

Blue Diamond launches mixed nuts category Almonds and More

14 November 2024 | News

Pistachios and cashews join almonds in a new line of flavoured nut blends



Pistachios and cashews join almonds in a new line of flavoured nut blends

Blue Diamond, the world's leading almond marketer and processor, continues to innovate the snack aisle with the introduction of Almonds and More. The new product line fuses Blue Diamond's signature flavours with popular mixed nut blends, a first for the mixed nuts category.

"We've found that nearly half of the consumers consider flavour to be the most important factor when purchasing snacks, but there was a lack of flavour choice in the mixed nuts category," said Maya Erwin, Vice President of Marketing & Innovation at Blue Diamond. "No one knows flavours like Blue Diamond, so we created Almonds and More to meet

consumersâ?? appetite for premium and protein-packed flavour options so they can get the most from their favourite snack nuts.â?•

Almonds and More is the brandâ??s first venture into the mixed nuts category and will be available in three signature flavours, each with over 50 per cent almonds complimented with a blend of cashews and pistachios.