



**For Immediate Release**

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## **Blue Diamond Brings Fan-Favorite Flavors to the Mixed Nuts Category with Launch of Almonds and More**

*Pistachios and cashews join almonds in new line of flavored nut blends*



SACRAMENTO, Calif. -- (BUSINESS WIRE) – [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 flavors with popular mixed nut blends, a first for the mixed nuts category.

“We’ve found that nearly half of consumers consider flavor to be the most important factor when purchasing snacks, but there was a lack of flavor choice in the mixed nuts category,” said Maya Erwin, Vice President of Marketing & Innovation at Blue Diamond. “No one knows flavors like Blue Diamond, so we created Almonds and More to meet consumers’ appetite for premium and protein packed flavor options so they can get the most from their favorite snack nuts.”

Almonds and More is the brand’s first venture into the mixed nuts category and will be available in three signature flavors, each with over 50% of almonds complimented with a blend of cashews and pistachios:

- [Blue Diamond Honey Roasted Almonds and More](#) offers the irresistible sweetness of a rich layer of honey toasted to golden perfection, making for a deliciously sweet and subtly toasted snack that creates a balanced blend of indulgence and wholesome, all with a satisfying crunch in every bite.



- [Blue Diamond Roasted Sea Salt Almonds and More](#) packs the perfect harmony of flavor and crunch, as the roasted nuttiness is balanced out by a crisp touch of sea salt, creating an elevated yet simple snack that celebrates pure ingredients.
- [Blue Diamond Smokehouse Almonds and More](#) embraces the bold, smoky and signature Blue Diamond flavor with rich and savory notes that pair effortlessly with the mixed nut blend to deliver a warm, lingering taste that satisfies savory snack cravings.

Almonds and More cans are now hitting all Kroger shelves nationwide in 14-ounce cans (MSRP: \$11.99) and will become available at major retailers nationwide in early 2025. Blue Diamond is dedicated to creating new and innovative flavors and products. To stay in the loop on Almonds and More flavors and other products, visit [BlueDiamond.com](https://www.BluDiamond.com).

### **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 to almonds. Blue Diamond is dedicated to delivering the benefits of almonds to the world and does so by providing high quality almonds, almond ingredients, and branded products. Headquartered in Sacramento, California, the company employs about 1,600 people throughout its processing plants, receiving stations and gift shops. To learn more about Blue Diamond Growers, visit [www.BlueDiamond.com](https://www.BlueDiamond.com) and follow the company on [Facebook](#), [Instagram](#), and [LinkedIn](#).