

love macadamia™

The New Mindful Superfood

Presenters

Conducted an in-depth technical evaluation of existing scientific literature, nutritional composition, and regulatory claims related to macadamia nut consumption and health for the determination of fact-based, compelling benefits, consumer narrative, and potential strategy to increase macadamia nut consumption.



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Our storyline

- Macadamia nuts contain a variety of 'good fats', Omega 3, 6, 7 & 9 fats and have a favorable ratio that supports a healthy diet.
- The vitamins/minerals, antioxidants and phytonutrients combined with good fats make them a 'superfood' and is backed by science.
- Inflammation is a significant health concern and consumption of macadamias can help address issues such as; digestive, brain and heart health.



Good fats vs bad fats

Types of fats – saturated & unsaturated



Saturated fats = bad



Unsaturated fats = good

Two types of unsaturated fats

Polyunsaturated Omega-3 and 6



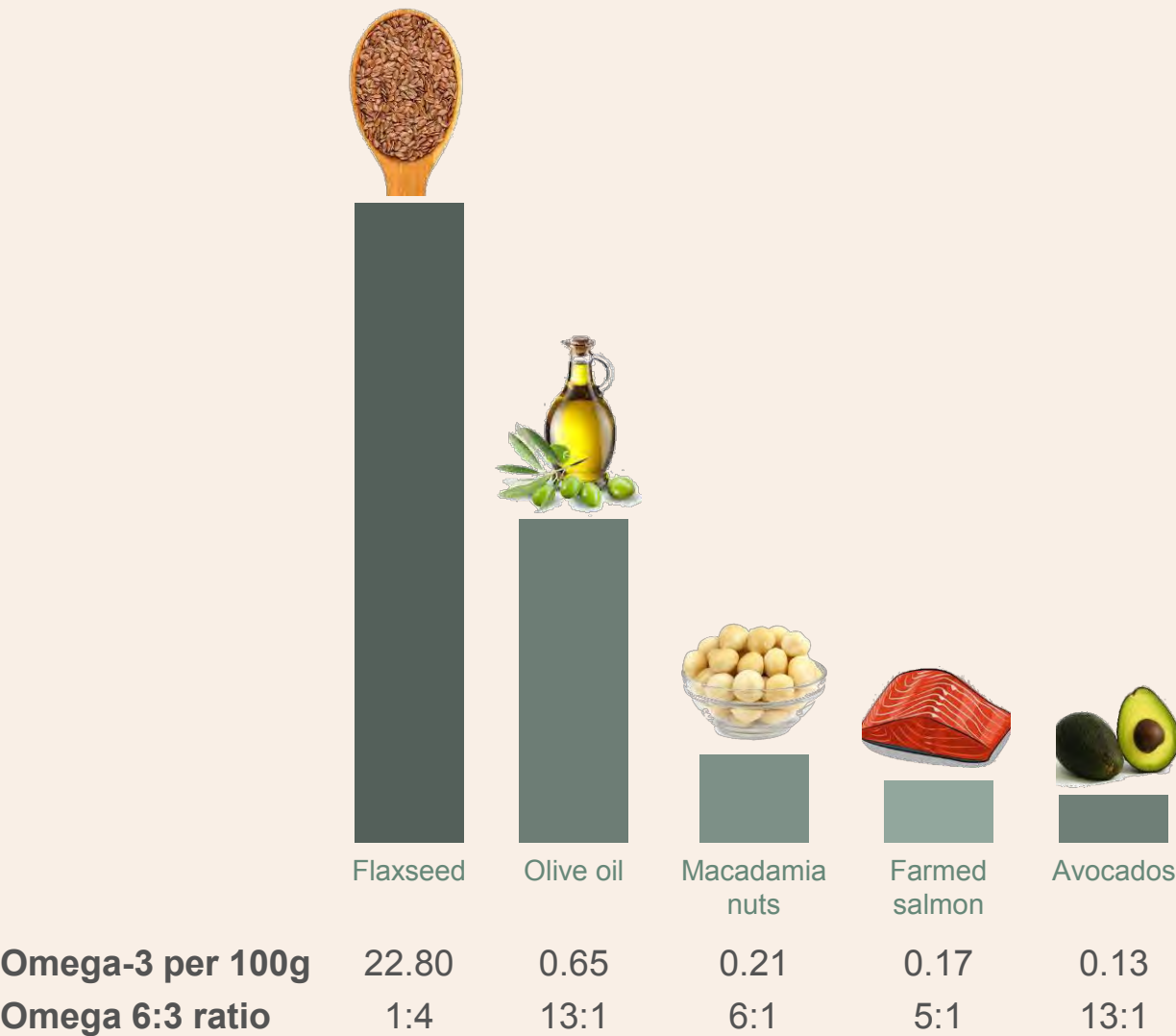
Monounsaturated Omega-9 and 7



Polyunsaturated Fats

POLYUNSATURATED FATS COMPARISON (g/100g)

