



For Immediate Release

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Blue Diamond's Almond Breeze® Wins 2024 "Thailand's Most Admired Brand" for Second Consecutive Year

Sacramento, CA – For the second year in a row, Blue Diamond's Almond Breeze® almondmilk has received "Thailand's Most Admired Brand" award by *BrandAge* Magazine. The award, which is based on a rigorous screening process that includes ratings from expert marketers, honors the top choice brands for Thai consumers. Blue Diamond's Almond Breeze® is currently the number one almondmilk within Thailand. The award recognizes Blue Diamond's high-quality product and deep commitment to satisfying customers' desires for plant-based milk.

For several years, the plant-based milk category in Thailand has seen significant growth due to the increase of health-conscious consumers. While dairy and soy milk have historically dominated the market, consumers became more interested in milk alternatives following the COVID-19 pandemic. As a result, the category has grown exponentially with almondmilk holding the largest share of the plant-based milk market. Blue Diamond launched Almond Breeze® in 2017 and has since become the consumer favorite.

Walaitip Suetrongmunkong, Communication Director of Heritage Group, revealed that Thai consumers choose Almond Breeze® for several reasons: First, because of Almond Breeze® position as a global brand and the number one almondmilk brand in the United States. Second, Blue Diamond products are made from high-quality California almonds. And third, Blue Diamond continues to produce locally relevant products to suit the needs and tastes of Thai consumers.

Because of the high-demand for Almond Breeze® almondmilk, Blue Diamond launched Almond Breeze® Drinking Yogurt, a desirable product for Thai consumers that is rich in nutrients like calcium and Vitamin E, is dairy-free, soy-free, and contains no cholesterol. It provides an option for those who are lactose-intolerant, interested in alternative milk products, or who adhere to a vegan diet. The product uses high-quality fermented almondmilk mixed with real, fresh juice and is offered in two flavors: Tropical Fruit and Mixed Berries.

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About Blue Diamond®

Blue Diamond Growers, a grower-owned cooperative representing approximately 3,000 California 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. Blue Diamond markets and sells a wide range of almond-based snacks, beverages, and ingredients, including Blue Diamond Snack Almonds®, Nut-



Thins® crackers, almond flour and Almond Breeze® almondmilk and almondmilk creamers. For more information, visit www.bluediamond.com or like us on [Facebook](#) and follow us on [LinkedIn](#), [Instagram](#) and [YouTube](#).