame, herbal salts, elderflower, and so much more.¹⁶



Bold and Craveable

These are the fastest growing flavor profiles for almonds on menus.¹⁶

Intense (+62%)

Complex (+61%)

Rich (+58%)



Rise of LTOs

Switchin' It Up

LTOs aren't just for fun—they're a big deal!

52% of consumers have said that limited-time offers are an important factor when deciding on restaurants.¹⁷ Which makes sense why the **number of LTO launches has jumped 46% in the last year alone.**¹⁸

Gen Z, in particular, is all in on bold, adventurous flavors, ranking them the highest for uniqueness.¹⁹ So if it's daring, different, and only here for a short time, they're lining up to try it!

Outlet for Experiences

For Gen Z, dining isn't just a way to fuel their body, it's an experience!²⁰

Customization is King

It's no secret young people can be picky at times. That's why fast casual "build your own" spots are a huge hit. They offer something for everyone, letting people craft their perfect meal, their way.²¹



Pop-Ups Are Hot

And it's not just about what's on the plate—it's about the whole vibe. Pop-ups are exploding in popularity with **growth by 155%** from 2022 to 2023.²²



Allergen Exposure: Labeling is Vital

Any menu item containing almonds should be properly labeled so it is abundantly clear that the dish contains almonds, whether they're visible on the dish or not. This includes labeling on digital menu screens, with menu cards in front of items on display (like muffins in a pastry case, or on menus available online). So if it's daring, different, and only here for a short time, they're lining up to try it!



CONTAINS TREE NUTS



Staff Training

All staff members should be properly trained on ServSafe® protocol for handling the 9 major allergens, **which includes tree nuts.**

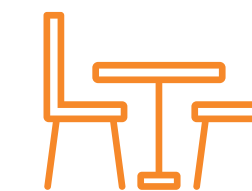
Staff should undergo training to understand how to properly provide information to students on allergens, and it's essential schools have a response protocol in place in case a student has an allergic reaction.

Supporting Students

At the beginning of each semester, have students submit their dietary and allergy restrictions. That way, each week students with allergies can be made aware of any food options they should avoid.

Offer Solutions

Be sure to offer alternative accommodations for the inconvenience. Some ways to do so are:



suggesting other campus dining locations



offering extra campus dining dollars

Recipes



Click a recipe for details

Worldwide Flavors

58% of Gen Z consumers say they ate a globally influenced dish within the past week.²³

48% of college and university diners are more likely to grab unique, innovative food options on campus and **26%** are willing to pay more to get it.²⁴

Blue Zone Curious

Mediterranean cuisine is gaining serious traction among students thanks to its celebrated health benefits and rich cultural roots.