Products	Omega-6	Omega-3	Ratio (omega-6: omega3)
Macadamia nuts	1.30	0.21	6:1
Walnuts	38.10	9.08	4:1
Almonds	14.50	0.05	14:0
Cashews	7.78	0.06	7:0
Pistachios	14.10	0.29	48:1
Hazelnuts	7.83	0.09	7:0
Pecans	20.60	0.99	21:1
Brazil nuts	23.90	0.04	24:0
Extra virgin olive oil	8.40	0.65	13:1
Farmed salmon	0.90	0.17	5:1
Dark chocolate 45-59%	1.00	0.09	11:1
Egg	1.55	0.05	2:0



Monounsaturated Fats

- Macadamia nuts are rich in MUFAs
- Highest MUFAs compared to other tree nuts

Tree nuts	Monosaturated fats (MUFAs)
Macadamia nuts	59
Hazelnuts	46
Pecans	41
Almonds	32
Cashews	24
Pistachios	23
Brazil nuts	23
Walnuts	9



Olive oil



Pumpkin seeds



Macadamia nuts



Coconut oil



Avocados

Satiety – the feeling or state of fullness and gratification

- Keeping us full longer
- Good fats as a source of energy without the negative outcomes
- Helps us maintain a healthy weight
- Sustained energy



serving size:
30g = ¼ cup = 1oz = 10-12 pieces



Macadamia nuts 'Good Fats' messaging



- Macadamia nuts are an Excellent/Rich source of monounsaturated fatty acids (MUFAs)
- They provide a healthy ratio of polyunsaturated fats (PUFAs): omega's 6:3
- The fats in macadamias may help fight inflammation and support our brain and cognitive function.
- Macadamia nuts can be included in a heart-healthy diet, due to its cholesterol lowering effects.
- Whole-food, plant based source of healthy fats that keep us full longer

What is a superfood?

Superfoods



- Superfood – a nutrient-rich food
- Antioxidants – vitamin C or E and A (form of beta-carotene)
- Phytonutrients or phytochemicals – produced by plants and contain antioxidants, as well as anti-inflammatory properties

Carotenoids

Polyphenols

Phenolic
Acids

Phytosterols

Flavonoids

Macadamia nuts nutritional benefits

Macadamia nuts is a superfood based on the abundance of vitamins and minerals present in just one serving and the benefits they contribute to our health!

daily value (%)		
Manganese	1.2 mg	51
Thiamine B1	0.3 mg	28
Copper	0.2 mg	23
Magnesium	36.0 mg	9
Iron	0.8 mg	6
Vitamin B6	0.8 mg	5
Niacin B3	0.7 mg	4
Phosphorus	53.0 mg	4
Zinc	0.4 mg	3
Selenium	1.0 mcg	2
Calcium	20.0 mg	2
Potassium	104.0 mg	2
Vitamin E	0.2 mg	1
Folate	3.0 mcg	1

Macadamia nuts – a balanced superfood

- Helps us absorb fat-soluble vitamins
- Fighting power of polyphenols and flavonoids which are essentially superfoods by neutralizing harmful free radical damage in our cells
- Help us stay full for a long time without causing a spike in blood sugar

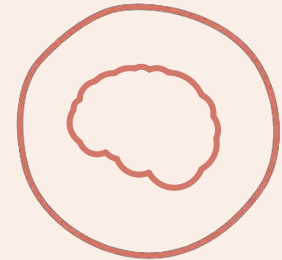


Additional health benefits

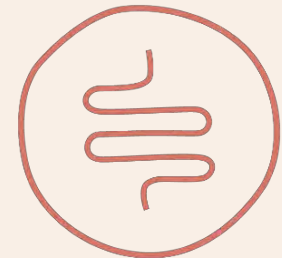
- Macadamia nuts can be included in a **heart-healthy diet**, due to its lowering effect on bad cholesterol (LDL) and an increase in good cholesterol (HDL).
- Increasing consumption of monounsaturated fats and lowering saturated fats can help support our **brain and cognitive function**.
- Evidence regarding consumption of MUFA and PUFA fats support overall **gut health**.



