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Blue Diamond Unveils New Custom-Made Snack Vehicle, The Nutty Cruiser™ ahead of National Almond Day

The “Bring Your Flavor” National Tour Begins this Week Kicking off in Sacramento, Calif.

SACRAMENTO, Calif., February 10, 2025 -- [Blue Diamond Growers](https://www.bluediamond.com), the world’s leading almond marketer and processor, today announced the creation of its latest innovation, The Nutty Cruiser™ set to officially launch on National Almond Day, February 16. Blue Diamond’s almond vehicle will embark on the “Bring Your Flavor” National Tour, with the goal of distributing one million almond samples to consumers. This nationwide initiative was designed to showcase Blue Diamond’s bold and craveable flavors to provide the ultimate snacking experience for flavor fanatics all over the United States.

“With the Nutty Cruiser™, we set out to create a playful and interactive way for our fans to experience Blue Diamond products like never before.” said Maya Erwin, Vice President of Marketing and Innovation. “We are naturally obsessed with almonds and want to share our love of this perfect snack far and wide during the “Bring Your Flavor” tour. This launch embodies our passion for flavor, fun, and community connection.”



Bringing an “Almond on Wheels” Nationwide

The Nutty Cruiser™, created by [Inspira](https://www.inspira.com), will visit major markets throughout 2025 on the “Bring Your Flavor Tour” including Sacramento, Calif., Los Angeles, New York City, Boston, Washington D.C., Chicago, Milwaukee, Indianapolis, Bentonville, Ark., Panama City, Fla., and Columbus, Ohio, with additional locations to be announced soon.

At each stop, the event grounds will be transformed into a hub of flavor-packed activities and free snacks to delight almond lovers of all ages. Featuring an almond launcher that sends packs of almonds into the hands of hungry customers and engaging activities such as a Flavor Bar, Barrel-o-Flavor sampling stations, and interactive games including ‘Guess That Flavor’ and ‘Almond-hole’ (a unique twist



on cornhole), the event offers an unforgettable health-snacking experience. Consumers can share on social media using #BringYourFlavor and interact on-site for a chance to win exciting prizes, including a year's supply of Blue Diamond snack almonds.

This quirky almond mobile was built in Dallas, Texas and took more than 1,150 labor hours to complete. It is a larger part of Blue Diamond's bold marketing strategy that will continue to surprise and delight consumers with unexpected flavor drops and surprise pop-ups throughout the year.

For the full tour schedule and updates, visit www.bluediamond.com/nutty-cruiser/.

Celebrate National Almond Day

To officially kick off the tour, the Nutty Cruiser™ will make its debut during the National Almond Day pop-up event, open to the public, on February 16 in Blue Diamond's headquarters location, Sacramento, California. Located at Urban Roots Brewery & Smokehouse from 12pm-4pm PT, attendees will get a first look the Nutty Cruiser™ and get the chance to sample a selection of products from Blue Diamond's full portfolio, including new never-seen-before flavors of [Snack Almonds](#), [Almond Breeze® Almondmilk](#), [Nut Thins®](#), and [Almond Flour](#).

In honor of National Almond Day, Blue Diamond is offering a one-day only National Almond Day flash sale on [Amazon](#). Using code, BLUEDIAMOND, fans can get 30% off all Snack Almond varieties as well as select Nut Thins varieties on Sunday, February 16th, 2025. Happy snacking!

For more information on Blue Diamond Almonds, visit BlueDiamond.com

About Blue Diamond

Blue Diamond Growers, a farmer-owned cooperative representing approximately 3,000 of California's almond farmers, 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 1,600 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](#), and [LinkedIn](#).