Crave Meets Culture

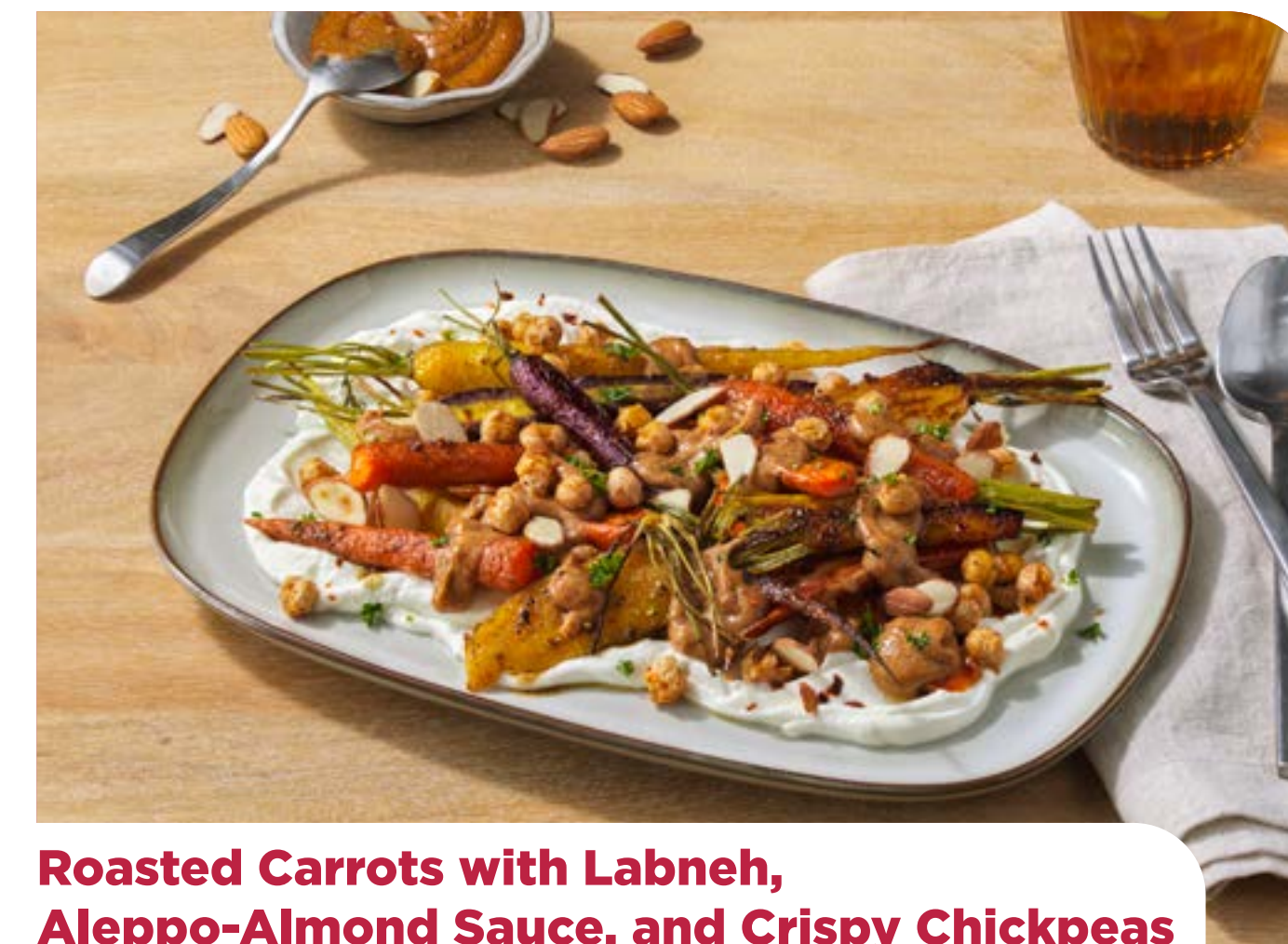
When it comes to the most desired away-from-home cuisine for college students, it's Asian food.



Lamb Kofta with Almond Flour Dukkah



California Almond Orange Chicken



Roasted Carrots with Labneh, Aleppo-Almond Sauce, and Crispy Chickpeas

Additional Recipes

- ▶ [Chorizo and Potato Tostadas with Almond Salsa Macha](#)
- ▶ [Chiles en Nogada de Almendras](#)

- ▶ [Quinoa-Kale Salad with Aleppo Almond Sauce](#)
- ▶ [Almond Cacio e Pepe](#)

The Mediterranean diet is a sustainable and unique choice for increasingly eco-conscious Gen Z students.²⁵

Recipes

[Click a recipe for details](#)

Worldwide Flavors (cont.)

Gen Z sees food as an experience, and the rich flavors and textures of Asian dishes **deliver the excitement they crave.**²⁶