HEART HEALTH



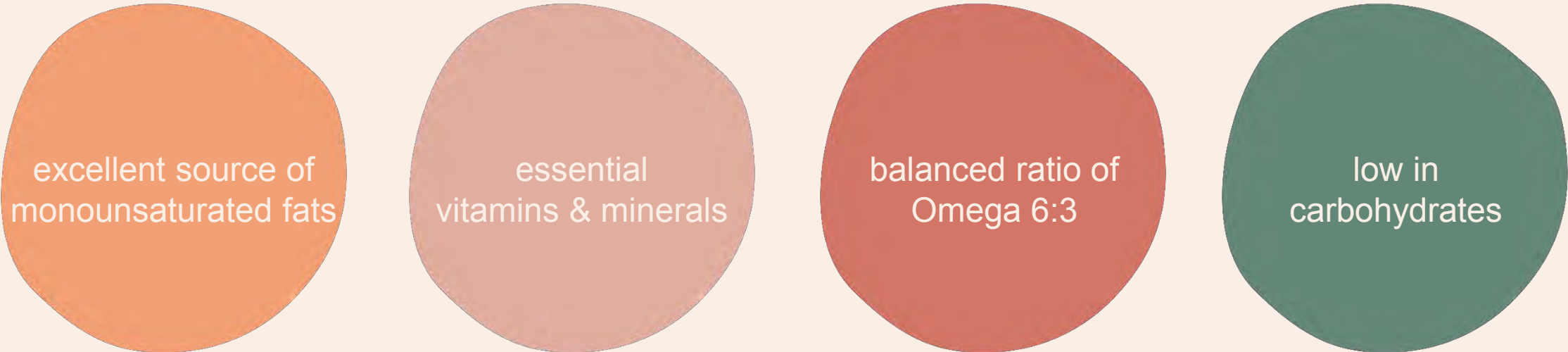
BRAIN FUNCTION



GUT HEALTH

Diets – keto and paleo

- Keto is a low carb, high fat diet that is used to attain weight loss and balanced blood sugar levels. Macadamia nuts are recommended as a 'best option' for keto snack time.
- Paleo diet is based on foods that have been eating during the Paleolithic era, which includes meats, fish, fruits, vegetables, nuts, and seeds. Macadamia nuts due to its fat quality with it's balanced omegas and ability to reduce inflammation make it a good fit for consumption of nuts in this diet.



excellent source of
monounsaturated fats

essential
vitamins & minerals

balanced ratio of
Omega 6:3

low in
carbohydrates

Macadamia nuts superfood benefits



- Healthy fats in abundance
- Excellent source of essential vitamins and minerals
- Provide antioxidants and phytochemicals
- Heart, brain, skin, and gut benefits
- Low in carbohydrates and sugars
- Good fit for keto and paleo diets
- Crunchy and creamy texture

