

## NUTRITION HORIZON

# California Almonds Aims to Tap into Growing Trend for Healthy Snacking

Date:06 Jan 2011

Summary:With evidence of a lifestyle shift that has led to an increase in snacking as well as growing consumer concerns about the health benefits of food, the activity is part of a multi-country drive to raise awareness of almonds as a healthy snack and increase global demand.

1/6/2011 --- California Almonds has announced the launch of a new campaign to position almonds as a healthy and convenient snack for busy women. The campaign has been developed following extensive investment in consumer and market research that revealed a gap for healthy, natural snacks in the European market, one of the largest snack markets in the world. The multi-channel push targets food and health-involved women and will include an integrated mix of PR, talent endorsement and media partnerships as well as dedicated print and online advertising support for the first time in the UK.

With evidence of a lifestyle shift that has led to an increase in snacking as well as growing consumer concerns about the health benefits of food, the activity is part of a multi-country drive to raise awareness of almonds as a healthy snack and increase global demand.

“We have been running marketing activity outreaching to consumers, health and food professionals for many years in the UK. With the growing trend for healthy snacking, we felt this was the right time to launch this campaign to further raise awareness of almonds among UK consumers. The new creative, themed around the content of women’s handbags, really stands out and demonstrates how almonds are a convenient, delicious and healthy snack that is essential to the lives of our audience. We are confident that this new approach, alongside continued campaigns reaching food and health professionals, will successfully drive demand for almonds,” says Richard Waycott, CEO, Almond Board of California.

The UK campaign will begin in January and will enlist the help of Juliette Kellow, a leading dietician to leverage the healthy snacking message and establish California Almonds as the healthiest nut. The campaign will be rolled-out across 17 key consumer titles – both print and online – including Easy Living, Red, Woman & Home as well as retail magazines including Tesco, Sainsbury and Waitrose.

Waycott continues “The campaign is about incorporating healthy snacking into your daily life and we’re confident that the initiative will strike a chord with on-the-go consumers.”

The UK comms drive, backed by an £2.8 million investment is part of a well-established year-round pan-European programme (France, Germany, UK) that targets consumers, food professionals and other key influencers such as nutritionists and dieticians.