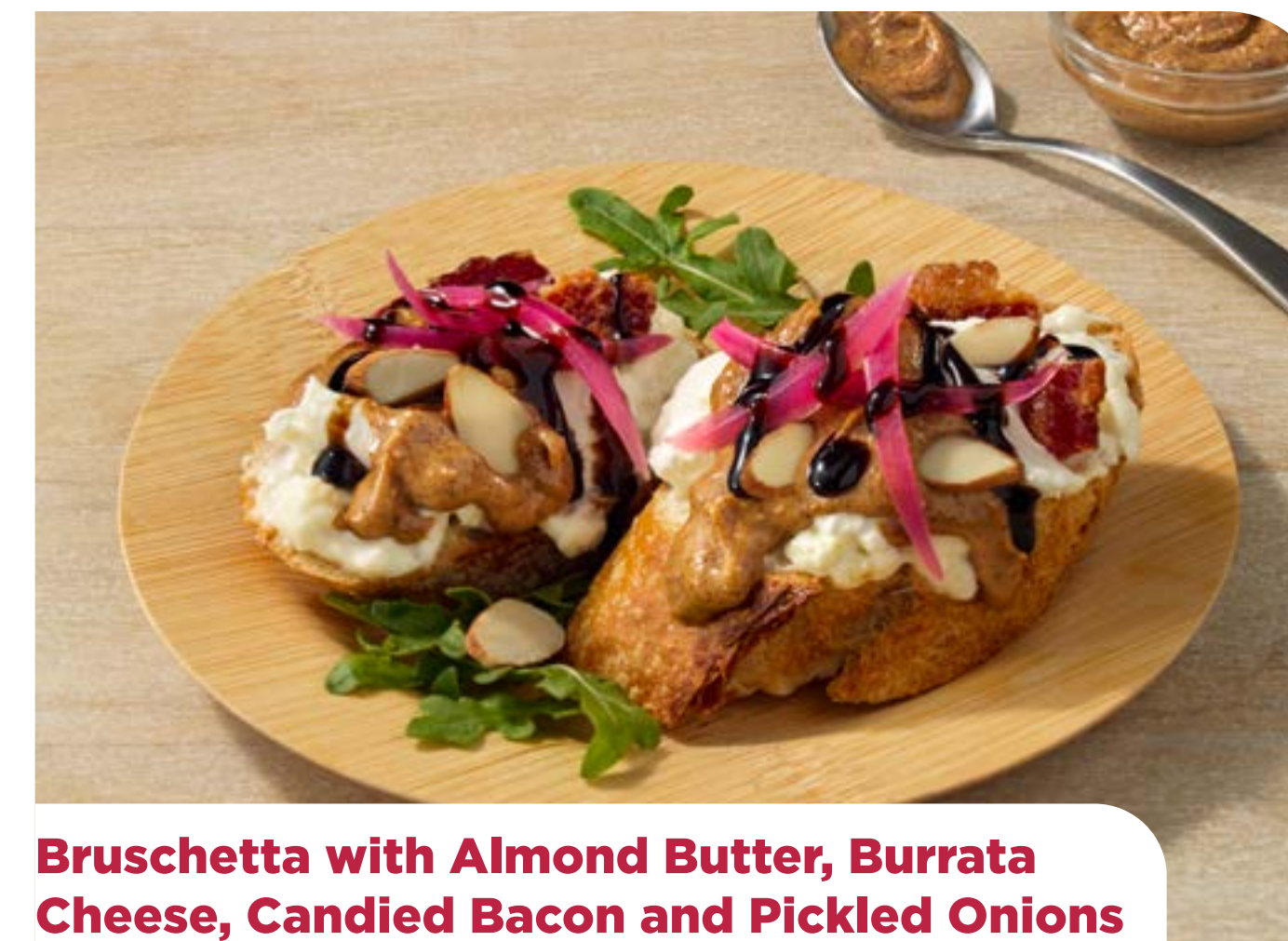
Catalan Almond Picada



California Almond Aloo Gobi

Savor the Swalty

Consumers are craving the sweet-meets-salty “Salty” flavor profile and almonds are the perfect fit. With demand rising, the market is projected to **grow 32% by 2028.**²⁸



Bruschetta with Almond Butter, Burrata Cheese, Candied Bacon and Pickled Onions

Worldwide Flavors Additional Recipes

[Korean Sweet Rice Almond Bar](#)

[Shrimp Linguini with Almond Romesco](#)

Savor the Swalty Additional Recipes

[Eggplant Farro Honey-Almond Salad](#)

Recipes

[Click a recipe for details](#)

Comfortcore on Campus

In today's day and age, people often feel stressed, especially young college students. Today, young people are turning to "comfortcore" dishes to ease their stress. These are reimagined, classic, no-frills foods prepared in creative and practical ways.²⁷



California Almond Parsnip Bisque with Glazed Heirloom Root Vegetables



Spiced Almond Butter Carrot Soup



Grilled Vegetable Pizza with Gluten-Free Almond Pizza Dough



Vegan Coconut Almond Bites



Chicken Piccata with Almond Pesto

Recipes

[Click a recipe for details](#)

Bowls and Blends

Smoothies and Açaí bowls are having a moment and for good reason. Packed with antioxidants and bursting with plant-based goodness, they're the go-to for customizable, nutrient-dense meals.



