

Blue Diamond® Turns Up the Heat with Its New Line of XTREMES™ Almonds

The latest creation from Blue Diamond is a dedicated line of spicy almonds that fire up taste buds.

SACRAMENTO, Calif., April 6, 2021 – Blue Diamond Growers is turning up the heat with its new line of Blue Diamond XTREMES™ almonds. Available in three super-hot flavors: Cayenne Pepper (Hot 🔥🔥), Ghost Pepper (Hotter 🔥🔥🔥) and Carolina Reaper (Hottest 🔥🔥🔥🔥), these new almonds are made with real peppers and have a spicy flavor rush that takes snacking to the next level. Their dynamic combination of heat plus delicious flavor makes them impossible to put down.

Blue Diamond XTREMES™ truly is the Super Spicy Superfood as each serving has 6g of plant protein and are an excellent source of antioxidant Vitamin E and a good source of magnesium.



“Spicy snacks are continuing to rise in popularity, and through our research, we uncovered that there is a growing demand to really bring the heat to the category,” said Maya Erwin, who recently took on a new role at Blue Diamond as the Vice President of Innovation and R&D. “We couldn’t resist combining our highest-quality almonds with extremely hot flavor to give consumers a flavor rush they’ll keep wanting to come back for.”

Blue Diamond XTREMES™ are currently available at select retailers and will be available online and in major retailers beginning June 2021.

Can you handle them all?

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 1,800 people throughout its processing plants, receiving stations and gift shops. To learn more about Blue Diamond Growers, visit www.bluediamond.com and follow the company on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#).