



Blue Diamond Almond Breeze® Presents “Alive in Almond Land” Media and VIP Celebrity-Chef Exclusive Dinner as CEO Visits Thailand to Celebrate Thai-Market Success

Bangkok – Blue Diamond Growers, a US-based almond-growing agricultural cooperative based in Sacramento, in California is hosting an exclusive “Alive in Almond Land” VIP and media dinner on March 4, 2019, from 6 – 9 pm, at Vivarium by Chefs Ministry restaurant; marking the success of the company’s Almond Breeze® brand in Thailand and the visit to Bangkok by CEO and President of Blue Diamond Growers, Mark Jansen.

Blue Diamond Growers, and Thailand partner for Blue Diamond Almond Breeze® Heritage Snacks and Foods, have collaborated to promote a brand that is at the forefront of a global trend for quality, health-focused and convenient consumer products in the FMCG market. They will discuss the success and future direction of the almond milk market in Thailand and other countries. The interview highlights how Blue Diamond Growers are leaders in the almond milk market, delivering the great tasting, quality almond milk made with almonds grown by our family of over 3000+ growers in California. Also to be spotlighted will be the success of Blue Diamond’s integrated marketing strategies utilized to penetrate the Thai market, under the campaign theme of “Quality of life starts with a real quality drink”.

“It is a great honor to come to Thailand and bring attention to this market as it continues to focus on the growth of healthy, high-quality products,” said Mark Jansen, President and CEO of Blue Diamond Growers. “Since the launch of Almond Breeze in Thailand in 2016, there has been real success for the brand and we look forward to seeing this growth continue in 2019.”

This thirst for Almond Breeze® led to two new flavors being introduced in 2018. Matcha, made from 100% Japanese matcha which is renowned for its powerful anti-oxidant and metabolism-boosting properties, and Latte, produced from 100% Arabica coffee beans which are high in anti-oxidizing Vitamin B3.

The Blue Diamond Almond Breeze® “Alive in Almond Land” event will feature a cooking demonstration by Iron Chef Thailand’s Chef Chumpol Jangprai, renowned for his bold and unique approach to traditional Thai cooking techniques. A sumptuous dinner will follow, created by the renowned chef using Blue Diamond Almond Breeze® as an ingredient. Special guest, actress and model, “Jazzy-Kirana Jasmine Chewter” will join the cooking demonstration to share her own health and fitness tips.

The Heritage Group’s Vice President, Vittavat Phonphaisan will share on Almond Breeze’s® success in Thailand. “Almond Breeze® has all the right ingredients, made from quality almonds from Blue Diamond Growers, the world’s number-one almond supplier in California. Added to this has been the global standards met by Heritage Group in producing this renowned international brand in Thailand for the



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Thai market. Thirdly, marketing strategy has been able to promote the value of almond milk, and the Almond Breeze® brand to a growing health-conscious consumer market in Thailand. We look forward to expanding in the country throughout 2019 and beyond.”

The “Alive in Almond Land” dining event, presented by Blue Diamond Almond Breeze® celebrates the healthy benefits of the almond milk brand as a dairy-free, zero-cholesterol drink and cooking ingredient; packed with calcium and vitamin E. Blue Diamond Almond Breeze® is available in six flavors: Original, Unsweetened, Vanilla, Chocolate, Matcha and Latte; retailing at THB 20 for a 180ml carton and THB 99 for a 946ml carton at convenience stores and supermarkets across Thailand.

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About Blue Diamond Growers

Blue Diamond Growers, a grower-owned cooperative representing over 3,000 of California’s almond growers, is the world’s largest almond marketer and processor. Established in 1910, it created the California almond industry and opened world markets for almonds. Blue Diamond is dedicated to delivering the benefits of almonds around the world and does so by providing high-quality almonds, almond ingredients and branded products. Headquartered in Sacramento, the company employs more than 1,500 people throughout its processing plants, receiving stations, and gift shops. To learn more about Blue Diamond Growers, visit www.bluediamond.com and follow the company on Facebook, Instagram, LinkedIn and Twitter.

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