Berry-Almond Smoothie



Açaí Bowl with Almond Butter



Almond & Coconut Cloud Smoothie



Almond Mango Lassi

Additional Recipes

• [Grilled Cabbage and Smoked Almond Salad](#)

• [Overnight Oats with Cinnamon-Almond Streusel](#)

• [Almond Hummus Bowl with Chicken Shawarma](#)

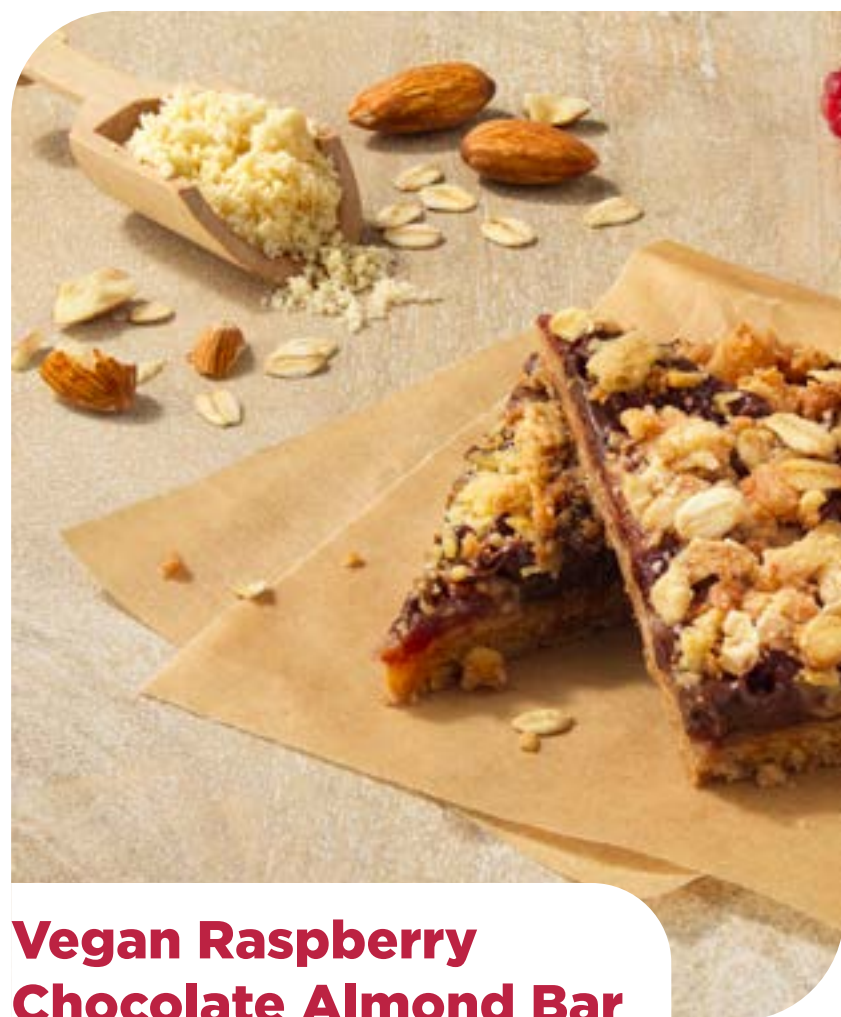
With more consumers chasing dairy-free options, this trend is only getting started.²⁹⁻³⁰

Recipes

[Click a recipe for details](#)

