

# Blue Diamond Growers Partners with Big Ten as the Athletic Conference's Official Snack

*Blue Diamond will introduce its sponsorship with Big Ten at the TIAA Men's and Women's Basketball Tournaments this month.*



**SACRAMENTO, Calif., March 4, 2024** – Blue Diamond Growers, the world's leading almond marketer and processor, today announced a partnership with the Big Ten Conference and the Big Ten Network to become the "Official Snack of the Big Ten Conference."

Sporting events have a strong tie to game day snacks and celebrations, and Blue Diamond strives to inspire better-for-you snacking by crunching hunger and cravings through its portfolio of innovative and unique flavors, like Honey Roasted, Wasabi & Soy Sauce, and Salt 'n Vinegar flavored almonds. This makes Blue Diamond almonds a smart snacking choice without sacrificing flavor. A serving of Blue Diamond almonds packs six grams of protein, is an excellent source of antioxidant Vitamin E, and a good source of magnesium to satisfy athletes and spectators alike.

"Watching sports is the ultimate snacking occasion," says Maya Erwin, Vice President, Marketing and Innovation. "But Big Ten sports are more than just a game – collegiate athletic programs inspire both the players and fans. We are proud to be partners with the Big Ten as their official snack to help fuel fans with the energy and excitement needed on game day."

As part of the partnership, Blue Diamond will be present at prominent Big Ten basketball and football events over the next year through on-site sampling for fans, in-stadium signage, digital and social media opportunities, and other activations. Blue Diamond's first appearance will be on March 6 for the start of the TIAA Big Ten Women's Basketball Tournament in Minneapolis, followed by the TIAA Big Ten Men's Basketball Tournament on March 13.

"We are thrilled to announce Blue Diamond Growers as the Official Snack of the Big Ten Conference," said Tyler Kupper, Vice President of Sponsorships at the Big Ten Conference. "As a great energy source, I expect Blue Diamond's almonds to be a welcomed addition to an exciting lineup of more than two dozen games at the 2024 TIAA Big Ten Men's and Women's basketball tournaments."

For more information about Blue Diamond and its portfolio of snack almond products, visit [BlueDiamond.com](https://www.BluDiamond.com).

**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](http://www.BlueDiamond.com) and follow the company on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#).

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