



For Immediate Release

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Blue Diamond Reports \$1.5 Billion in Sales, Delivers on Promises of Innovation and Growth

Sacramento, CA (December 5, 2018) — Blue Diamond Growers, the world’s leading almond marketer and processor, reported net sales of \$1.5 billion in fiscal year 2018. This is up more than five percent from the year prior. The increase is due to the grower-owned cooperative embracing innovation and driving growth in the global marketplace.

“Blue Diamond is rapidly adapting to the changing retail landscape,” said Mark Jansen, President and CEO of Blue Diamond Growers. “Finding new ways to build consumer loyalty for our brands and creating the product innovations that address their changing preferences allows us to continue growing our sales and those of our customer partners.”

Jansen addressed the year’s highlights at Blue Diamond’s Annual Growers’ Meeting held in Modesto, California. About 1,400 growers and industry affiliates attended the meeting, which covered the cooperative’s annual theme of Delivering on Our Promise.

He noted the work on recent almond innovations including almond protein powder, Crafted Gourmet Almonds, almond flour and almond oil. Since the arrival of Jansen as President and CEO in 2013, Blue Diamond has introduced more than 60 new products, flavors and formats.

During the meeting, Blue Diamond’s Director of eCommerce Jonas Paretzkin joined Jansen to discuss the focus of eCommerce. “In fiscal year 2018, Blue Diamond tripled sales on Amazon,” said Paretzkin. “Looking to the future of eCommerce, Blue Diamond is ready for innovation and we are preparing for what is coming next.”

Jansen also acknowledged that innovation in advertising is helping the growth of North American Retail business. “Our creative advertising campaigns are inspiring consumers around the world and driving category growth,” said Jansen. “We are proud that based on volume growth, revenue growth and market share growth, Blue Diamond was named a fastest growing midsize company by the Boston Consulting Group for the second consecutive year.”

In Jansen’s eight years as CEO, Blue Diamond has more than tripled value-added sales revenues. The financial report can be seen online in the full 2018 Blue Diamond Growers Annual Report at www.bluediamond.com/press.

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About Blue Diamond

Blue Diamond Growers, a grower-owned cooperative representing over 3,000 of California’s almond growers, is the world’s leading 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.