



Blue Diamond Almond Breeze Enters the NFT Game with #APEFUEL, the Official Drink of the Metaverse



Almond Breeze is releasing a limited collection of banana almondmilk-themed NFTs to fuel the apes in the metaverse.

SACRAMENTO, Calif., March 9, 2022 – From the earliest days of NFTs to today, apes have dominated the metaverse. Everyone from celebrities to brands to art enthusiasts have gone all in to catch an ape of their own with the most unique traits and attributes. While there's no shortage of ape-themed NFTs, there hasn't been art created specifically for the apes themselves, until now. To fuel the apes of the metaverse, today Almond Breeze is releasing its project #APEFUEL to bring banana almondmilk closer to its virtual fans.

The road map is also clear. Almond Breeze is launching a total of 1,000 free NFTs, including 3 rare, randomly selected NFTs that come with a subscription for a yearlong supply of Almond Breeze Blended With Real Bananas. Five percent of each resale will be donated to Future Farmers of America to support the next generation of growers.

“Almond Breeze Blended with Real Bananas is our most beloved product among our online community and we look forward to making it available as art in the metaverse. These digital apes need fuel and we’re here to quench their thirst,” says Micah Keith, Group Marketing Manager at Blue Diamond Growers for Almond Breeze.

The art traits, road maps and owner perks are all crucial components of a successful NFT project. The #APEFUEL project is a collection of original art that has been inspired by the popular styles and techniques of ape NFTs and was created by TBWA\Chiat\Day LA for Blue Diamond Almond Breeze.

The NFTS are available for everyone on March 16, 2022, and will be free to purchase. The waitlist will open on March 9 at almondbreeze.apefuel.io and those on the list will get early access on March 15.

The official drink of the metaverse

The metaverse is the next iteration of social media, opening up opportunities for branded experiences in touch points that mirror those in the real world. Brands that succeed in embedding their products in virtual environments, and creating exclusive experiences, will benefit from the community garnered. Through this project, Almond Breeze wants to earn its spot as the official drink of the metaverse.

“We’re only scratching the surface with NFTs, and in the future we’ll see more and more executions that connect the physical and virtual worlds and flex from art to utility. If we’re going to be spending our lives in the metaverse, it only makes sense for a brand like Almond Breeze to be there, having established itself as the official drink of the metaverse with the community’s support,” explains Bert Marissen, Creative Director at TBWA\Chiat\Day Los Angeles.

Download the press kit from here: [LINK](#)

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 and almondmilk around the world and does so by providing high-quality almonds, almond ingredients, and branded products. Headquartered in Sacramento, the company employs more than 1,800 people throughout its processing plants, receiving stations and gift shops. To learn more about Blue Diamond Growers and Almond Breeze, visit www.BlueDiamond.com and follow the company on [Twitter](#), [Instagram](#), [TikTok](#) and [Facebook](#).

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