A Sweet Treat

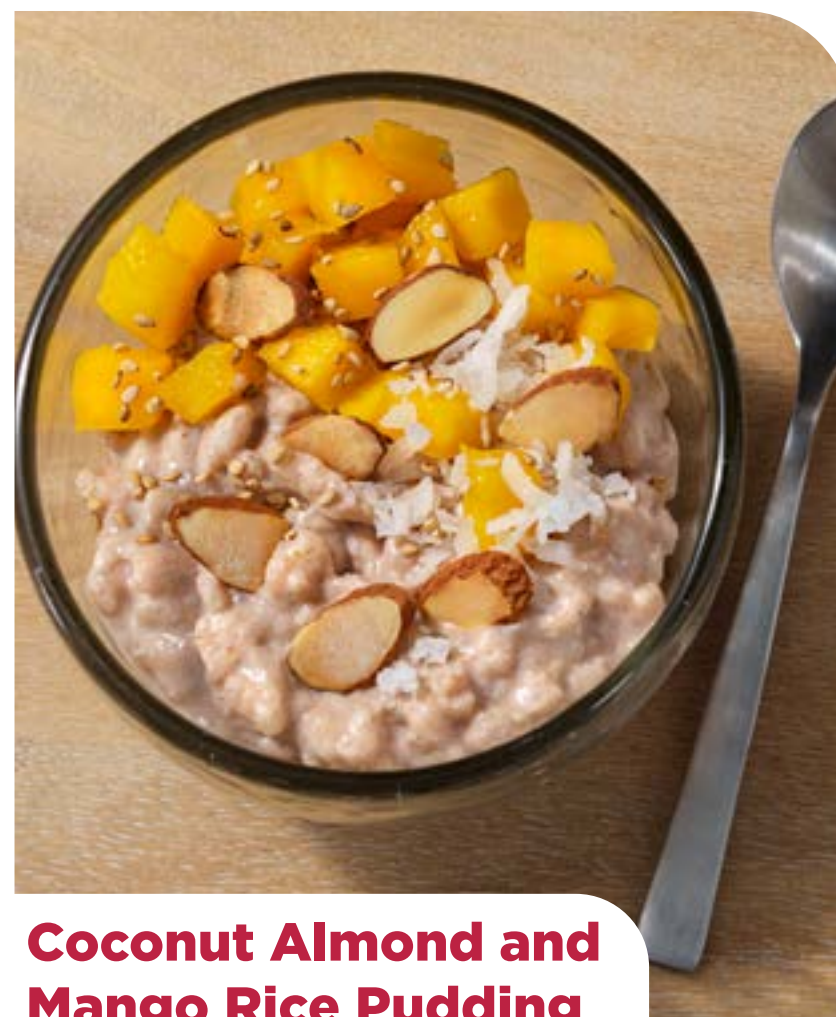
Sweet classics like berries and coconut are still crowd-pleasers, but plant-based desserts are on the rise. With **38% of consumers** hungry for healthier treats, there's more demand than ever for desserts that taste good and feel good with no compromises.³¹



Vegan Raspberry Chocolate Almond Bar



Raspberry Almond Tart



Coconut Almond and Mango Rice Pudding



Pearl Sugar Waffles with Cocoa-Almond Butter Sauce



Almond Blueberry Bundt Cake

Additional Recipes

- [Almond "Croissant" French Toast Casserole](#)
- [Matcha Raspberry and Almond Bostock](#)
- [Stone Fruit Galette with Gluten Free Almond Pie Crust](#)
- [Almond Protein Waffles with Stone Fruit and Almond Streusel](#)
- [Almond Crepes with Chocolate Almond Butter & Strawberries](#)



Bringing the Toolkit to Life

University of Massachusetts Amherst

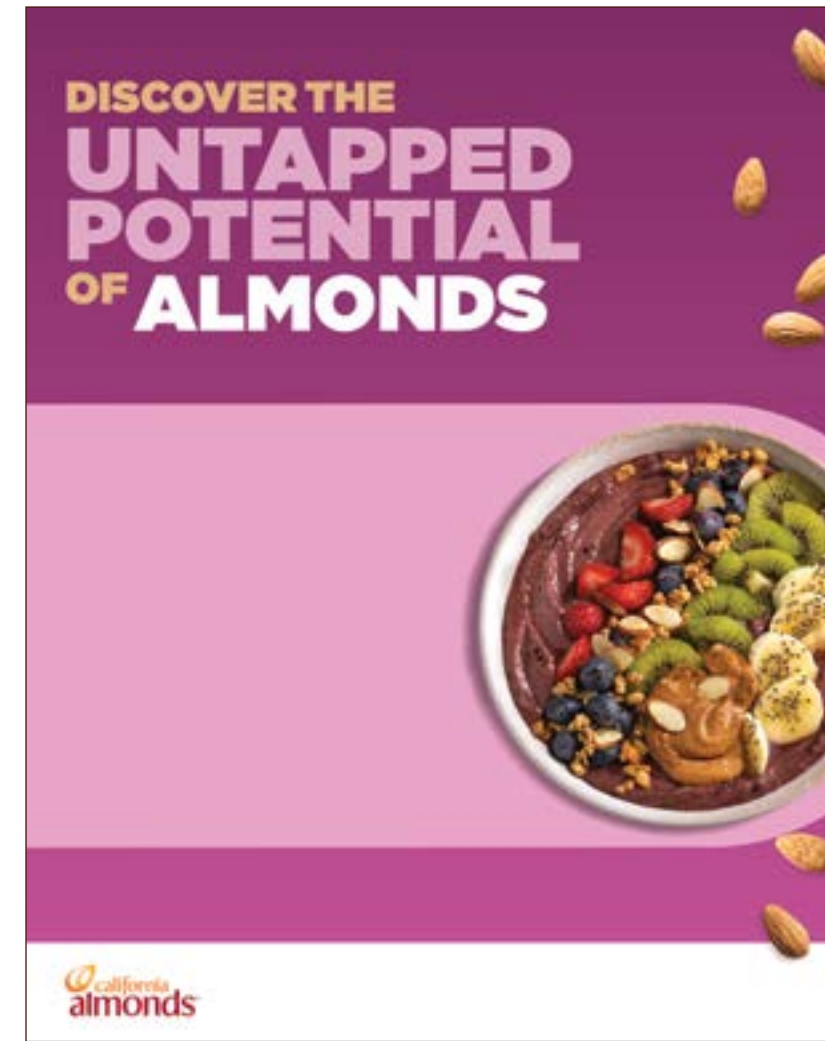
Over the past year, we have connected with thousands of students at the University of Massachusetts Amherst to showcase how the untapped potential of almonds could become a part of their diet and lifestyle.

