



## ALMOND BREEZE IS LAUNCHED AT APAS 2018

*The almond milk produced by the Californian Co-operative Blue Diamond Growers is the newest lactose free option in Brazil that will be at the fair*

**São Paulo, May 2018** – Blue Diamond Growers, an American cooperative based in Sacramento – California, together with Laticínios Bela Vista, one of the biggest dairy producers of the country, brings to Brazil Blue Diamond Growers celebrated almond milk, Almond Breeze. The product, that will available in supermarkets throughout the country by June, can be tasted beforehand at the 34<sup>th</sup> APAS Show.

Low in calories, zero cholesterol and rich in Calcium and Vitamins A, D and E, Almond Breeze is the number one almond beverage in the world, and a great lactose-free option that arrives in the country in three options: Original, Vanilla and Chocolate, all sweetened and ready to drink, in 1L packs.

Made with real Californian almonds, Almond Breeze will be launched at APAS with its partner Laticínios Bela Vista (owner of celebrated brands, such as Piracanjuba), who will be responsible for the local production and distribution. At the fair, the booth will promote tastings of Almond Breeze as it is and in recipes.

Edgar Fernandes, Blue Diamond Growers LATAM Director, says “APAS is a great opportunity for us to get closer to the trader and demonstrate the benefits of the regular consumption of almonds in people’s diets – we are seeing a global trend in the consumer market whereby people want to know what they are eating and drinking. In Brazil it isn’t different – consumers are even more conscious and picky with its choices, and that is why we strongly believe in Almond Breeze’s potential for the country’s market”.

The delicious drink is the newest option for who looks for a balanced diet or have food restrictions. Every 200ml has 40% of the recommended daily need of calcium. Besides the vitamin, Almond Breeze is gluten-free and 0% cholesterol, being a smart choice for the growing need of Brazilians for healthier options.





The brand will be available in Brazilian markets in June.

## **APAS 2018**

**Data:** 7 a 10 de maio

**Venue:** Expo Center Norte - Rua José Bernardo Pinto, 333 - Vila Guilherme, São Paulo

Piracanjuba - Rua 11, estande 353

**Time:** 14h às 22h

### **Press Contacts – Almond Breeze:**

**Weber Shandwick:** Tel: (11) 3027-0254

Marcelli Romanos – [mromanos@webershandwick.com](mailto:mromanos@webershandwick.com)

### **About Blue Diamond Almond Breeze:**

The 1# almond milk brand globally, Blue Diamond Almond Breeze is an almond based drink, rich in calcium and Vitamin E, which makes it a versatile alternative for whoever looks for non-dairy products. Globally, Almond Breeze is available in more than 20 flavor options, with the most popular to be available in Brazil: Original, Vanilla and Chocolate, all sweetened, ready to drink or to be used in recipes, the same as dairy milk.

### **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](http://www.bluediamond.com).



### **Sobre o Laticínios Bela Vista**

O Laticínios Bela Vista possui um portfólio com mais de 120 produtos, distribuídos nas marcas Piracanjuba, Pirakids, LeitBom e Chocobom. Os itens são comercializados em todas as regiões do Brasil. A empresa reúne cinco Unidades Fabris próprias e uma terceirizada, localizadas em Bela Vista de Goiás (GO), Dr. Maurício Cardoso (RS), Governador Valadares (MG), Itapetininga (SP), Maravilha (SC) e Sulina (PR). Juntas, as fábricas têm capacidade de processar mais de 5 milhões de litros de leite por dia, mobilizando 2,4 mil colaboradores diretos. A empresa é uma das cinco maiores indústrias de laticínios do Brasil e tem recebido importantes premiações e reconhecimentos nacionais e internacionais relacionados à marca Piracanjuba, aos produtos e à gestão, fundamentada em valores sólidos, como ética, valorização das pessoas e responsabilidade socioambiental.