



For Immediate Release

Contact:

Samantha DeMelo, Communications Manager

sdemelo@bdgrowers.com

916-446-8353

Blue Diamond Growers and Grupo Lala Sign License Agreement Partnership

Mexico City – Blue Diamond Growers, the world’s leading marketer and processor of California Almonds, has entered into a multi-year licensing agreement with Grupo Lala S.A.B. de C.V., a Mexican Company focused on healthy and nutritious foods. This agreement is for the purpose of sales and distribution of Almond Breeze® almond-based beverages in Mexico.

“As the #1 almond milk brand globally, we are excited to partner with the strength and leadership of LALA in the Mexican market to grow Almond Breeze® Almondmilk in Mexico,” said Mark Jansen, President and CEO of Blue Diamond Growers. “Mexico is a key market for Blue Diamond Growers in Latin America and one of the most relevant for the company’s growth. Blue Diamond Growers has been making a significant investment in developing its international business and the Blue Diamond Almond Breeze® brand globally.”

Mauricio Leyva, CEO of Grupo LALA, said: “I am confident that partnering with the global almond leader, complemented by our LALA’s strong commercialization capabilities, will result in a successful long-term relationship that could continue to expand into other categories in the future.”

As part of this partnership, Grupo LALA will provide local and regional market knowledge while leveraging its production and distribution capabilities. Blue Diamond Growers will be the source of almond-based raw materials and provide its technical and quality-oriented expertise with benefit of Blue Diamond’s industry-leading almond based innovation and marketing capabilities.

The initial product launch is expected in the first quarter of 2019.

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 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.

About Lala

Grupo LALA, a Mexican company focused on the healthy and nutritious food industry, has more than 65 years of experience in the production, innovation and distribution of milk, dairy products and beverages at the highest levels of quality. LALA operates 31 production plants and 176 distribution centers in Mexico, Brazil, the United States and Central America. The Company is supported by more than 38,000 employees. LALA operates a fleet of more than 7,000 units for the distribution of more than 600 products that reach more than 578,000 points of sale. LALA®, Nutri Leche® and Vigor® appear in its extensive brand portfolio.

For more information visit: www.lala.com.mx