Inflammation 101

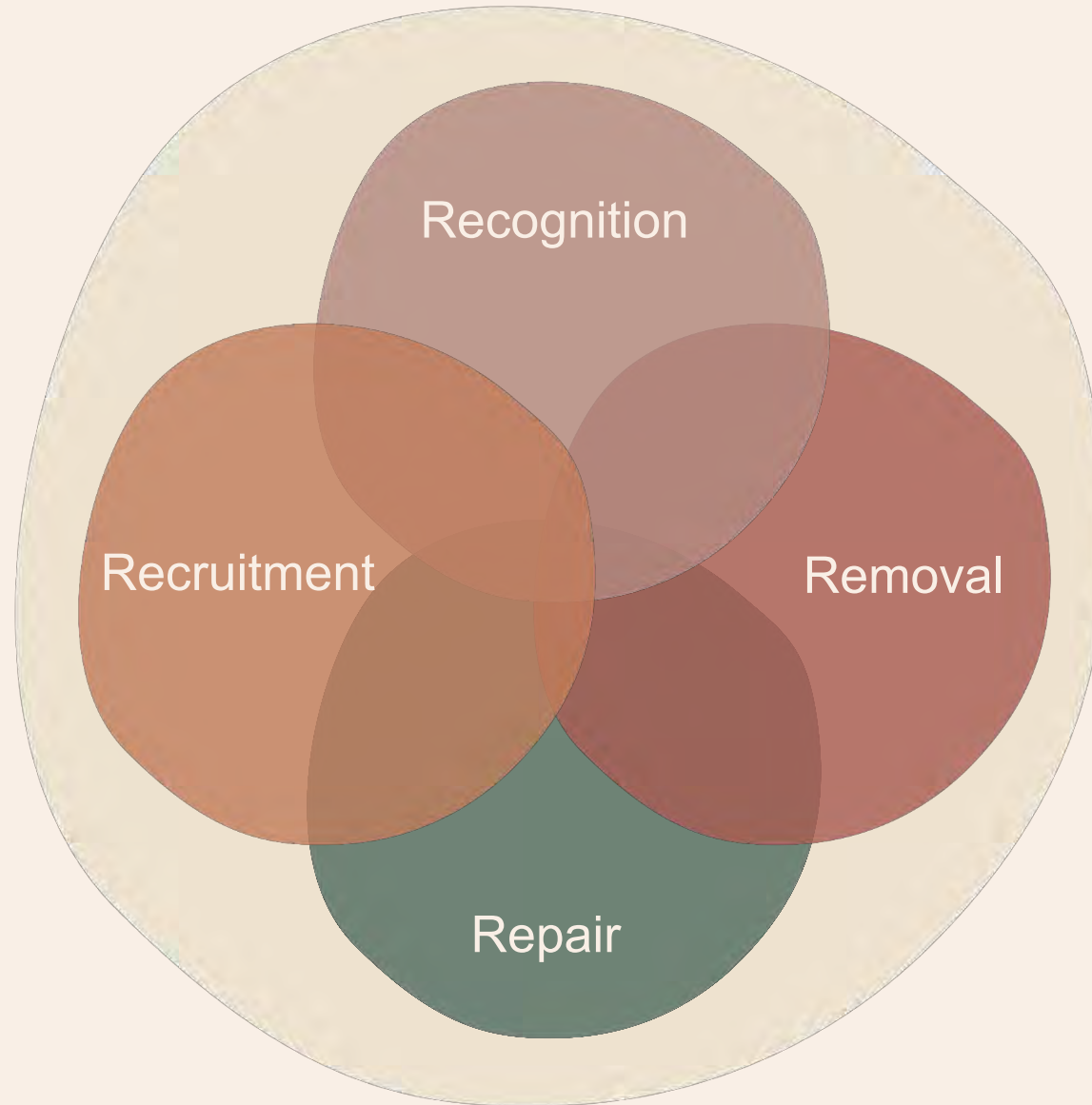
The benefit and threat of inflammation

- Inflammation is the process our body uses to heal itself from injury or infection
- It is necessary for the cycle to be finished for total healing
- Certain foods can trigger inflammation or help to resolve it



