



# Why you should use macadamias



## Five reasons to include macadamias in new product development

### Consumer Perception & Value

In the short sixty years macadamias have been sold commercially, they have risen to the top of consumers' value proposition. Consumers, regardless of the price, have always sought out macadamias for the indulgent sweet buttery flavor. In the past, manufacturers were hindered by the lack of supply and high prices of macadamias. Now however, there is prevalent supply from many origins with reasonable prices, eliminating the roadblocks to new product innovation.

### Versatility

Macadamias come in many forms, from kernels and halves for snacking, to diced and natural pieces ideal for adding texture, flour (natural & defatted) for flavor depth, butter for spreads & confections, and oils for cooking & dressings.

### Macadamia's Sustainable Story

Macadamia nuts grow in some of the most beautiful tropical regions in the world. The nut meat is protected by a hard outer shell, and they aren't harvested until nature decides they are ready. The sustainable way in which macadamias are grown and harvested is the message today's consumers seek.

### On Trend

Macs, as they are affectionately referred to, are on trend with most every international diet. They have the highest level of good fat of all tree nuts. Macadamia nut milk is delicious and naturally sweet. Because of its buttery flavor and high smoke point, macadamia oil is great for roasting, baking and deep frying, as well as a great base for dressings and a substitute for butter when baking. Defatted protein powder is popular in the snack bar category. Bars promoting macadamias are some of the most popular and delicious.

### Health Benefits

Macadamia nuts are high in monounsaturated fat which may help reduce bad cholesterol and decrease risk of heart disease. They have high levels of antioxidants, which help protect your body against cell damage. Some studies have shown they may help against some age-related diseases, and eating nuts, like macadamias, may improve brain health.<sup>1</sup>

<sup>1</sup> Reported by the International Nut and Dried Fruit Organization and available at [nutfruit.org/nutritions/macadamia](http://nutfruit.org/nutritions/macadamia)

## Macadamia Nutritional Profile

Nutrient	Per 30g
<b>ENERGY</b>	
Energy	905
<b>MACRONUTRIENTS</b>	
Protein (g)	2.76
Total fat (g)	22.20
Saturated fat (g)	3.00
Mono-unsaturated fat (g)	17.80
Poly-unsaturated fat (g)	0.33
Omega 3 ALA (mg)	60.00
Carbohydrate (g)	1.35
Sugars (g)	1.35
Dietary fiber (g)	1.9
<b>MINERALS</b>	
Calcium (mg)	14.4
Copper (mg)	0.12
Iron (mg)	0.54
Magnesium (mg)	28.5
Manganese (mg)	1.53
Potassium (mg)	123
Selenium (ug)	3
Sodium (mg)	0.3
Zinc (mg)	0.36
<b>VITAMINS</b>	
Thiamin (mg)	0.09
Riboflavin (mg)	0.03
Niacin (mg eq)	1.23
Folate DFE (ug)	3.3
Vitamin B6 (mg)	0.09
Vitamin E (mg)	0.42
<b>OTHER</b>	
Arginine (g)	0.4
Sterols (mg)	35
Polyphenols (mg)	47



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Pecans  
Almonds  
Hazelnuts  
Macadamias  
Cashews Seeds Walnuts  
Nut Oils Protein powders

Sustainable & Organic