[Click to Download >](#)



Photo courtesy of UMass Dining

Customizable Templates



Additional Marketing Materials

Spark playful, shareable engagement with a personality quiz that can help students see themselves in a delicious new light.



Additional Available Assets

- Flyers
- Posters
- Social Posts
- TV Graphics
- Web Banners
- Additional pull up banner and template options

Results

The Almond cravings are real!

“I’ve really never seen a response to a sampling activation like that (Almonds LTO Day) before! We’ve had students line up in between classes, but to have a consistent line of 10 or more people deep from start to finish for an activation is just something we’ve never seen before.”

**UMass Amherst Dining
Marketing Manager**

During the almond sampling takeover at UMass Amherst, students turned from casual snackers to full-on almond fans. Student likability jumped 12% after the event, with 92% saying they enjoy almonds and almond-based bites.^{32,33}



Snacking Success at UMass Amherst

98% of UMass students enjoyed the almond-based dishes served at our Almond Day event, with 94% expressing interest in attending another Almond Day event.³²

86% of students also said they wanted to see more almond-based dishes on UMass menus.³²

Over 2/3 of college students reported almonds as fitting well into their busy and active lifestyle.³³

Love at First Bite

In addition to the event pop-up, we hosted a flavored almond tasting at an on-campus retail location – at the event, 93% of participants said they would purchase these flavored almonds if available on campus or in stores and 84% said they’re likely to recommend these flavored almonds to friends.³⁴



Results

Tastefully Sustainable

After our almond LTO event, awareness of almond farming's environmental perks shot up 36%, with **60% of students** walking away recognizing the many benefits almonds have to offer.^{35,36}



Brain Food

From pre-event to post-sampling, understanding of almond health benefits jumped 20% in students and **93%** walked away **knowing almonds are a win.**^{35,36}

Almonds on the Daily

Over 25% of students say they'd **eat more almonds** if they were **easier to find** and enjoy on campus. 26% of students cited accessibility, convenience, or availability of almond offerings across menus as key to incorporating almonds into their diet.³⁵

Following the sampling event, **85% of UMass students** expressed a desire to fit more almonds into their daily diets.³⁶

More than half of college students surveyed said they'd be excited to attend another almond-focused LTO event.³⁵



Real Students' Reactions to Almonds

Find out what real students are saying about almonds after their pop-up experiences.



University of Massachusetts Amherst

“I am really passionate about the crunch, nuttiness, and flavor. It is versatile and it can pair perfectly with a savory or sweet dish at any time of the day.”³⁶

“I like the distinct taste that almonds have. It isn't too strong or overpowering, making it complement various dishes well. I enjoy its versatility—salads, meat dishes, desserts, milk, etc.! Good in all taste, texture, nutrition in my opinion!”³⁶

“The almond chicken picatta and the orange almond chicken were awesome!”³³

“Almonds have a unique subtle flavor that serves as a great complement to pretty much any food. It also has a hearty consistency, yet not one that is so dense as to be overly dry. Also, almonds contain many nutrients.”³⁶

“I love how you can use almonds in so many ways, and in so many dishes.”³⁶



“I AM OBSESSED WITH ALMONDS!”³³

Photography courtesy of UMass Amherst Dining



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