



Blue Diamond Expands Product Line with the Launch of Almonds & Fruit

Almonds & Fruit takes premium snacking to the next level with unique and delicious flavor combinations

SACRAMENTO, CA (March 4, 2019) - [Blue Diamond](#), the world's leading almond marketer and processor, today expanded their snack almonds portfolio with the launch of Almonds & Fruit, a distinctive take on traditional trail mix. Featuring California-grown almonds perfectly paired with premium dried fruit and rich seasonings, Almonds & Fruit elevates the snacking category.

Almonds & Fruit follows closely on the launch in March 2018, of the brand's Crafted line, featuring its Gourmet almonds—a perfect complement for any entertaining moment, from a gathering with friends and family, to a festive night in or even just catching up on your favorite show. Blue Diamond is continuing to indulge the insatiable foodie with Almonds & Fruit, which serves as an everyday elevated snacking option. From classic flavor combinations like Sea Salt and Whole Blueberry or Dark Chocolate and Toasted Coconut, to trending favorites like Sweet Cardamom and Honeycrisp Apple or Fiery Ghost Pepper and Tart Cherry, each pairing in this latest lineup harmonizes high quality almonds with gourmet fruits for compelling flavors certain to entertain even the most discriminating palates.

“We created Almonds & Fruit in response to a growing demand for premium snacks that offer both unparalleled quality and flavor,” said Michael Burdeny, Global Head of Marketing at Blue Diamond. “We took time to consciously source real, whole fruit pieces—never fruit jellies or sugar-infused. And we pair them with our California-grown almonds, creating a product that is uncompromising in taste and quality. With this launch, Blue Diamond continues to transform snacking from the routine or mundane to celebrated moments.”

Blue Diamond Almonds & Fruit

- **Flavors:**
 - Dark Chocolate Flavored Almonds & Toasted Coconut
 - Fiery Ghost Pepper Almonds & Tart Cherry
 - Sea Salt Almonds & Whole Blueberry
 - Sweet Cardamom Almonds & Honeycrisp Apple
- **MSRP:** \$4.79
- **Size:** 5oz
- **Availability:** Mass, Grocery and Drug stores nationwide; visit [BlueDiamond.com](#) to find a store near you

At Blue Diamond, innovation drives the conversation in our relentless pursuit to create new and exciting snacking solutions that are simple and delicious, without sacrificing quality or nutrition. With Blue Diamond's line of gourmet snacks in hand, customers can effortlessly elevate snack time day in and day out.

About Blue Diamond

Blue Diamond Growers is the world's leading almond marketer and processor. It led the development of California's almond industry since it was formed as a nonprofit, grower-owned cooperative over 100 years ago. Today, Blue Diamond has over 3,000 growers across California. Blue Diamond markets and sells a wide range of almond-based snacks, beverages, and ingredients, including Blue Diamond® snack almonds, Nut-Thins® crackers, almond flour, and the number one almondmilk in the U.S., Almond Breeze®. For more information, visit www.bluediamond.com.