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## Blue Diamond Introduces New Frosted Brownie Almonds for the Holidays

*Snickerdoodle Almonds will also return to shelves for a third holiday season*

SACRAMENTO, Calif. -- (BUSINESS WIRE) -- To kick off the holiday season, [Blue Diamond](#), the world's leading almond marketer and processor, today announced the launch of a new seasonal flavor: Blue Diamond Frosted Brownie Almonds. After exploring over 60 different holiday flavors and experimenting with 11 variations of frosted brownie, Blue Diamond has crafted a unique, festive treat that combines the flavors of rich chocolate and creamy frosting with the signature crunch of almonds creating an irresistible holiday snack.



"We like to consistently test different flavor innovations, especially around the holidays, to expand our product portfolio based on what we know consumers are craving," said Maya Erwin, Vice President of Marketing & Innovation at Blue Diamond. "Chocolate and the holidays go hand in hand, so we created Frosted Brownie to lean into this seasonal flavor, allowing snackers to enjoy the rich and creamy indulgence of a brownie, all with the crunch and goodness of an almond."

This is the third year Blue Diamond has released limited-edition holiday flavors, following last year's soaring sales of Blue Diamond's returning flavor, Snickerdoodle, highlighting the strong consumer demand for seasonal flavor offerings. Returning once again for 2024, consumers can enjoy the delicious cinnamon sugar cookie taste of Blue Diamond Snickerdoodle Almonds that they've come to love over the past two years.

Blue Diamond is known for its unique lineup of craveable flavors such as Ranch, Thin Dipped and Chilé 'N Lime and will increase its lineup of 20+ flavors with this latest holiday flavor expansion.

From now through December 2024, holiday fanatics can find these holiday almond flavors in 6oz cans at major retailers nationwide and Amazon.com (MSRP: \$4.29). For more information on existing and new products, visit [BlueDiamond.com](http://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 1,500 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](#), and [LinkedIn](#).