



For Immediate Release
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Blue Diamond Introduces Four New Flavors: Expanding Existing Flavor Offerings and Introducing New Mash Ups

Intense and exciting new flavored almonds from Blue Diamond take snacking to the next level

SACRAMENTO, CA – [Blue Diamond](http://www.bluediamond.com), the world's leading almond marketer and processor, today announces the introduction of four new snack almonds flavors, including its innovative Mash Ups line.

Blue Diamond adds Elote Mexican-Style Street Corn and Korean BBQ flavors to its existing portfolio of flavors, including favorites like Honey Roasted Almonds, Wasabi & Soy Sauce Almonds and Spicy Dill Pickle Almonds. Both flavors are now available at select Walmart locations and will be rolling out to grocery stores nationwide in the coming months.

- **Blue Diamond Almonds® Elote – Mexican-Style Street Corn Almonds** deliver the taste of perfectly grilled sweet corn topped with chili pepper, cheese, and lime, packing a world of flavor into every crunch (MSRP: \$4.19)
- **Blue Diamond Almonds® Korean BBQ Almonds** offer a smoky, sweet and spicy snack with flavors of soy, garlic, and gochujang, all wrapped into one superfood snack (MSRP: \$4.19)



Now available in two varieties, each **Blue Diamond Almonds® Mash Ups** combines two intense flavors into one exciting, multi-dimensional snack. Mash Ups are now available exclusively at Walmart.

- **Blue Diamond Almonds® Mash Ups Cinnamon and Maple Almonds** offer a harmonious balance of sugar and spice in a better-for-you indulgent treat (MSRP: \$6.98)
- **Blue Diamond Almonds® Mash Ups Dark Chocolate and Chili Pepper Almonds** pair the sweetness of dark chocolate with a subtle kick of chili pepper—creating a sweet and spicy flavor combo (MSRP: \$6.98)

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“We know that consumers are eager to try new flavors of their favorite snacks, and in our research, we’ve identified a growing demand for global flavors tied with savory sweetness ranking as the fastest growing snack category over the past year” said Maya Erwin, Vice President of Innovation and R&D at Blue Diamond. “Expanding our portfolio of international flavors and introducing these exciting flavor combinations are some of the key ways that we're bringing consumers flavors they’ll come to crave.”

Blue Diamond’s innovative new flavors will be available beginning May 2022. For more information on existing and new products, visit [BlueDiamond.com](https://www.bluediamond.com).

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About Blue Diamond®

Blue Diamond Growers, a grower-owned cooperative representing approximately 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](#).

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