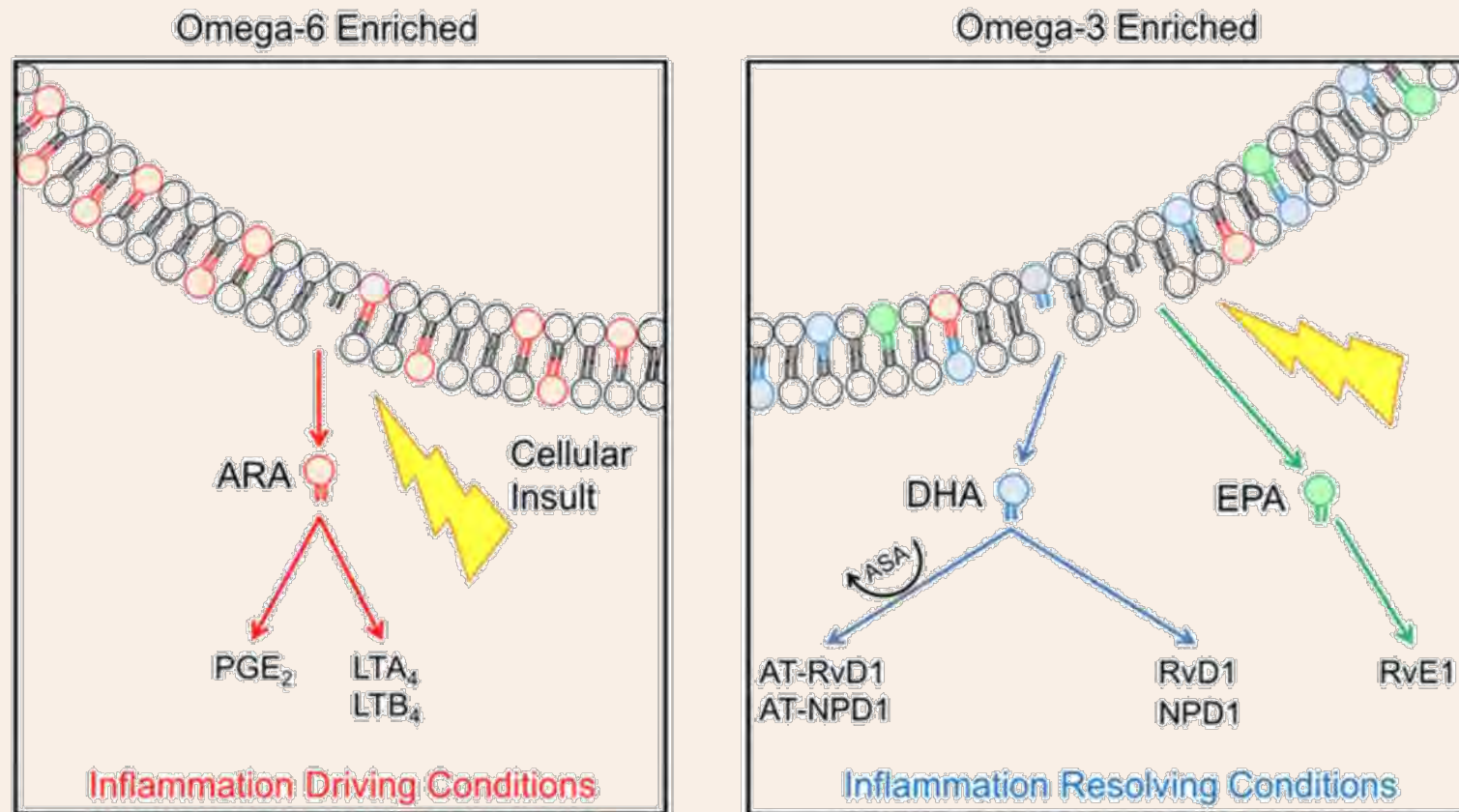
The cycle of inflammation

Inflammation involves:



Resolving Inflammation through the diet

DHA and EPA are essential fatty acids vital to our body functions



Inflammation and how it can be avoided



- Eating a diet full of highly processed foods increases our omega-6 intake and can lead to chronic inflammation.
- A diet too high in animal foods increases inflammation in our gut.
- The goal is to have more whole, natural foods that contain healthy fats to reduce our inflammation and promote healthy arteries, skin, digestive system, and immune system.
- Consuming foods with antioxidants and phytochemicals also helps our immune response by preventing damage and improving our repair process.

Macadamia nuts and inflammation

- Mac nuts help with inflammation:
 - Excellent source of healthy fats
 - Proper ratio of omega-3 to omega-6 fats
 - Source of antioxidants
 - Array of vitamins and minerals
 - Low in sugar
 - Whole plant food



Resources & communication

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- **Inflammation** is a significant health concern and consumption of macadamias can help address issues such as; digestive, brain and heart health.



Resources

- Nutritional research analysis report
- Summary of 70 scientific studies
- Webinar recording
- Marketing plan
- One page summary

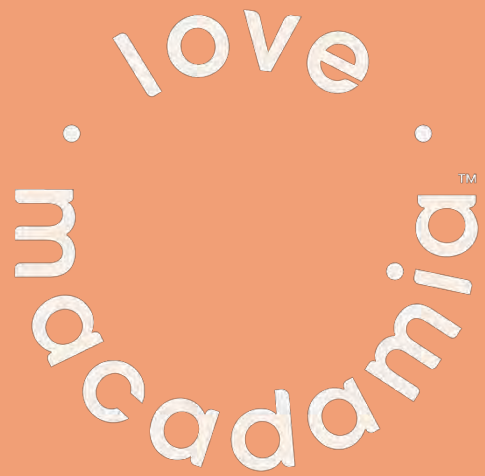


Communication

-    under '*loveofmacadamia*'
- Blogs in the Inspiration section of www.lovemacadamia.org
- Building influencer programme
- SEO and SEM
- Three podcasts to be recorded for November 2022 release

Plus

- Webinar for brand owners and retailers, timing tbc based on the Love Macadamia™ amplification program progress. Will include US claim options



Questions